



DOWNTOWN DALLAS INC

OPEN CALL FOR PROPOSALS DOWNTOWN DALLAS ART WALL PROJECT

Deadline to Submit: Wednesday, March 17, 2021, by 5:00 p.m. CST

Artist Compensation: Up to \$2,000

Installation Date: Friday, April 23, 2021

Downtown Dallas, Inc. (DDI) is issuing a Request for Proposals (RFP) to artists/artist teams interested in creating unique artwork on an art wall in the Downtown Dallas area.

Downtown Dallas, Inc. created a steel frame art wall that will be placed at a Downtown Dallas park, and is requesting artists interested in creating work for the wall to submit their interest. The selected artist(s) will create work on sheets of plywood, which will be installed by DDI staff and expected to be exhibited at a Downtown Dallas park. **At the end of the installation, the art piece will be owned and managed by Downtown Dallas, Inc. This includes, but is not limited to, full rights to share the art piece with other organizations, parks, and neighborhoods in the 360 Plan.**

ABOUT DOWNTOWN DALLAS, INC.

Downtown Dallas, Inc. is the principal advocate, champion, and steward of Downtown, effecting change by developing strategies, setting targets, and mobilizing resources that:

- Stimulate a vibrant and sustainable Downtown environment
- Improve infrastructure
- Enhance economic competitiveness
- Create a culturally inclusive urban center
- Position the area as a global destination
- Foster innovation and technology in all aspects of the urban experience





OVERVIEW AND PROJECT GOALS

The intent of this project is to transform space and engage the public through a new place-based work. Artists are asked to propose projects that will be fully unveiled at a Downtown park; however, artist's/artist team's project will have a visibility element in the neighborhood for 3-6 months depending on how the work holds up in the Dallas summer heat. In keeping with the nature of this project, Downtown Dallas, Inc. encourages innovation and experimentation within the bounds of public safety and being setting-appropriate. This is an opportunity to work in a space not otherwise allowed and to engage the city and neighborhood in your work.

Project Goals:

- Beautification of Downtown Dallas parks
- Commission a public art wall for DDI that is engaging and interactive
- Create more awareness of Downtown Dallas parks
- Reflect a sense of the Downtown Dallas neighborhood identity in the work

The selected artist(s) will be expected to work collaboratively with Downtown Dallas, Inc. staff and contractors to approve the final design of the public artwork. The artist will be responsible for designing and fabricating the work and participating in installation. DDI will be responsible for providing and delivering the plywood to the artist's studio; picking it up upon completion; and installing the art wall frame at one of our Downtown Dallas parks.

The selection panel will be open to a wide range of ideas, but there are several fundamental aims of the project that the selected artist/artist teams should keep in mind while designing artwork for the site. These include the importance of:

- High aesthetic merit of the work
- Overall safety of the design
- Low degree of maintenance of the work

Artwork should be appropriate and responsive to the pedestrian-oriented streetscape environment.

BUDGET

The budget available for artwork (inclusive of artist fee, design, fabrication, drawings, and documentation) is \$2,000.00 for the work. DDI will provide the plywood, transportation for the plywood to and from the artist's studio, and installation of the piece.



ARTIST ELIGIBILITY

Eligible artists must be 18 years or older and reside within 20 miles of Dallas. Please note: The selected artist/artist team must be available to begin design work immediately. Artist/artist team must also be available to manage installation of the artwork, tentatively scheduled for the evening of art installation.

DIMENSIONS AND PROJECT SPECIFICATIONS

Art Frame Structure: 14' Long x 9' Tall Paintable
Surface (Plywood): 13' 3" Long x 8' Tall

Plywood will come in three sections. The wall is only viewable from one side once installed. Please remember the wall will be installed outdoors, the paint selected needs to be able to weather the elements and direct sunlight for three to six months. **Photos:**





DOWNTOWN DALLAS INC

PUBLICITY SUPPORT

Downtown Dallas, Inc. will promote the artist on its social media, media releases, and public efforts. Selected artists are expected to be cooperative in publicity and media opportunities.

ARTIST SELECTION CRITERIA

Selection will be based on:

- Description of the project you would like to undertake, and desired approach to location.
- Past mural projects.
- The relativity between your project and the site; and
- Your ability to meet the requirements of the installation period and the proposed project with the budget requested (\$2,000).

SELECTION PROCESS

The selection panel for this project will consist of staff from Downtown Dallas, Inc. The selection panel will review the submissions and recommend artists and alternates for commission. The artists will work closely with staff from Downtown Dallas, Inc. to finalize design. Once approved, the artists will proceed with fabrication and installation.

*New works commissioned by Downtown Dallas, Inc. require that Downtown Dallas, Inc. be listed as the commissioning organization.



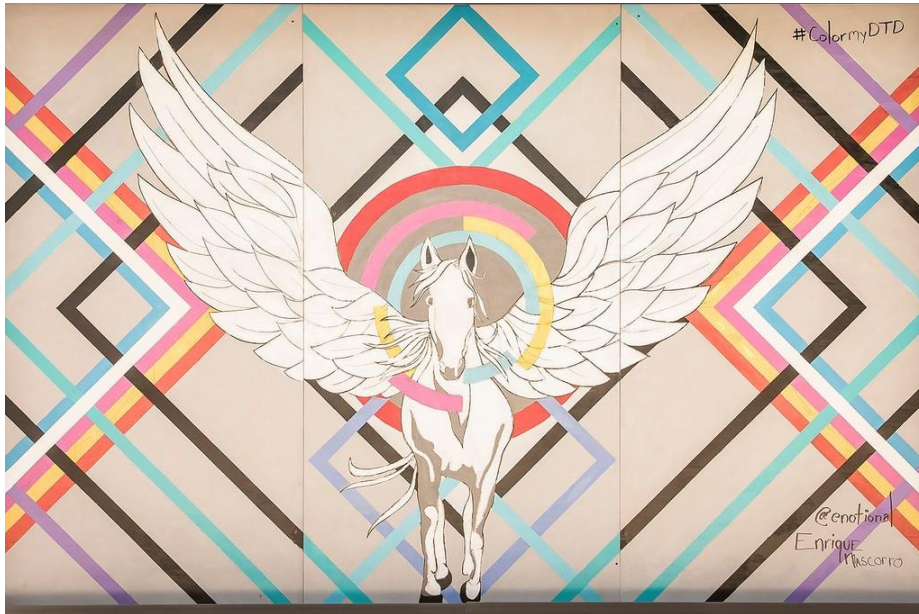
**IMAGE IS FROM OUR 2018
SELECTED ARTIST:**

PEGASUS

**ENRIQUE MASCORRO
@ENRIQUEMASCORROART
@ENOTIONAL**



**DOWNTOWN
DALLAS INC**



**IMAGE IS FROM OUR 2018
SELECTED ARTIST:**

PEGASUS

**ENRIQUE MASCORRO
@ENRIQUEMASCORROART
@ENOTIONAL**

**IMAGES IS FROM OUR 2019
SELECTED ARTIST:**

Downtown Dallas T-Rex

**Haley Joy Guilfoile
@lovenotestudeio
www.lovenotestudeio.com**





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DALLAS INC**

SCHEDULE (subject to change)

Request for proposals issued	Monday, March 1, 2021
Deadline for artist submissions	Wednesday, March 17, 2021
Review of proposals commences	Monday, March 18, 2021
Artists chosen	Monday, March 22, 2021
Supplies delivered by DDI	Monday, March 23-25, 2021
Installation	TBD by DDI & Chosen Artist
Public unveiling & “finishing touches” onsite	TBD by DDI & Chosen Artist

~~~~~ **IMPORTANT INSTRUCTIONS** ~~~~~

- Applications received after 5:00 p.m. CST, March 17, 2021, will not be considered.
- When developing a proposal, consideration should be given to the fact that the work will be outdoors and subject to the elements, and in a high-traffic area.
- We are looking for a fun, colorful, and interactive mural!

MAILING OR DROP-OFF ADDRESS: Downtown Dallas, Inc.  
c/o: Juan Galvan - Art Wall Application  
1401 Elm Street, Suite 500  
Dallas, TX 75202  
Main Tel: (214) 744-1270

EMAILED SUBMISSIONS: [Galvan@downtowndallas.com](mailto:Galvan@downtowndallas.com)

HOURS: Monday - Friday 9:00 a.m. - 5:30 p.m. CST

QUESTIONS: Juan Galvan  
(214) 744.6643  
[Galvan@downtowndallas.com](mailto:Galvan@downtowndallas.com)



**DOWNTOWN  
DALLAS INC**

**APPLICATION FORM**

The following application form is a **REQUIRED** part of the Downtown Dallas, Inc. proposal process and must be included with all proposals to be considered. (If you are proposing more than one project, complete one form for each proposal).

Name of Group or Artist:

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Requested Funding (total project budget is \$2,000):

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Name of Primary Contact Person:

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Full Address:

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Phone(s) (specify best number):

Work \_\_\_\_\_ Home \_\_\_\_\_

Cell \_\_\_\_\_

Email:

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Website:

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Where did you hear about the opportunity?

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## SUBMISSION REQUIREMENTS

### 1. Itemized Budget

Please include a detailed, itemized budget based on the amount of money required to complete your proposal. Budget should include, where applicable: artist fees; all supplies and materials; equipment rental; and labor. Volunteers may be requested but should not supplant the minimal number of individuals needed to complete the installation); technical support (lighting, sound, projection, etc.) and crew; workshop expenses; and transportation.

*Note: Downtown Dallas, Inc. does not pay for administrative expenses, capital expenses (purchase of equipment), or insurance. Downtown Dallas, Inc. will provide the plywood for the piece, as well as drop off/pick up of the plywood.*

### 2. Professional Resume

Please provide your resume or outline your experience as an artist (no longer than four (4) typed pages). In the case of a team application, please include resumes for each team member.

### 3. Images of Proposed Work for this Project

Please provide a couple of images of your proposed concept for this project, as hand-drawn or digitally-created rendering, on paper (hard copy), or in digital format (.jpg).

(Note: these renderings will be kept after the application has been submitted.)

### 4. Digital Images of Past Work

Please provide up to 10 digital images of past work in a PowerPoint/Keynote/PDF presentation with images in priority order of desired presentation.