



Thriving Together Atlanta Public Art Mural RFP

a Public Art Challenge partnership with the City of Atlanta, NBAF, Out of Hand Theater, the CDC Foundation, and Bloomberg Philanthropies

THRIVING TOGETHER

Thriving Together Atlanta is a public art project dedicated to addressing racial equity in health through free events and activities including murals by Atlanta artists, mobile art experiences, an arts and cultural festival, and Equitable Dinners.

The groundbreaking project was awarded a \$1 million grant through the Bloomberg Philanthropies Public Art Challenge which brings together mayors, residents, and artists to develop innovative, temporary public art projects that address important civic issues in their communities.

Thriving Together Atlanta is a collaboration between the City of Atlanta - Mayor's Office of Cultural Affairs, the CDC Foundation, National Black Arts Festival, and Out of Hand Theater. The project serves as a model of how cross-sector partnerships can address the multi-faceted issues affecting communities.

For more information, to learn about upcoming events, and sign up for our mailing list and newsletter, visit thrivingtogetheratlanta.org.

PROJECT DESCRIPTION:

NBAF has been charged with creating public art murals addressing the theme of *Thriving Together*.

This opportunity offers funding to activate publicly accessible spaces to bring community together around an issue; educate populations through art on ways that they can advocate for equity; help influence public policy to support better health outcomes for affected communities; and create a replicable economic model of community-led change through the arts and activists partnerships.

Proposals may be submitted by individual artists or artist teams. Proposals will be evaluated on artistic excellence as evidenced by submitted materials; professional experience; community value added; compatibility with the architectural design, facility environment, and mission and vision of the Thriving Together project.





This project presents an opportunity for us to create interventions that will result in more opportunities to get to know our neighbors and cultivate a culture of radical empathy that leads to positive behavioral shifts.

THRIVING TOGETHER MURAL ART DIRECTION:

In April of 2021, the Centers for Disease Control and Prevention (CDC) declared racism a serious public health threat that directly affects the well-being of millions of Americans and, as a result, affects the health of our entire nation.

The Thriving Together mural seeks to explore what it means for Atlanta's to *Thrive Together* as engaged and empathetic citizens, moving us toward the Beloved Community of Martin Luther King's teachings.

As the city wrestles with its growing socio-economic divides, the echoes of the past continue to exacerbate existing barriers to the long-fought-for equity that is Atlanta's promise. Even in the city "too busy to hate," great disparities in economic development continue to power a lack of access to health care.

Furthermore, because the city is so demographically siloed, there aren't many opportunities for us to cultivate empathy for each other, to understand what we're going through *collectively*.

The host of social issues that Atlanta faces exact a high socio-economic cost on all of our city's citizens. We must all - Atlanta natives to recent transplants; people of all ages, races, genders and socio-economic status - work together to solve the issues of the day.

To read the complete Thriving Together Atlanta Artist Brief, please [click here](#).

The Artist Brief is meant to give deeper insight into the root causes of Atlanta's race based health inequity, and context for the mural art direction. It is highly recommended that artists read the Artist Brief before submitting a proposal.



SELECTION CRITERIA:

In alignment with Thriving Together's mission and vision, proposals should:

1. Address the outlined Mural Art Direction in an aesthetically pleasing and professionally executed way.
2. Not advertise a business, organization, political party, or person holding or seeking office in government.
3. Not be interpretable as advocating hate, violence, racism, sexism, bigotry, or obscenity.
4. Offer an enduring message of positive action, community interconnectedness, and progressive change for our City and its diverse citizens.

NBAF will review artists' qualifications and proposals. NBAF reserves the right to reject any or all applications, proposals, or projects, and to modify or terminate the application process or the selection process for any reason and without prior notice.

SITE SPECIFICATIONS:

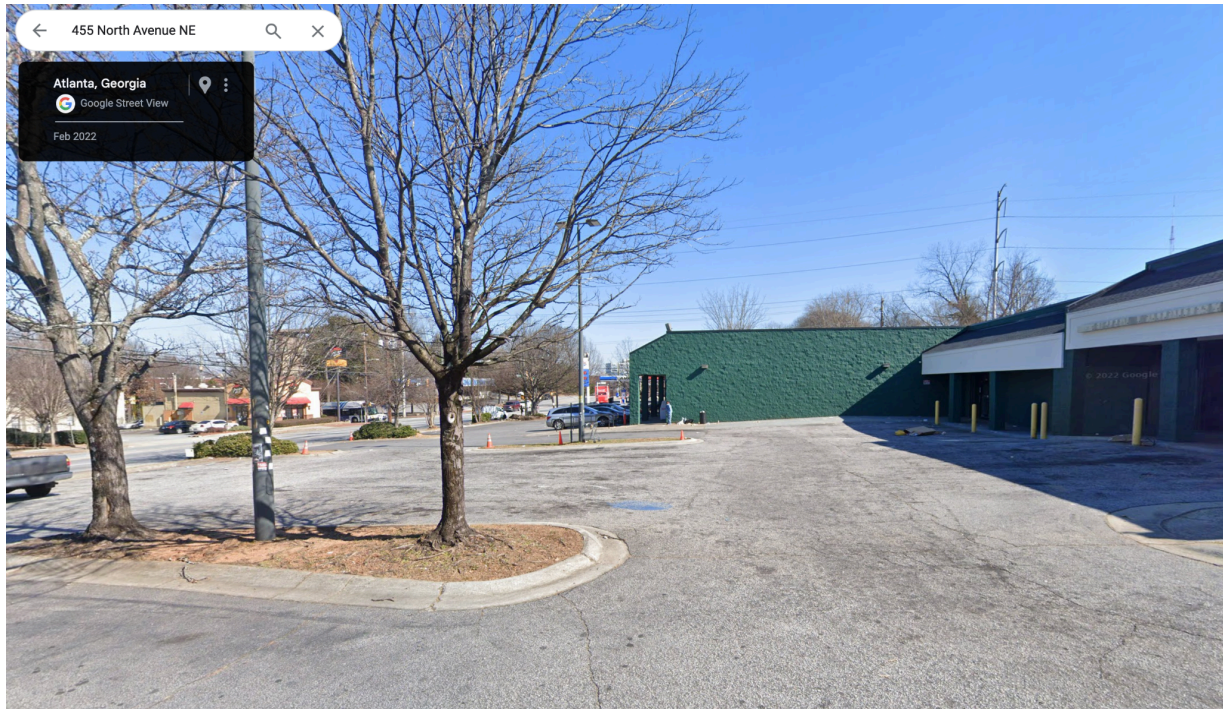
The site that was selected for the Thriving Together Atlanta Public Art Mural is significant in that there are concentrations of people impacted by health inequity living adjacent to a *movable middle* community.

Old Fourth Ward near the former Atlanta Medical Center and Beltline are key areas that serve as spaces in the process of gentrification. Affluent voters in these areas have political influence and the purchasing power to influence change. They also have proximity to neighboring vulnerable communities and a more progressive/systems-thinking approach to social challenges.

Given the demographics and culture-graphics of the Old Fourth Ward, and also that it is a lifestyle destination for residents from all areas of Atlanta, there is an opportunity in this area to present art that resonates with the diverse residents who live in these communities, highlighting values that transcend neighborhood boundaries, such as opportunity, inclusivity, unity, justice and hope.

The Thriving Together mural wall is located inside the shopping plaza located at [455 North Avenue NE, Atlanta, GA 30308](#). The selected wall is on the right side of the now empty Family Dollar, facing North Avenue and Parkway Dr.

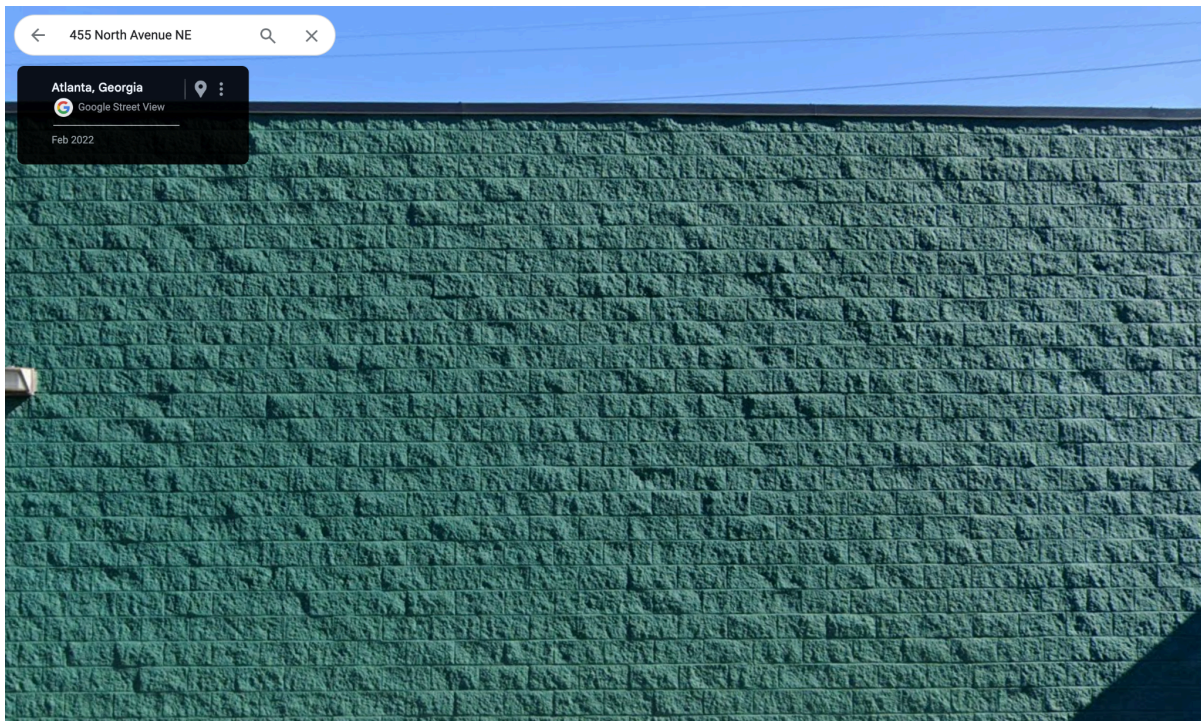
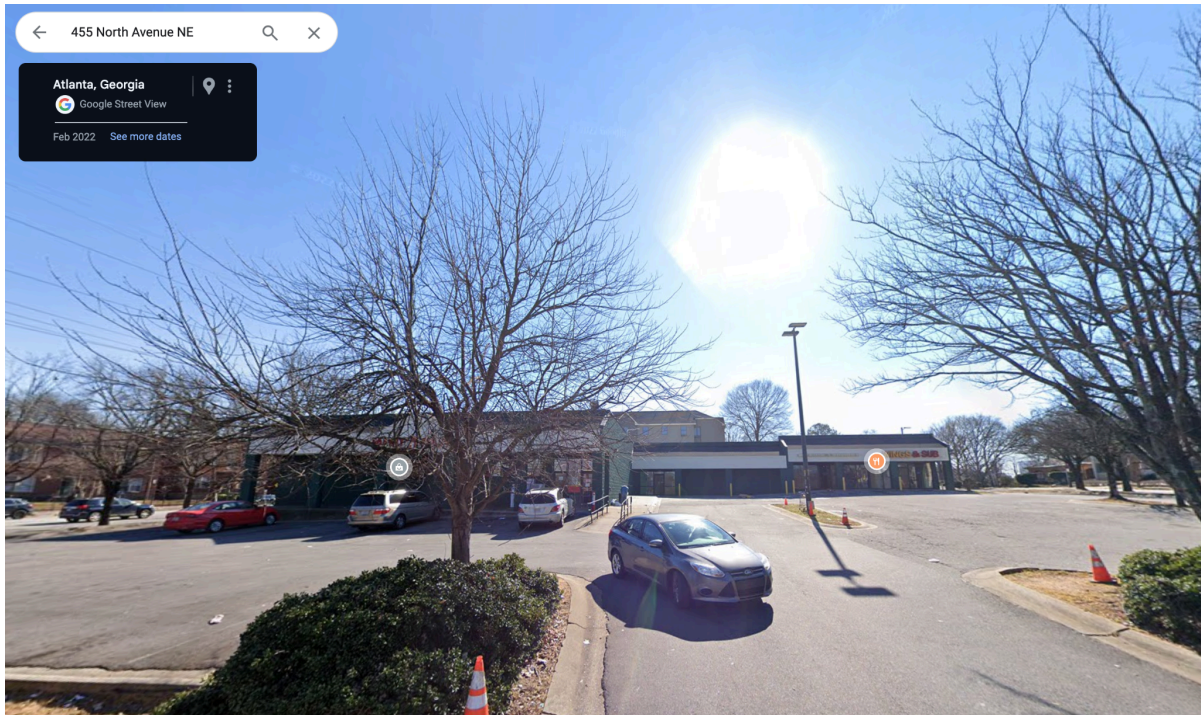




Artists have the option of creating a mural that encompasses the whole wall, or a mural that fits within the area bracketed by the two light fixtures. Murals should be no smaller than 30 ft wide by 20 ft tall. If not using the entire wall space, murals should be situated no fewer than 8 ft from the ground.

The wall is made of Castle Rock material, also known as Block Stone. Murals must be painted directly onto the wall and treated with UV fade resistant and graffiti-protective coating.

Mural art design must include the commissioning body's logo and a QR code to the project website.





ELIGIBILITY:

This opportunity is open to individual artists or artist teams residing in the Metro Atlanta area.

- Artist(s)/Artist Team(s) should have demonstrated experience completing public art projects with a similar budget and scope.
- Project scope must include:
 - the application of NBAF approved UV fade resistant and graffiti-protective coating,
 - one (1) public art mural repair/touch up during the life of the mural upon,
 - and one (1) Community Day where interested stakeholders can volunteer to help with mural painting. Artists can specify the number of volunteers and/or volunteer shifts they're able to accommodate during the Community Day.
- Artist Teams may only submit one design, however, artists participating in an Artist Team may also submit an individual proposal for their own non-Artist Team related design.
- Late or incomplete submissions will not be considered.
- Artists that move to the semi-final round will be required to present their ideas to a panel of community stakeholders.

BUDGET:

Thriving Together Mural Project: \$25,000

The selected artist or artist teams will be awarded a comprehensive contract. The artist will be responsible for artwork design, materials, installation, insurance, community volunteer materials, any needed equipment, security, project documentation, and reporting.

PROJECT TIMELINE:

- **Application opens:** Friday, September 6th
- **Deadline to apply:** Tuesday, October 1st
- **Semi-finalists selected:** Friday, October 4th
- **Community Stakeholder Meeting:** Week of October 7th
- **Artists Notified:** Monday, October 14th
- **Mural Execution:** October 28th - November 3rd
- **Mural Unveiling:** Week of November 11th



SUBMISSION REQUIREMENT DETAILS:

1. Resume

Include complete contact information including street address, phone number, and email.

2. Artist Statement

Describe your interest in this project and how your artwork and technical process would be well-suited for this opportunity. Please specify if you are a part of an Artist Team or an Individual Artist.

If you are emerging in public art, address the reasons why you believe you are qualified for the opportunity, or the steps you would take to ensure successful completion of this project.

3. Design Proposals

Provide a high-quality color image of your concept design(s).

4. Design Description

Provide a narrative of how you feel your design addresses the theme and what action you feel your work will inspire in the community.

5. Work Samples

Up to ten images of past work. Name files with artist's last name, first initial and number that corresponds to the image information on the image list.

6. Image list

Provide a description for each image including key details: title, location, cost/budget, date completed, materials, dimensions, project partners, etc.

7. References

References for three (3) individuals with whom you have worked, collaborated, or who have commissioned your work in the past (name, affiliated organization, email address and phone number).

How to Apply:

Please send your proposals in a single PDF to info@nbaaf.org. The subject line should read: ARTIST NAME: Thriving Together Mural.

Proposals must be received no later than Tuesday, October 1st at 11:59 PM . Proposals received after the due date shall not be considered.



For questions about this RFP, please contact:

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