

Open Call: 10th St. Greenway Street Mural Project

Deadline to apply: Thursday, June 27, 2024

City Walls Detroit is seeking artists (or collaborative teams) to design street mural installations at 2 locations along 10th in the Greater Corktown Choice Neighborhoods Planning area as part of the recently awarded National Endowment of The Arts (NEA) Our Town Grant.

The guiding principle of the City Walls program is for the artwork created to represent the values and identity of the community where it is showcased. As such, this project seeks to promote the vibrancy and civic pride of Greater Corktown communities and deepen connections with residents in the process.

The City of Detroit has a vision for neighbors to feel connected to each other, take shared responsibility for their neighborhoods, feel empowered to make a change in their environment, and envision a positive future for themselves, their children, and the built environment in which they live.

The community will be fully engaged in describing which aspects of their collective identity will be showcased through the wayfinding and art. This will foster organic representation of the area and increase pride of place, while simultaneously establishing a brand identity to be furthered by future public and private investments.

Project Background:

In 2020, the City of Detroit completed a comprehensive neighborhood revitalization plan promoting inclusive and equitable growth in Detroit's oldest established neighborhood, Corktown. Like much of Detroit, Corktown has weathered population loss, widespread demolition, and disinvestment. The neighborhood's revitalization has already begun, thanks to small businesses and the Ford Motor Company's \$740 million redevelopment of the long vacant 650,000-square-foot Michigan Central Train Station into a global mobility hub. Additionally, in 2021, the City of Detroit, led by the Housing and Revitalization (HRD) and Planning & Development Department (PDD) were awarded a \$30 million Choice Neighborhoods Implementation Grant to carry out the Greater Corktown neighborhood revitalization strategy.

The strategy uses the redevelopment of Clement Kern Gardens and the new housing sites as catalysts for transformative, neighborhood-wide change. In addition to the hundreds of new, mixed-income housing units funded through CNI, the City will facilitate several physical, community, and economic activities using Choice grant dollars designated for Critical Community Improvements (CCI). The CCI project connected to this project is the creation of the new 10th St. Greenway. The greenway will be a traffic-calmed pedestrian and bike route that will directly connect residents to the new Centennial Park on the riverfront. The greenway itself will fulfill the community objectives to create new and improved public spaces, ensure safe and healthy streets and increase access to community amenities.

Project Vision & Description:

Residents and stakeholders of Greater Corktown have expressed a strong desire for arts and culture in their community. One of the guiding principles from the Greater Corktown Framework Plan is History and Heritage, to ensure the neighborhood's rich heritage and historical significance is preserved, upheld and respected. Clement Kern Gardens residents expressed the following desires in a community meeting:

“Community art and wayfinding along Bagley”

“Desire for a key North-South corridor and a desire for the culture and history of Corktown to be acknowledged and celebrated in the public realm”

“10th St. pedestrian connection south to the riverfront”

In partnership with TCB, the City will employ hands-on engagement and empowerment as a key placemaking strategy for the 10th St. Greenway Wayfinding and Arts Project. The City's neighborhood framework plans often include activities that get residents and stakeholders out of their seats and into the space to realize their own creativity.

A similar approach that will be taken for this project. A local artist(s) will be selected and hired by a selection committee to work with the City and TCB to engage the community on designs for art installations that highlight Corktown's unique neighborhood and cultural identity. Placemaking strategies may incorporate street murals, sculptures or banners that help connect residents to both existing and new amenities along the greenway, with the goal of creating safer, inviting, and active public spaces where diverse residents and visitors can interact. Community engagement will focus on residents and stakeholders of Greater Corktown and specifically residents of the HUD-assisted housing, Clement Kern Gardens.

Project Objectives:

This project fulfills the following Corktown Guiding Principles: Corktown for Everyone and History and Heritage, and will work to advance physical, social and systems change outcomes.

Physical: Increasing the amount of safe public space in the neighborhood, physically connecting neighborhood amenities, activating that space with arts installations.

Social: Residents spending more time outside, being more active, and increasing interaction between residents of different socioeconomic circumstances and racial background.

Systems: This project will lay the groundwork for effective artist-led community engagement in the face of rapid neighborhood change that is reflective of community voices. The final report will share best practices and a road map for communities across Detroit to employ placemaking as a creative tool for community empowerment, neighborhood identity and branding. It will also contribute to building trust between the City and local artists.

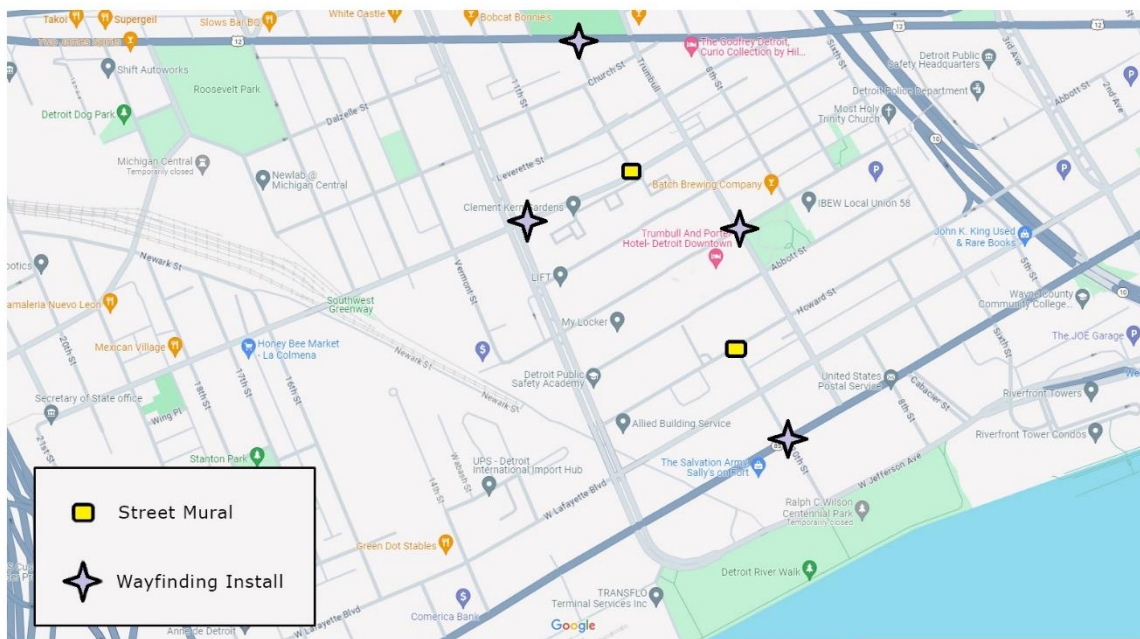
Project Scope and Deliverables:

- (2) Two street mural designs and installations that represent the identity and heritage of the community and connect residents and visitors to amenities along the greenway
- Final Guide including documentation of community meetings, the plan and designs for art installations, and best practices.

Project Schedule:

- May 27, 2024: CTA Released
- June 17, 2024: Deadline for Questions
- June 27, 2024: CTA Closes
- Early/Mid July 2024: Selection Panel Meeting(s)
- Mid/Late July 2024: Artist Announced
- Late July 2024: Artist Start Work

Project Map and Locations:



2 Street Murals: \$10,000 Each \$20,000 Total

- Bagley and 10th St.
- Howard and 10th St.

Artist Scope of Work Artist/Artist Team Responsibilities:

- The selected artist/artist team will be required to work in collaboration with City of Detroit. Artist/artist teams should be prepared to share their personal practice with the community as this is inherently a group project.
- Artist/artist teams are responsible for:

- Conducting research to better understand the site, the project, the community's history and current culture, along with any other elements deemed helpful to their creative process
- Develop concepts and renderings for the project site
- Present concepts and refinements
- Create a final approved concept and design
- Fulfill the responsibilities within the contracted budget and timeline
- Participate in any planned unveilings, if necessary

City Walls Detroit responsibilities:

- Coordinate reviews and permissions regarding artist selection and concept development
- Coordinate marketing, documentation, and public engagement
- Assist in the coordinating applicable permits and right of entry for install

Budget:

The overall budget: \$20,000 for street murals.

This budget is all-inclusive, including but not limited to artist's fees, artist's assistant costs, artist's studio costs, materials and supplies, installation, specify consultants, and community engagement participation.

There are two possible scenarios for the selection panel to choose how the \$20,000 artist award will be distributed:

- **Single Artist Selection:** If a single artist is chosen to create the artwork, they will receive the full amount of \$20,000. This approach is ideal if the selected design requires the vision and execution of one artist.
- **Dual Artist Selection:** Alternatively, if the selection panel will determine that a collaborative piece by two artists would be the best approach, the \$20,000 award will be split equally. In this scenario, each artist would receive \$10,000. This option allows for the incorporation of different artistic styles.

Artist Selection Process:

Eligibility

We are seeking artists or artist teams who can make a commitment to working in Detroit as necessary to fulfill the responsibilities of this project. Any artist or artist team is encouraged to apply.

Process

This will be an open call. Qualifications, portfolios, and statements will be solicited by City Walls Detroit. City Walls Detroit and the selection panel will review the artist submission and identify one artist/artist team per project to be selected for the project.

Selection Criteria:

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

- 25pts Experience in creating permanent, durable, outdoor public artwork
- 25pts Ability to accomplish projects of a similar complexity within the budget, timeline, and technical constraints presented, based on examples of prior works
- 10pts Experience in community engaged art process and research (specific to the community and wayfinding techniques)
- 15pts Artist Statement
- 10pts Detroit Based Artist
- 15pts Preliminary Sketches/renderings

The Selection panel consists of 1 member from each category below:

- Planning and Development Dept – Shelby Howard
- District 6 Council Rep / DON – TBD
- City Walls - Bethany Howard
- Community Member
- Community Member
- Community Member
- Community Member
- Community Member

Application

Along with completing the online form, interested artist/artist team should submit:

- A project brief page including the name(s) and contact information
- A CV or resume for each artist (1 page per artist)
- Up to 3 images of past work you consider relevant to this project
- Up to 3 images of preliminary designs for the project
 - Digital images must be JPEG files
 - Each image must be unlocked and downloadable for viewing
 - Upload 1 sheet with the following information per image
 - Image name
 - Title of artwork
 - Location
 - Date of completion
 - Budget, medium, and dimensions
 - Up to 4 sentences of project description
 - 2 references of previous public art clients

Questions can be submitted to citywalls@detroitmi.gov