



Artist Request for Proposals: ABC for Health's Mural Project

A Public Art Mural Project at 32 N. Bassett St., Madison, WI 53703

Introduction to the Project:

Commemorating the Past. Honoring the Present. Setting Sights on the Future.

ABC for Health, Inc. is kicking off a Mural Project, a year-long endeavor to refresh the art on our building's western facing façade.

ABC for Health's beautiful and eclectic building sits on the corner of Mifflin and Bassett Streets in Downtown Madison's Capitol Neighborhood. The site, the longtime host to community-centered businesses and projects, has taken advantage of its large brick canvas, hosting advertisements and colorful murals over the last 5 decades.

Our goal for this mural project is to continue to adorn our wall with public art that commemorates the culture and traditions of the Mifflin Street community. We seek to honor the present values of the city, our nonprofit organization, and new neighbors. We also want to set our sights on the future of Madison, and hope to have a mural that encourages a vision forward with optimism, hope, and progress.

Over the last 5 decades, the mural has seen four different iterations, the most recent and current version completed in 1987. Now, we seek your input and support on deciding what comes next.

About ABC for Health, Inc.

Advocacy & Benefits Counseling for Health, Inc. (ABC for Health), is a Wisconsin-based, nonprofit public interest law firm dedicated to ensuring health care access for Wisconsin's low-income, health disparity populations. Our work has always focused on children, especially those with special health care needs or at risk. ABC for Health's mission is to provide health care consumers with the services and support they need to navigate a complex health care financing system. Find us online: <http://abcforhealth.org>

Mixing Mission and Art

ABC for Health is seeking proposals from artists with experience in arts for the design and execution of a mural that honors the unique history of our Madison, WI community, while integrating the mission of our agency and stories from the lives we have touched. We envision themes of diversity, inclusion, innovation, & hope in our Mural Project's overall mission: Commemorating the Past. Honoring the Present. Setting Sights on the Future.

Mural Site Location and Specifications

The westward facing wall of 32 N Bassett St. displays the current mural that was created in 1987 when the building was occupied by an organic food cooperative, the Mifflin Street Co-Op. The theme was "Control of Our Food Is Control of the Life in Us." This was the 4th iteration of the mural, yet earlier themes still centered on food and community, while honoring the socially active traditions of the neighborhood. The Mifflin Co-op was opened in 1969, and was known as the epicenter

A graphic poster for the ABC for Health's Mural Project. The background is a collage of various murals. The text is arranged in a vertical stack: 'ABC FOR HEALTH'S MURAL PROJECT' in large white letters at the top. Below that, three horizontal bands with text: 'COMMEMORATING THE PAST' (blue band), 'HONORING THE PRESENT' (red band), and 'SETTING SIGHTS ON THE FUTURE' (green band). At the bottom left is the ABC for Health 25 Years logo. To its right is the text: 'Visit our mural at the corner of Mifflin & Bassett Streets, Downtown Madison!'. Further right is: 'The ABC for Health Mural Project website and fundraiser launches October 15! Visit abcforhealth.org to stay connected.' At the very bottom right is the address: '32 N. BASSETT ST. MADISON, WI 53703'.

in many socially progressive movements. When the store closed in 2006, ABC for Health purchased the building in 2007 and moved into the space to continue the long tradition of social justice causes at 32 N. Bassett Street.

The site wall is approximately 30' x 50' feet. The wall surface is brick.



Existing mural running parallel to Mifflin Street

Proposal Requirements

The following is required for consideration as a completed proposal:

1. Contact information: Name, address, telephone number, email address
2. Resume/CV for lead artist(s)
3. Written narrative describing your artistic vision and proposal (No longer than 5 single spaced pages) Include sketches if helpful to explaining your vision.
4. Proposed installation timeline
5. Proposed line-itemized budget
6. Optional additional support materials (i.e. news article on past work)
7. Examples of past work, either attached as a PDF or with a shared web address to a digital portfolio (Maximum of 5)
8. References (Minimum of 2)

Deadline

All proposals must be submitted electronically by **December 15, 2019 at 4:00 PM CDT**.

Materials must be submitted via email to the attention of Brynne McBride, COO, ABC for Health, Inc. bmcbride@safetyweb.org as a Word Document or PDF.

Selection Process

ABC for Health staff will review all completed proposals. We will select up to three semifinalists to interview. We will select one finalist for the project.

The following will be considered in the selection process:

- Artist met the requirements outlined in the RFP; the proposal was submitted by the deadline
- Attention to the mission of the project

- Evidence of ability to create large scale, distinct work
- Ability to maintain project timelines and budgets
- Originality and creativity

Project Timeline (subject to change)

October 15, 2019	Announcement and distribution of RFP
December 15, 2019	Deadline for receipt of proposals
January 31, 2020	All submissions reviewed & semifinalist selected
February 2020	Interviews with semifinalists
March 2020	Artist selected & contract completed
April 2020	Art design finalized and approved
Summer 2020	Work begins
Fall 2020	Work finalized

Budget

No final budget has yet to be proposed, but the artist’s proposed budget will be significant in the selection process. As a privately funded nonprofit, we rely on the generosity of our community and partners to support our work and to aid in the creation of this mural. As an organization, we are applying for several grants between the posting of this RFP and March 2020. Artists may be asked for involvement in the grant application process.

Ownership

The artist will retain ownership of any ideas submitted for consideration until a final selection has been made and a contract will be signed between ABC for Health and the selected artist. At that time, ABC for Health will obtain 100% ownership of artwork produced, in whatever stage of completion, and shall become the property of ABC for Health as a work made for hire as defined by the copyright laws of the United States. ABC for Health shall be the sole and exclusive owner and copyright proprietor of all rights and title in and to the results and proceeds of artist’s services hereunder. In addition, artist will represent being the sole author of the Work and that all services are original by artist and not copied in whole or in part from any other work.