

Open Call for Artists

City Walls x Department of Neighborhoods | Keep Detroit Clean Mini-Mural Project

Deadline to apply: 4/6/2025

Motor City Makeover 365, Detroit's annual citywide volunteer cleanup and beautification initiative, is seeking up to **seven (7) artists** to create impactful designs/artwork promoting the message: **KEEP DETROIT CLEAN**.

About Motor City Makeover

For over 30 years, Motor City Makeover has united thousands of volunteers to revitalize neighborhoods, parks, playgrounds, businesses, schools, and places of worship. Strong partnerships with block clubs and neighborhood associations have been essential to the success of this initiative.

Artists will contribute designs that inspire and reinforce Detroit's commitment to cleanliness and beautification. Selected works should align with the mission of Motor City Makeover and be showcased as part of this citywide effort. Signs will be printed and installed in community spaces of various neighborhood associations and/or Block Clubs.

Project Goals

- **Inspire Civic Pride & Responsibility** – Encourage Detroiters to take ownership of their neighborhoods by fostering a shared commitment to keeping public spaces clean and beautiful.
- **Reinforce the Message: KEEP DETROIT CLEAN** – Use bold, engaging artwork to promote cleanliness and environmental responsibility in a way that resonates with the community.
- **Enhance Public Spaces Through Art** – Transform walls into powerful visual statements that inspire action and contribute to the beautification of Detroit's neighborhoods, parks, schools, and businesses.

- **Strengthen Community Engagement** – Use art as a catalyst to bring together residents, volunteers, and local organizations, deepening their involvement in ongoing cleanup and beautification efforts.
- **Reflect Detroit’s Identity & Resilience** – Celebrate the city’s unique culture, history, and strength by incorporating themes of community, perseverance, and local pride into the artwork.
- **Encourage Sustainable Action** – Inspire long-term commitment to clean and well-maintained public spaces by integrating messages that motivate continuous community-driven efforts.
- **Support & Elevate Motor City Makeover’s Legacy** – Honor the 30+ year tradition of volunteerism and revitalization by creating art that amplifies the mission and impact of this citywide initiative.
- **Foster Collaboration & Unity** – Strengthen partnerships between block clubs, neighborhood associations, businesses, and artists to create a lasting impact that extends beyond the duration of the project.

Project Timeline

- March 13, 2025: Open Call Released
- MARCH 27, 2025: Deadline
 - Questions Submit to Bethany.Howard@detroitmi.gov
- April 6, 2025: Open Call Closes
- April 16, 2025: Selected Artists/Teams Announced
- May 2025: Signs Installed during Citywide Clean-up/Beautification Days
 - Saturday, May 3, 2025 | District 1, 2, & 3
 - Saturday, May 10, 2025 | District 4 & 5
 - Saturday, May 17, 2025 | District 6 & 7

Artist Responsibilities

Selected artists will play a key role in amplifying the message of:

KEEP DETROIT CLEAN

through impactful public art. Responsibilities include:

- **Develop a Creative & Inspiring Design** – Create design/artwork that aligns with the mission of Motor City Makeover, reinforcing the themes of cleanliness, beautification, and community pride.
- **Produce High-Quality Design** – Ensure that all designs are suitable for public display for signs that maintain vibrancy and longevity.

- **Collaborate with Key Partners** – Work alongside City Walls Detroit, the Department of Neighborhoods, and Community Members to refine concepts that align with the project’s vision.
- **Incorporate Public Feedback (If Applicable)** – Be open to input from community members and project partners to ensure the artwork aligns with collective goals.
- **Participate Installation & Unveiling Events** – Attend Motor City Makeover events, mural unveilings, and potential media opportunities to help share the project’s impact.
- **Contribute to Detroit’s Beautification Movement** – Use art as a tool for positive change, reinforcing the importance of environmental responsibility and neighborhood pride.

ARTIST DELIVERABLES:

Designs will be printed in full color 2’x3’ and 3’x4’ format on a High Intensity Prismatic reflective material vinyl and applied to traffic grade metal sign.

Designs will also be printed on T-Shirts for distribution at the Motor City makeover events and will need to be converted by the artist into a 3-color print.

All Designs will be submitted in digital form and must be high resolution and preferably vector.

City Walls/Spacelab Detroit Responsibilities

- Coordinate reviews and approvals for artist selection and concept development
- Support marketing, documentation, and public engagement

Budget

- **\$5,000 per artist/team**
- Artwork will be **professionally printed and installed by City Walls**
- Budget is **all-inclusive**

Artist Selection Process

Eligibility

Seeking artists or artist teams **committed to working in Detroit**. Open to all artists, but preference will be given to Detroit-based creators.

Selection Criteria

Artists will be chosen based on a **selection panel review** using the following criteria:

- **10 pts:** Experience in community-engaged art and research
- **25pts:** Experience creating public artwork that can translate well when printed and/or graphic designs
- **25pts:** Ability to complete projects of similar scale within budget and timeline
- **10 pts:** Artist Statement
- **10 pts:** Detroit-Based Artist
- **20 pts:** Preliminary Sketches

Selection Panel

The panel will include representatives from:

- **Department of Neighborhoods**
- **City Walls**
- **Community Members (7) - One per each district**

Application Requirements

Interested artists/teams must submit:

1. **Artist Statement - - Why do you want to create a sign for the Keep Detroit Clean Mini-Mural Project** (15 sentence maximum)
2. **CV or Resume** (1 page per artist)
3. **Preliminary Sketches** (up to 3 images)
4. **Your Portfolio should include:**
 - a. Up to 3 previous & relevant artworks (Digital images in **JPEG format** {unlocked & downloadable})
 - b. Include **title, location, completion date, previous work budget, medium, and dimensions**
 - c. **Brief project description** (5-sentence maximum)
 - d. **Two references** from past public art clients

Submission Instructions

Submit applications via the online form:

<https://detroitmi.gov/departments/general-services-department/city-walls/call-artist>

For questions, contact: Bethany.Howard@detroitmi.gov

Join us in **Beautifying Detroit** and inspiring communities to **KEEP DETROIT CLEAN!**

