

Call to Artists

Town Shop Mural

Summary:

The Town of Leesburg's Public Works Department, in conjunction with the Commission on Public Art and Friends of Leesburg Public Arts (FOLPA), are seeking submissions for a mural on the exterior wall of the town shop, located at 1393 Russell Branch Parkway, in Leesburg.

Project Description:

The Town of Leesburg's Commission on Public Art (COPA) is initiating a contest for designs for a mural to cover an entire exterior wall measuring 28.5' in width between 2' pillars at each end but this width includes the 2' pillar in the middle. The height is approximately 18' at the center point sloping down from right to left.

The winning artist or artist team will receive an award of \$6,000 for design and installation of the mural and \$4,000 to cover supplies and (if necessary) rental of scaffolding/lift.

A panel of four (4) appointed people will review, select, and make a recommendation as to the winner(s) of the contest. The artist or artist team will be responsible for installing the artwork directly on to the wall.

Artwork Theme

The theme for the murals should be relevant to the types of services provided by the Town Public Works Department. Artists are encouraged to visit the Town of Leesburg website to familiarize themselves with the various Public Works services.

Artist Eligibility

This contest is open to artists and artist teams within the Washington D.C. Metro region. Artists and teams are encouraged to apply.

Application Requirements

1. Up to four separate design concepts can be entered by each artist/team.
2. Résumé with contact information, website, or Facebook / Instagram or other social media page (if available), and a list of relevant previous experience.
3. Artist statement – A brief written description of the proposed artwork intended to give the viewer a full understanding of the mural concept. It should describe the proposed design(s), highlight the link with the physical context, list the supplies to be used.
4. Maximum fee for design and installation (cap of \$6,000). Budget for paint, supplies, and rental of scaffolding/lift (up to \$4,000 will be reimbursed to the artist(s) for paint, supplies and rental of scaffolding/lift, upon submission of receipts). NOTE: Purchase of any durable equipment (e.g. projectors, extension cords, lighting, etc.) are to be reviewed by FOLPA prior to purchase, and may be retained by FOLPA to be utilized by other artists for future art installations.

Timeline

September 16, 2022	Call open and posted online
October 21, 2022	Submissions due
October 26, 2022	Advisory Panelists meet to review submissions
November 7, 2022	COPA meeting to approve Advisory Panelists' recommendations
December 13, 2022	Town Council Meeting to approve design

December 30, 2022 Winning Artists/Team notified
January 30, 2023 Winning Artists/Teams Fully Developed Design Due
February 6, 2023 COPA approval of design

Installation of mural will need to be coordinated with the Leesburg Town Department of Public Works and Capital Projects. The Town will arrange to power wash the wall once the timing of the installation is decided. The timing of the final mural and dedication will be dependent on Town Council approval of the mural design, artist's schedule, and weather, but is anticipated by spring 2023 with a deadline for final completion by June 25, 2023.

Selection Process

The submissions will be reviewed by an advisory panel of four (4) artists chosen from COPA's Art Advisory Panel roster. The Panel will consider both the originality of the design and the relevance of the theme to the local context. Artists must submit a budget for their proposed artwork, keeping in mind that the maximum artist fee for design and installation will be capped at \$6,000. FOLPA will reimburse up to \$4,000 for paint, supplies and rental of scaffolding/lift (the artist/artists must submit receipts). NOTE: Purchase of any durable equipment (e.g., projectors, extension cords, lighting, etc.) are to be reviewed by FOLPA prior to purchase and may be retained by FOLPA to be utilized by other artists for future art installations.

The panel will send the finalist recommendations to COPA, which will review the recommendations and send the final recommendations to the Town Council for approval. Once the Town has approved the design, the artist(s) will be notified. Installation of the mural by the winning artist(s) can take place once the artist(s) enter into a legal contract with the Town of Leesburg.

Selection Criteria

- Originality/creativity
- Appropriateness to the area and Town of Leesburg
- General community appeal
- Other evaluation criteria not outlined above may be considered as necessary

Submission Guidelines

Application for this contest can be made via email to lkosin@leesburgva.gov (10MB limit), or mailed or delivered to:

Town of Leesburg
Commission on Public Art
25 W Market St,
Leesburg, VA 20176

ATTN: Leah Kosin, COPA Liaison