

Open Call: InsideOut Literary Arts 30th Anniversary Poetry Mural

Deadline to apply: Friday, 2/21/2025

City Walls Detroit & SpaceLab Detroit are partnering with InsideOut Literary Arts, Detroit's largest and oldest literary non-profit, to celebrate its 30th anniversary! To commemorate this milestone, we are inviting talented mural artists to participate in a special mural project. This project aims to amplify youth voices, uplift poetry, and create impactful public art that reflects the youthful spirit and resilience of our city. The mural should embody the themes of Hope, Resilience, and the Enduring Spirit of Detroit, viewed through the lens of Youth Expression.

This mural installation will happen on Detroit's iconic Avenue of Fashion, a historic hub for style, flavor, and creativity. Stretching from Seven Mile to Eight Mile, the Avenue of Fashion has experienced a remarkable resurgence, boasting small art galleries, eclectic boutiques, trendy restaurants, and vibrant cultural offerings.

Project Vision:

- Celebrating Poetry & Youth Voice: Highlight the ability to express, inspire, and transform through the written and spoken word. The mural should incorporate the following lines of student poetry:

**In the Detroit city,
The D
has always been for dreams.**

By InsideOut Student Poet Charisma

- Hope for the Future: Celebrate the city's bright future and the potential for positive change.
- Visual Impact: Colors should be vibrant and appealing to viewers of all ages, creating a visually engaging and inspiring public art experience.
- Neighborhood Relevance: The artwork should feel relevant to neighbors and visitors of the historic Avenue of Fashion, whether in style or substance.

Artist Project Scope and Deliverable:

- Submit (1) one unique preliminary sketch that aligns with the above Project Vision.
- 1 –2 Revisions, if necessary
- Execute (1) one approved mural design on the designated wall that aligns with the above Project Vision

Project Schedule:

- 1/21/2025: Open Call released

- 2/15/2025: Deadline for question submissions (Please send questions to bethany.howard@detroitmi.gov)
- 2/21/2025: Open Call closes
- 3/7/2025: Artist or artist team announced
- Mid March (Start approx. March 16, 2025, or before): Artist or artist team starts work on approved mural concept
- **5/19/2025: Mural to be completed (Please confirm your ability to meet the project deadlines as outlined in this Open Call)**

Project Location:

Address: 19360 Livernois

On The Avenue of Fashion, which is one of Detroit's most historic commercial districts, rooted in a vibrant blend of culture, style, and community.



Budget:

\$12,750

Sq. Ft. 48 x 18

The budget is all-inclusive, including but not limited to the artist's fees, artist's assistant costs, artist's studio costs, materials, equipment, and supplies, consultants, and installation.

Artist Scope of Work Artist or Artist Team Responsibilities:

- The selected artist or artist team will be required to work in collaboration with City of Detroit, SpaceLab Detroit, and InsideOut Literary Arts.
- The selected artist or artist team is responsible for:
 - Conducting research to better understand the site, the project, and organization, along with any other elements deemed helpful to their creative process.
 - Developing at least (1) one unique mural design concept that represents the above Project Themes & Vision.
 - Incorporating feedback from Selection Panel about concept, making revisions, and presenting (1) one final concept for approval.
 - Creating and executing the final concept.
 - Fulfilling the responsibilities within the contracted budget and timeline.
 - Participating in any planned unveilings, if necessary.
 - **Acknowledging and committing to your ability to meet the May 19th project deadline as outlined in this Open Call.**

City Walls Detroit Responsibilities:

- Coordinate reviews and permissions regarding artist selection and concept development
- Coordinate marketing, documentation, and public engagement
- Assist in the coordinating applicable permits and right of entry for installation.

Artist Selection Process:

- Eligibility: We are seeking an artist or artist team who can make a commitment to working in Detroit as necessary to fulfill the responsibilities of this project. Any artist or artist team is encouraged to apply.
- Process: This will be an open call. Qualifications, portfolios, and statements will be solicited by City Walls Detroit. A community selection panel will score each application with the highest score winning the commission.

Selection Criteria:

Winning artist or artist team will be selected based on the Selection Panel's evaluation of the following 100 point-scale criteria:

- 30pts: Ability to accomplish projects of a similar complexity within the budget, timeline, and technical constraints presented, based on examples of prior works.
- 30pts: Preliminary sketches/renderings; along with the quality and originality of the proposed mural design
- 20pts: Artist or artist team statement
- 10pts Detroit Based Artist
- 10pts: Poetry Focused Art & Alignment with the Project Vision + Theme: The extent to which the mural concept reflects the project vision

Member Selection Panel will consist of one member per category below:

- City Walls Detroit
- InsideOut Literary Arts
- Community Arts Professional
- Detroit Resident/Community Member
- Detroit Resident/Community Member
- Detroit Resident/Community Member
- Detroit Youth
- Detroit Youth

Application Requirements:

- Artist Statement: **A brief statement describing your artistic vision and how your proposed mural aligns with this project theme.**
- Portfolio:
 - Portfolio of your previous work (3 Previous Works Maximum) **demonstrating and describing your artistic style, community engagement, and experience with mural painting. Digital images must be JPEG files**
 - Minimum of 2 references of previous public art clients
- Project Proposal & Preliminary Sketch: A detailed proposal and preliminary sketch outlining your mural concept, including design sketches, materials, **timeline** (Start by 3/16/25 and complete by 5/19/25), willingness to engage with the community and attend unveiling. **Digital images must be JPEG files**
- Open Call Closes: February 21st, 2025

We look forward to seeing your creative ideas and celebrating the next 30 years of youth expression through literary arts in Detroit!

Questions can be submitted to bethany.howard@detroitmi.gov