



CALL FOR ARTISTS

Project: Joe Louis Greenway (JLG) Mural Project – Round 2 (2026 Season)

Deadline to apply: February 26, 2026

Mural Completion: Spring/Summer 2026

Total Number of Opportunities/Artist Needed: 4

THE OPPORTUNITY

City Walls Detroit is seeking qualified emerging and seasoned artists and/or artist teams for the 2nd Round of the Joe Louis Greenway (JLG) Mural Project.

Joe Louis Greenway Team Vision Statement: The Joe Louis Greenway is a recreational pathway increasing equitable connectivity, enhancing residents' quality of life and unifying Detroit neighborhoods, people, and parks. The greenway connects the cities of Detroit, Dearborn, Hamtramck, and Highland Park, ensuring safe, comfortable, and sustainable mobility. Our goal is to honor the legacy of Joe Louis by providing beautiful spaces through arts, programming, and economic opportunity.

This Open Call is for public-facing outdoor murals that will be executed in collaboration with local business owners and community stakeholders along the Greenway route.

CORE THEMES for THE 4 MURALS

Artists are encouraged to submit concepts for one, two, three, OR all four themes. There will be a preliminary selection of artists whose submissions resonate with the core themes listed below:

Mural Theme 1. "The Engine of Change" (Highland Park Heritage)

- **The Vision:** To celebrate Highland Park's profound, and sometimes overlooked, role in shaping the modern American landscape. Murals should focus on the city's industrial importance, civic space, and innovation.
 - **Research Key Concepts** like Avalon Village, The Model T & Mass Production, the first paved highway mile, the Davison Freeway, and the historic architecture.



- **The Goal:** To create visually stunning, present day community work & historically accurate murals that serve as a source of pride for Highland Park residents and educate visitors about the city's contributions.

Mural Theme 2. "Service & Sacrifice" (Detroit Veterans)

- **The Vision:** Detroit has a deep history of service. For this theme, we are seeking murals that honor the legacy, resilience, and stories of Detroit Veterans whether those residents are currently serving or served a part of the Army, Navy, Space Force, Marines, Coast Guard, or Air Force.
- **The Goal:** To create visual monuments that acknowledge the contributions of our veterans, creating spaces of reflection and respect along the Greenway.

Mural Theme 3. "Detroit Love Haiku" Detroit Poet Laureate / Visual Haiku Collaboration)

- **The Vision:** We are exploring the intersection of visual art and written words. We are seeking visual artists interested in incorporating poetry, specifically Haiku, and collaborating with the Detroit Poet Laureate, Jessica Care Moore to bring verses to life on a massive scale.
- **The Goal:** To turn the Greenway into a "readable" journey where paintings and literature connect.

Mural Theme 4. JLG "Community Choice" (Artist/Community Inspired)

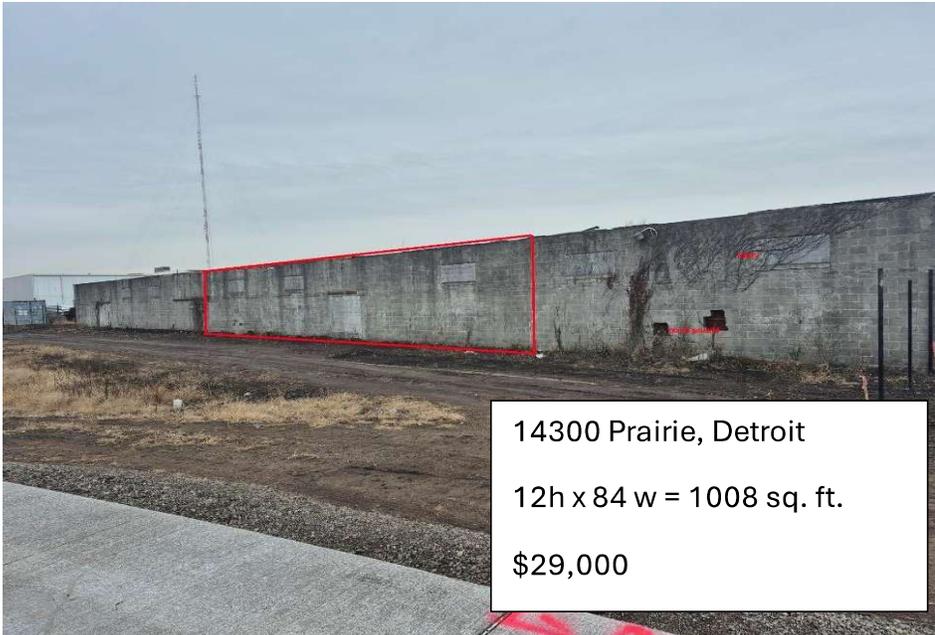
- **The Vision:** This mural will help to transform the Joe Louis Greenway into a vibrant corridor of strength, likely something using abstract forms and industrial textures to mirror the grit and resilience of Detroit and Highland Park. The artist successfully goes beyond literal imagery; the design will create a visual narrative that celebrates the collective spirit of a community rising higher.
- **The Goal:** To create a landmark that transforms a boring wall into a shifting experience of movement & community impact using abstract forms and ideas.

SITE CONTEXT

Selected artists will be paired with private business owners whose properties face the Greenway.



- **City Walls Community Ownership Clause:** You will be creating art that respects the communities we serve. The walls may be on business owner's property or vacant property, either way, please adhere to the City Walls "Community Ownership." (no advertisements, no logos).
- **The Canvases:**





15026 3rd Ave, HP
Indicated in
Yellow 10h x
1000w =
\$27,000



Undisclosed Location
20h x 24w = 480 sq.ft.
\$14, 000



ELIGIBILITY

- Open to all artists 18+ (Preference given to Detroit-based artists).
- Experience with large-scale outdoor murals is preferred.
- **Visual-Literary Artists:** Graphic designers, typographers, and muralists with strong lettering skills are highly encouraged to apply for the "Haiku/Poetry" designated wall.

APPLICATION & SUBMISSION REQUIREMENTS

Please submit the following via [the Joe Louis Greenway Mural Project Application](#):

1. **Portfolio:** 3-5 images of past large-scale work (PDF or JPEG).
 - Provide description of the 3 images using the following info -
 - Title:
 - Materials:
 - Year Created:
 - Dimensions
2. **Artist Statement:**
 - Why do you want to paint a mural on the Joe Louis Greenway?
 - Which theme appeals to you most (Highland Park, Veterans, Poetry, or Community Choice), and why?
3. **Preliminary Sketch or Sketches – *You may submit up to 4 distinct sketches.***
(Mandatory): A rough visual representation of how you would interpret one or all the core themes.
4. **CV/Resume:** Highlighting relevant public art experience.
5. **Project Execution & Stewardship Plan**
 - **Capacity & Management Statement:** Please describe your approach to managing the timeline and your strategy for working with assistant artists (if applicable) community members, and/or collaborators.
 - **Sustainability & Environmental Plan:** Outline your approach to mural preservation and durability including but not limited to the use of UV & anti-



graffiti coatings that can preserve the mural, the use of fume-free products, or sustainable disposal methods.

- **Maintenance Strategy:** Provide a comprehensive maintenance plan including a schedule for inspections, minor touch-ups, and graffiti removal protocols.

SELECTION CRITERIA

- **Artistic Excellence:** Strength and quality of past work.
- **Thematic Relevance:** Connection to the themes of Highland Park, Veterans or Literary Arts. And your own style of work that could fit on the JLG.
- **Community Fit:** Ability to create work that resonates with Detroit and Highland Park residents.

Winning artists/artist team will be selected based on the section panel's evaluation of the following criteria:

- 30pts Experience in creating permanent, durable, outdoor public artwork
- 30pts Project Execution & Stewardship Plan, i.e. workflow, paint schedule, anti-graffiti application, UV-resistant coatings, etc....
- 15pts rough project expense budget
- 10pts Detroit Based Artist
- 10pts Preliminary Sketches
- 5pts Artist Statement

The Selection Panel consists of 1 member from each category below and is facilitated by City Walls Program Director:

- General Service Department: JLG Team Member
- Highland Park City Official
- Community Member
- Community Member
- Community Member



- Community Member
- Community Member

QUESTIONS?

Email: citywalls@detroitmi.gov

Using Subject Line: JLG Round 2 Question