

KROGER MURAL

BLDG REQUEST FOR QUALIFICATIONS

BLDG in partnership with the Kroger Company, will commission a professional artist to create interior artwork for the Kroger store #492 at 148 E Towne Center Blvd, Hamilton Township, OH 45239.

The artwork will be prominently displayed inside the store as part of the Kroger Company's commitment to involving artist in beautifying new stores throughout the nation. The artwork will be expected to celebrate the spirit of the community and the unique identity of the neighborhood and its surroundings.

The artwork will be mounted on canvas or panels that can be installed in the location specified for the artwork. The size of the finished artwork will measure 24' W x 8' H.

Eligibility

This call is open to artists living in the Cincinnati/Northern Kentucky region. When submitting to the RFQ, please indicate if you have a specific or direct connection to Hamilton Township.

To apply for the Kroger Portfolio

Interested artists must submit the following via email to Jarrod Becker at jarrod@bldgbrands.com.

1. Confirmation of intent to participate.
2. Current resume, pdf or word format.
3. Link to website.
4. Or if no website available, three (3) images of previously documented work that demonstrate your ability to design and create large-scale artwork with an annotated informational sheet which includes title, date and brief description of each image.

Semi-Finalist Proposal Award

From the Portfolio, Kroger will select three (3) artists to respond to an RFP and prepare a concept proposal. Artists will receive \$400 for their proposals.

Project Budget

One artist will be awarded a commission of \$10,000. This amount includes all artist fees, design costs, fabrication expenses, transportation and insurance costs to deliver the artwork to the new store by 11/15/2024.

Good to know

- This will be a 'work-for-hire' commission. If you are the artist who receives the commission, Kroger will provide design feedback. Be prepared to receive Art Direction in the event they make suggestions.
- The general on-site contractor of the new Kroger Store, with the guidance of the artists, will perform the installation of the said artwork.

SCHEDULE/TIMELINE

RFQ Doc Submission Deadline

Monday, June 22, 2024

Semi-Finalists Notified

Monday, July 1, 2024

Semi-Finalists Design Due

Friday, July 26, 2024

Finalist Chosen

Monday, August 5, 2024

Project and Delivery Deadline

Friday, November 15, 2024

BLDG

Brands.

THANKS!

CONTACT

JARROD BECKER
ARTISTIC DIRECTOR BLDG

JARROD@BLDGBRANDS.COM

BLDGBrands.com