

# CALL FOR ALLENTOWN & LEHIGH VALLEY ARTISTS

## REQUEST FOR ARTIST PROPOSALS (RFP)

**NEW MURAL AT  
THEATER 514 /  
ALLENTOWN 19<sup>th</sup> STREET  
CIVIC THEATER**

**at 514 N. 19<sup>th</sup> Street  
Allentown, PA**



**August 3, 2021**

## INTRODUCTION

The Allentown Arts Commission, in partnership with Materials Conservation of Philadelphia, seeks artist responses via this Request for Proposals (RFP) to commission an original, site-specific mural on the western side façade Theater 514 at 514 N. 19<sup>th</sup> Street. **This opportunity is open to Allentown and Lehigh Valley artists only.**

## ABOUT THE SITE

Civic Theatre of Allentown is dedicated to producing live theatre of high standards of artistic excellence, capitalizing on the physicality, presence, and immediacy of theatre as an art form and providing a creative outlet and training ground for local artists dedicated to the theatre as an avocation. Civic is devoted to developing the artists and audiences of the future. Established more than 60 years ago, Civic Theatre School programs provide training in the theatre arts to over 300 children each year, developing self-expression, discipline, and teamwork as well as an appreciation for the art of theatre. More information about the theater can be found here: <http://www.civictheatre.com/>

The Civic Theater and Theater 514 are in the West End Theater District, a dining, cultural and retail hub. The area is marked by lively streetscapes and pedestrian traffic. There are several great works of Art Deco architecture, especially the Civic Theater, throughout the West End Theater District. It is also near the Allentown Fairgrounds, a 46-acre site that is used for gatherings and entertainment events.

Theater 514 is the Civic Theater's 90 seat black box theater, located across 19<sup>th</sup> Street. The mural itself will be on the side (west) façade of Theater 514, along Early Street.

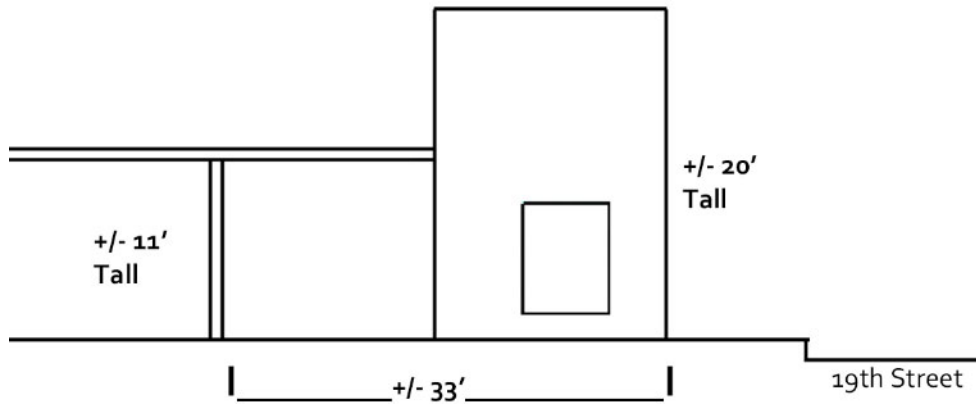
## SCOPE OF WORK

*Mural:* The mural is to capture the excitement and vibrancy of a trip to the theater. The work of art is to address the west-facing façade of the Theater 514, which consists of five bays. The work of art must cover the first two bays only (starting at the corner at 19<sup>th</sup> Street). The walls will be cleaned prior to the artist beginning work on the mural. The artist must prime any surface where they will paint prior to beginning work.

*Community Engagement:* All or part of the mural painting must be conducted during both days of the West End World of Food Celebration, which will take place on September 18-19, 2021. Artists must be present both days and have a unique and free-of-charge art-making activity set up for kids during the festival. A table for the activity will be provided for the artist.

## BUDGET

The budget for the project is \$9,000 and is inclusive of ALL fees, including artist fees, supplies and materials, equipment, wall surface preparation, insurance, studio costs, assistant fees/production support, technical, travel and lodging, time for municipal review and approval, community engagement activities, and all other costs related to the design and production of the work of art. Vertical access will be provided courtesy of the Civic Theater. **Note: Artists are required to use professional, artist-grade paints (Golden Artist Color, Chroma, or equal).**



NOTE: ALL DIMENSIONS ARE APPROXIMATE

*Early Street elevation*



*Location for new work of art*

## PROJECT GOALS

The goals for the work of art include:

- Create a colorful, vibrant visual marker of the theater at a significant enough scale to engage viewers.
- The work of art should capture the excitement of attending the theater – whether that be live theater, film, or theater school. This does not mean that the painting needs to be literal or figurative, but that it should capture the excitement of the feeling.
- The hope is that the wall becomes immediately associated with the theater and the West End Theater District. Therefore, artists should think about how the mural will look as part of a 'selfie' moment.

## PROJECT SCHEDULE

The anticipated project schedule is as follows:

RFP Issued	August 3, 2021
Artist Submissions Due	August 24, 2021
Selected Artist Notified	Late August
Selected artist begins work on project	Mid-September 2021
West End World of Food Festival	September 18 – 19, 2021

**\*\*Please note that artists must be available to paint on both days of West End World of Food Festival**

## ELIGIBILITY

**The opportunity is open to artists or artist teams residing in or maintaining studio space in Allentown or the Lehigh Valley.** Artists should have successfully completed a work of public art in comparable scale or budget to be considered for the project. Female artists and artists of color are encouraged to apply. The public art program is committed to reflecting the diversity of the City of Allentown in our selection process. Complete applications that meet threshold eligibility will be considered.

## HOW TO APPLY

Artists applying to this RFP must send in their materials by 1pm on August 24, 2021. Artists must submit the following:

1. Proposal drawings with dimensions.
2. An idea for the community engagement activity.
3. Artist statement of interest in project (up to 250 words).
4. Artist narrative about proposal (up to 250 words).
5. A simple project budget that breaks down major costs.
6. Current resume (up to one page), including email and phone contact information.
7. Images of four past projects, with an identification sheet that lists the project location, client, date, and budget.

## **SUBMISSION INFORMATION**

Artists applying to this RFP must send in their materials by 1pm August 24, 2021. Materials can be submitted via email or mail.

*If submitted via email:*

-Materials must be sent as a single PDF document not to exceed 4MB in size, and emailed to [jguerrero@mccollab.com](mailto:jguerrero@mccollab.com). All emailed applications will receive an emailed receipt.

*If submitted by mail:*

-Materials must be submitted in a manilla envelope with all materials printed on 8 ½"x11" paper. Please do not bend, fold, bind or staple application materials. Materials must be received by due date – postmarks are not acceptable.

-Envelopes must be mailed to:

Materials Conservation Co.  
1625 N. Howard Street  
Philadelphia, PA 19122  
ATTN: Julia Guerrero

## **OTHER INFORMATION**

Preference will be given to proposals that meet the Project Goals as outlined in the RFP and the artistic quality of the proposal.

The selected artist will execute a contract with Materials Conservation, and the work of art will be owned by the City of Allentown and will be a part of their collection of permanent public works of art. Selected artist will need to provide proof of professional liability insurance prior to executing artist contract.

By submitting materials in response to this RFP the Applicant acknowledges that Materials Conservation and/or the City of Allentown may at any time supplement, modify, or re-issue the RFQ. This may include rejecting all applications, cancelling RFP, extending the time period of this RFP, adjusting the schedule, soliciting new responses, or requesting additional information from applicants. Materials Conservation and the City of Allentown are not responsible for any cost or expense incurred by the Applicant in connection with this RFP. All costs incurred in connection with this RFP are the responsibility of the Applicant.

Questions may be directed to Julia Guerrero at Materials Conservation, at [jguerrero@mccollab.com](mailto:jguerrero@mccollab.com)