

CALL TO ARTISTS: MURAL IN THE CITY OF FAIRFAX

City of Fairfax, VA

Submittal Deadline: 4 p.m. Monday, July 1, 2024

Award: \$ 8,000

Overview

The City of Fairfax Environment and Sustainability Division and the City of Fairfax Office of Cultural Arts seek proposals for a mural for the bathroom structure at Draper Drive Park. The goal of the mural is to raise awareness and inspire action towards environmental cleanup, waste reduction, and pollution and litter mitigation.

Draper Drive Park is located at 9797 Beech Drive, Fairfax, VA 22031. This park is home to multipurpose fields, a walking trail and a playground making it a well-used, multigenerational park.

The City of Fairfax is dedicated to preserving the resources of our built and natural environment and to ensure our community has clean air and water, safe and healthy neighborhoods, a resilient economy, and access to housing and transportation choices.

In January of 2023, the City of Fairfax enacted a 5-cent tax on disposable plastic bags provided at point of sale to consumers at grocery stores, convenience stores, and drugstores. This tax aims to curb the overwhelming usage of single-use plastic bags. It is estimated that between one to five trillion plastic bags are used across the globe each year, with the average American family consuming 1,500 plastic bags a year. Many plastic bags end up as litter on streets and eventually degrade into the soil or are carried into local waterways, eventually flowing into rivers, bays and oceans. Broken down microplastics from plastic bags can never be taken out of the environment. Opting to use reusable grocery bags can drastically reduce the number of plastic bags littered in the environment.

Revenues generated from the disposable plastic bag tax are restricted for specific uses via state code, which include (1) environmental cleanup, (2) providing education programs designed to reduce environmental waste, (3) mitigating pollution and litter, or (4) providing reusable bags to recipients of Supplemental Nutrition Assistance Program or Women, Infants, and Children Program benefits.

Some examples of issues that should be highlighted in the mural include:

- **Environmental Cleanup:** Highlight the importance of keeping our environment clean and the impact of collective efforts in cleaning up polluted areas.
- **Reduction of environmental waste:** Emphasize the importance of reducing, reusing, and recycling, encouraging sustainable habits within the community.
- **Pollution and litter mitigation:** Address the issue of pollution and litter in our environment. The mural could serve as a visual reminder of the importance of proper waste disposal and the consequences of pollution.

The finished mural size will be L=14' 8", H1 = 5', H2 = 8' 9". It will be painted on panels that will be attached to the building. The city will work with the final artist to determine which material is best for the mural panels.

Deadline

The deadline for all submissions in response to this call is 4:00 p.m. on Monday, July 1, 2024

Eligibility

This call is open to all artists age 18 and above with preference given to those residing in Northern Virginia and/or have a connection to George Mason University.

Submitted designs must be original artwork.

Artists are required to be a licensed business and be insured.

Juried Selection Process

Members of the City of Fairfax Public Art Committee and staff from Fairfax City will review the proposals. The selected design will be chosen, and the artist notified by electronic mail by close of business on July 15, 2024.

Selection Criteria

The panel will use the following criteria:

- Artistic merit and graphic strength of the proposed design;
- Relevance to the project goal;
- Contribution to aesthetic and cultural atmosphere of the City;
- Appropriateness of subject and concept for a public space;
- Completeness of the submission as outlined in this announcement.

Artwork will be deemed inappropriate which portrays: content which violates copyright or other known legal ownership interest; profanity, obscenity, indecency, violence, pornography; discrimination on the basis of race, creed, color, age, religion, gender, sexual orientation, or nationality; defamation or personal attacks.

Artwork Location

On the north facing façade of the restroom structure in the Draper Drive Park in Fairfax City. (9797 Beech Drive, Fairfax, VA 22031) The mural will be L=14' 8", H1 = 5', H2 = 8' 9". It will be painted on panels that will be attached to the building. The city will work with the final artist to determine which material is best for the mural panels.

Payment

The selected artist/artist team will be awarded \$8,000 for the design concept/paint/supplies needed to execute the project.

The City of Fairfax will own the copyrights and enjoy the unlimited, licensed use of the selected designs for program purposes. The City will not profit from the use of the art.

Submission Requirements

Please email all application materials to Megan DuBois megan.dubois@fairfaxva.gov . Please contact with any questions.

Respondents should submit the following materials by 4 p.m. on Monday, July 1, 2024

1. Artist/Team Name, Point of Contact, Business Name, Mailing Address, Telephone Number, Email Address, and Website.
2. Statement of Interest briefly addressing the concept, design, and how you approached the project.
3. One-page resume or curriculum vitae.
4. Annotated List of Images: Please include the artist's name as a heading and a brief description of each image including title and original medium.
5. Design Proposal. Designs must be submitted as high-quality image file in web-quality JPG file.

Submission Guidelines and Design Considerations:

1. Submitted designs must showcase original artwork.
2. The art may be a new original piece or an existing work of the artist and may not be on display in other public art programs (not including gallery exhibitions.)
3. Designs that incorporate commercial advertisement will not be considered.
4. Must be educationally designed to reduce environmental waste, mitigating pollution and litter.
5. Would like the mural to be accessible and equitable in design and concept. For example, if featuring text, also include multiple languages and/or Braille. If including people, feature a display of the diversity in the City.
6. Mural can be painted on site or in the artist's studio.

Timeline/Disclaimer

Announcement of Call to Artists/RFP Response: June 3, 2024

Response from Artists Due: July 1, 2024

Selection Committee Reviews Proposals: Early July

Selected Artist Contacted: July 15

Mural Installation: August/September 2024

The City of Fairfax reserves the right to delay or reschedule, cancel or reissue this Call for Artists for any reason it deems necessary.

The City of Fairfax does not discriminate on the basis of race, color, age, ethnicity, religion, national origin, pregnancy, sexual orientation, gender identity, genetic information, sex, marital status, disability or status as a U.S. veteran and is an Equal Opportunity Employer.

Location of Mural



L=14' 8", H1 = 5', H2 = 8' 9"
