



CITY OF MONROE ASPHALT ART PROJECTS: ART ALLEY

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Call Type: Public Art

Eligibility: Local

State: Louisiana

Entry Deadline: 11/15/2024

Project Deadline: 4/15/2025

Total Budget: \$35,259.79

REQUIREMENTS:

Media

Images - Minimum: 5, Maximum: 5

Video - Minimum: 0, Maximum: 3

Total Media - Minimum: 5, Maximum: 8

Overview

The City of Monroe is seeking proposals from qualified Artists or Art organizations with relevant experience designing and managing the installation of large-scale themed murals or abstract design to the roadway or a surface similar in scale. The city feels an art piece that is representative of the community will further activate these spaces for local, multi-generational enjoyment. The mural will be installed on the roadway in Art Alley. A picture indicating the specific area is included as part of this call.

Budget

The completed Project budget will not exceed \$35,259.79. The total project budget must include art design, application, and installation on Art Alley. The project budget will be inclusive of travel, if necessary and subject to approval by the City, and artist fees, plus all direct costs for supplies excluding paint, which will be purchased by the City of Monroe.

Scope of Work for Art Alley Applicants

The development and design for the artwork should consider the following:

- Reflect the Monroe community, Downtown Monroe, and the Monroe Art community.
- Due to the expected wear from vehicular traffic and climate (extreme temperatures and weather patterns), delicate shading may become obscured.
- The areas in the travel lanes will experience fading more quickly and the areas of design near the shoulder of the road will last longest.
- Light colors accumulate dirt fast.
- Large black areas absorb heat and can get hot.
- Design must ensure the traffic lanes are delineated.
- Bold, block colors are highly encouraged.
- Designs are limited to 10 colors. Of the 10 colors, the Downtown Monroe brand colors (included as Appendix A) are required to be incorporated into the design.
- **No copyrighted material** may be used in whole or in part.



- **No mimicking of traffic control devices** that might affect driver behavior. Put simply, designs should not look like crosswalks, stop signs, or other three-dimensional objects.
- **No depiction of activities or products that are not available to all ages.**
- **Buffers must be maintained** around the following traffic control devices:
 - 1-foot buffer around lane striping.
 - Street parking must be maintained.

Selection Process & Evaluation Criteria

The application and selection process will be completed in partnership with the Northeast Louisiana Arts Council (NELA Arts Council). The call for artists and application will be housed on the NELA Arts Council website. An Art Selection Committee (the Committee) may include (but is not limited to) two representatives from the City of Monroe Economic Development Team, the Northeast Louisiana Arts Council, and the City Council member who oversees the district the art installations fall under. The Committee will review all eligible artist submissions. The Committee will choose one applicant for Art Alley.

Submissions are evaluated by the following criteria:

- Artistic excellence and originality as evidenced by the representations of past work images and other supporting materials.
- Appropriateness of artist's medium, style, and previous experience as they relate to the project goals and setting.
- Experience with projects of a similar scale and scope
- Ability to create site-specific or site-reactive works.
- Availability to participate in the design and implementation of the project as required.
- The committee may also take into consideration when selecting artists whether an artist is already represented in the city's public art collection.

Locations and Details

Art Alley
32.502493, -92.117136
Approx., **4,863.42 sqft**

Asphalt Renovation Process

1. City: Publish public notice and inform adjacent businesses of road closures.
2. City: Install traffic cones/barricades.
3. Artist: Provide City of Monroe detailed timeline with expected completion date and work schedule. This will allow the city to notify area businesses and applicable city departments.
4. Artist: Communicate desired paint colors.
5. City: Purchase asphalt-specific paint.
6. Artist: Paint mural in three (3) phases.



Notifications and Proposals

Notifications will be issued **by December 15, 2024**. A full timeline will be provided to those artists who have been selected and a professional services agreement with the City of Monroe will be required.

Artists will be required to attend four (4) meetings: A site visit to meet with the city staff to view the space, the presentation of the artist's proposal before the Committee, one (1) community meeting to engage the public, and an on-site product training session with a product field rep. The proposal must include the concept, materials, size, installation requirements, details of maintenance, and budget. **The proposal must also include renderings.**

All proposal documents, including the renderings, will become property of the City of Monroe and will be used for educational and/or promotional purposes. Each artist's proposal and/or renderings may be exhibited for Committee and community consideration.

NOTE: *"The City of Monroe and the Artist Selection Committee reserves the right to change, modify, or revise the Call to Artists, in part or whole, at any time before the submittal deadline without prior notice. Any change, modification or revision can be found at <https://nelaarts.org/our-focus/artist-opportunities.html>. The City of Monroe and the Artist Selection Committee also reserve the right to reject any or all applications or proposals, to reject any artist, or to terminate the selection process for any project without prior notice."*

Submission Requirements

A complete application includes the following:

- **Artist resume** demonstrating a minimum of three (3) years of professional visual art experience (NOT STUDENT WORK). A biography will not be accepted in place of a resume.
- **Statement of interest** describing:
 1. Why you are interested in this project
 2. Previous experience with public art
 3. Your connection to (if any) or interest in Monroe
 4. How you believe the art will enhance the chosen space
- **References** that include the names and current contact information for three (3) individuals with whom you have worked, collaborated, or who have commissioned your work in the past.

References will be contacted for artists invited to develop a proposal for the commission.

- **Images (6)** of your **original completed** commissions, not proposals, which demonstrate your qualifications for the project. Sketches or drawings will not be accepted. You must include the title, medium, dimensions, project budget (price), year completed, location, and a description. The value must be indicated in US dollars. Each image must contain only one view of the work.

Multiple images per commission/project or unexecuted conceptual projects will not be considered and may disqualify your submission.

- **Images (minimum of 2)** of your proposed design of the mural. Rendering must incorporate the required brand colors included in Appendix A. Renderings are highly recommended to incorporate brand imagery and logo.



This call for artists is open to professional artists 18 and over, regardless of race, color, religion, national origin, gender identification, military status, sexual orientation, marital status, or physical ability.

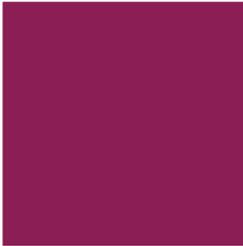
Examples of work submitted must be original, recently completed artwork (within the last 10 years).



APPENDIX A

Brand Colors and Imagery

Required Colors:



RGB: 138 31 84
HEX: 8b1e55
CMYK: 40 99 43 20
PANTONE SUBSTITUTION: 7649 C



RGB: 171 212 204
HEX: aad3cb
CMYK: 33 4 21 0
PANTONE SUBSTITUTION: 7464 C



RGB: 0 71 117
HEX: 094875
CMYK: 100 76 30 14
PANTONE SUBSTITUTION: 7694 C



RGB: 217 194 89
HEX: d8c159
CMYK: 17 19 78 0
PANTONE SUBSTITUTION: 458 C

Brand Typography:

“DOWNTOWN” +
“MAIN STREET” TYPE

Jungle Giant

“MONROE” TYPE

CHAMELTON

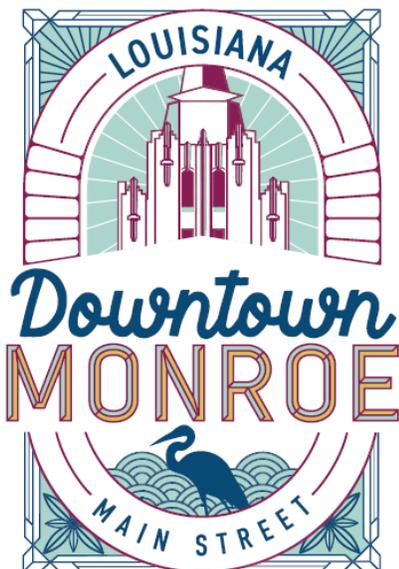
“LOUISIANA” TYPE

DIN 2014 NARROW DEMI

“MAIN STREET” +
“DOWNTOWN” TYPE

DIN CONDENSED REGULAR

Downtown Logo:



APPENDIX B

Aerial Image of Mural Location

