



**RFQ #1 Mural on New View Fiber Works Alley Wall
REQUEST FOR QUALIFICATIONS (RFQ) FROM INTERESTED ARTISTS**

Entry Deadline: March 30, 2021
Budget: \$20,000

The LTown Alley Art Committee is seeking qualifications from Artists/Artist teams to apply to design, fabricate and install exterior artwork in the LTown Alley located adjacent to the historic Town square. Area artists are encouraged to submit qualifications. Priority will be given to local St Mary's County artists but any Maryland artist can apply.

BACKGROUND/DESCRIPTION

The Town of Leonardtown Arts & Entertainment District is spearheading the installation of a parkette and alleyway connection located behind service/retail businesses off of Washington Street, Fenwick Street East and Park Avenue in downtown Leonardtown to be known as **LTown Alley**. See Exhibit 1

LTown Alley will include the installation of themed public art such as murals, sculptures, movable art works, interactive art works, area lighting, as well as, planters, landscaping, outdoor tables and both stationary/movable seating. The alleyways sit near the Town's historic square which is home to many annual outdoor community events. Also, part of the LTown Alley plan are entrance street signs, logo entrance pads and specialty overhead lighting. Each leg of the alley network will have a different subject tied to the overall local area theme.

The LTown Alley Art Committee is requesting RFQ's for artwork/mural to be installed on the open wall of the New View Fiberworks building (22696 Washington Street) next to the Hurry Family Parkette. The theme for this mural is "Where Art and Agriculture Meet". Specifically, Fiber Arts should be included. There is a large blank wall (58 feet long by approximately 20 feet high) with an area that has a small cubby area (7.5 feet long by 6 feet high) that could be ideal for a selfie spot if incorporated into the art piece. Examples of some of the inspirational ideas are included in Exhibit 2.

The art design should be mindful of the communities' desires while balancing an overall aesthetic approach that is relevant, refined and timeless. The artwork must be of high artistic quality. The design should be compatible, expressive and support holistically the entire renovated area. The overarching theme of the alley network would signify something about the local area (ex. history, agriculture, flora, fauna, industry or local activities).

A separate project is a character trail (scavenger hunt type) that will incorporate butterflies and caterpillars throughout the town. It is requested that each project for LTown Alley have an incorporated (hidden or plainly visible) caterpillar/butterfly (or any related stage of life) in the proposed piece.

Budget Description

The commissioning budget is \$20,000 and is all-inclusive including: design, artist fee, fabrication, materials, installation, travel, and insurance. Proposals that exceed the commission budget will be considered non-responsive and non-qualified.

Review Process

The LTown Alley Art Committee will review qualifications submitted for the project and select three finalists to illustrate their concepts through drawings and interviews. The final selected artist or artist team will be asked to fully develop the concept and present their idea to the committee. The committee and owner of the building where installation will occur will have final approval of the piece selected for installation. The final selected artist will receive \$1,000 for development of their final concept and presentation.

SELECTION CRITERIA

- Artistic excellence as demonstrated by past work
- Understanding of the project and ability to create artwork that responds to the goals of the project
- Ability to meet the project timeline

APPLICATION REQUIREMENTS

Resume: 2 pages maximum

Work examples: 5 - 7

Artist Statement: 500 word maximum

Letter of Interest: 1000 word maximum

Professional Resumé: Resumés or CVs must be submitted for each Artist or Artist team (Artist teams should provide a separate Resumé/CV for each member). Teams must provide information for each team member, and one Artist must be identified as the lead contact for the team. Any artist team selected through this Call must retain the same composition of individual team members until the completion of the commission.

Letters of Interest (max. 1000 words) should address the Artist or Artist teams' interest in developing a public art proposal for this specific commission and provide context to the conceptual and aesthetic approach, highlighting prior artworks, projects, or commissions of a similar scale.

Artists are allowed to apply in teams.

Artists applying as a team must split the allotted number of work examples between themselves.

ANTICIPATED TIMELINE

Deadline for submittal of qualifications: 03/30/21

Review applications and select finalists: 04/15/21

Finalist's concepts and interviews: 5/15/21

Artist proposal due to committee: 6/15/21

Approval of artist proposal: 06/30/21

Installation completed: Will be determined by funding available. Several grants have been submitted and this installation will be in top priority for funding.

SUBMISSION REQUIREMENTS

Artist or artist team must submit the following:

Typed letter of interest

Current artistic resume, no longer than two (2) pages

At least five (5) but no more than ten (10) digital images of previous artwork

Names & contact information of two (2) references

DEADLINE

Artists must submit their applications by close of business March 30, 2021 via email teri.dimsey@leonardtownmd.gov or by UPS/FEDEX to Town of Leonardtown, 22620 Washington Street, Leonardtown, MD 20650

For questions about this project or the application process, please contact Laschelle McKay, Town Administrator at laschelle.mckay@leonardtownmd.gov and include LTown Alley Artist RFQ in the subject line.

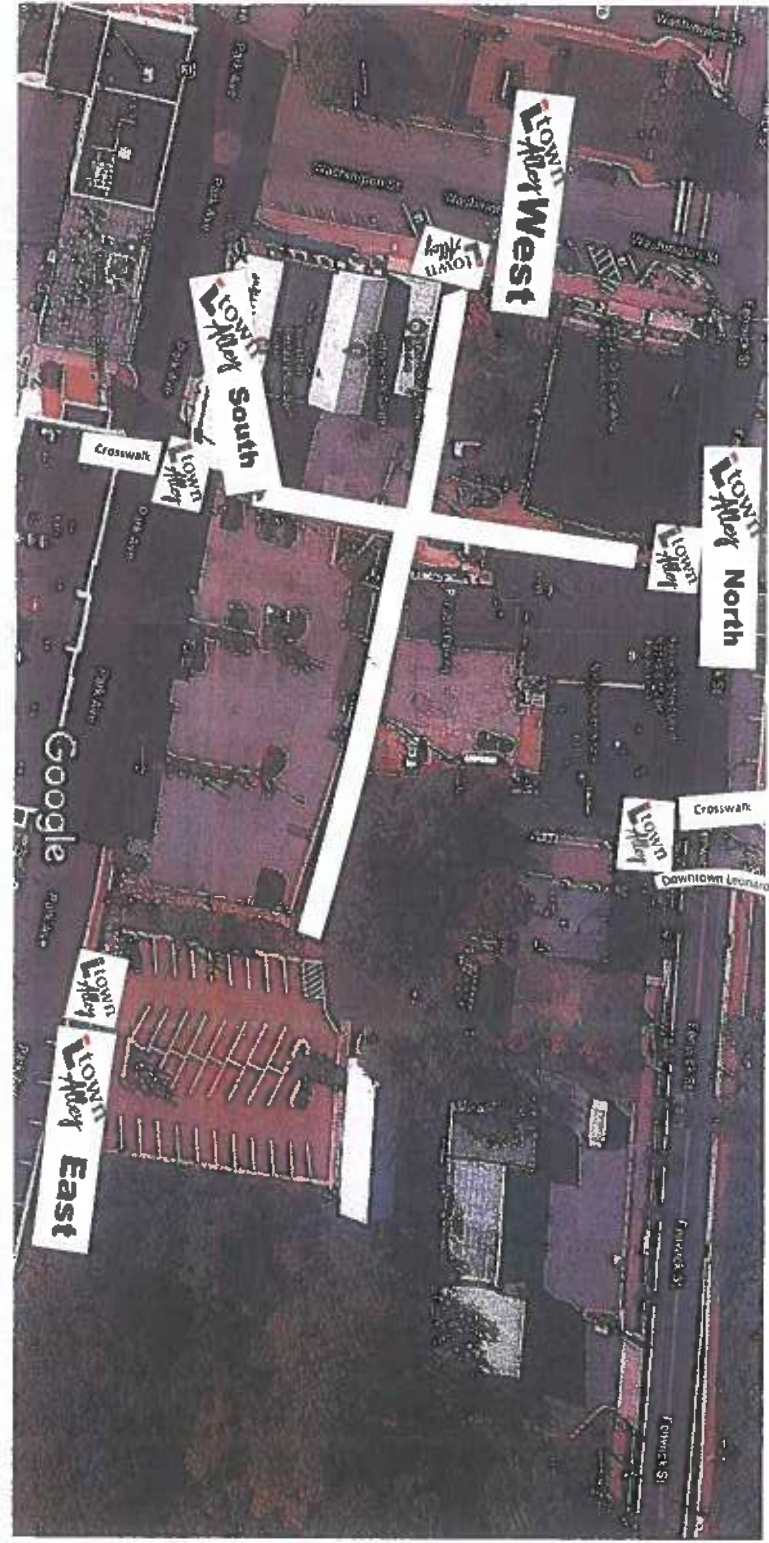
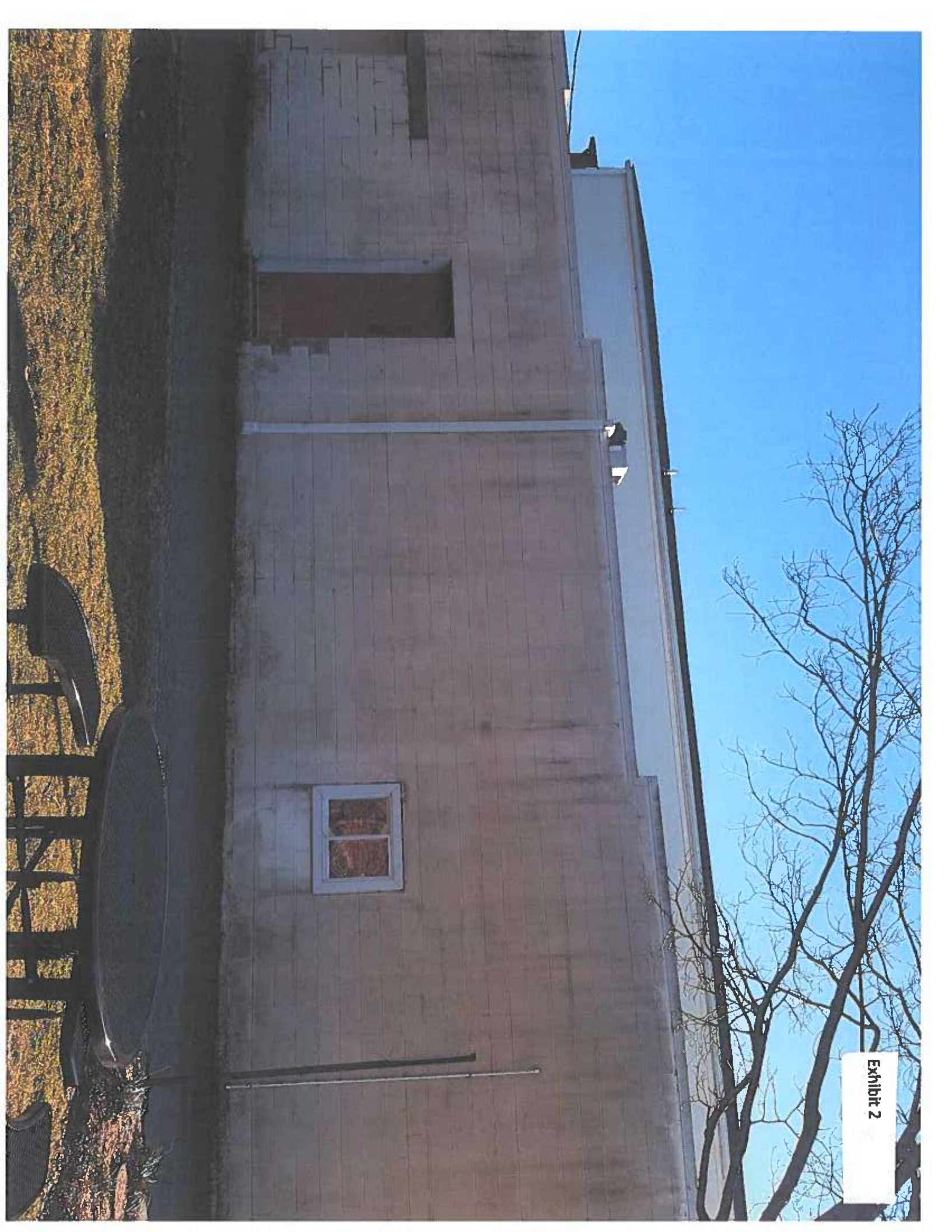
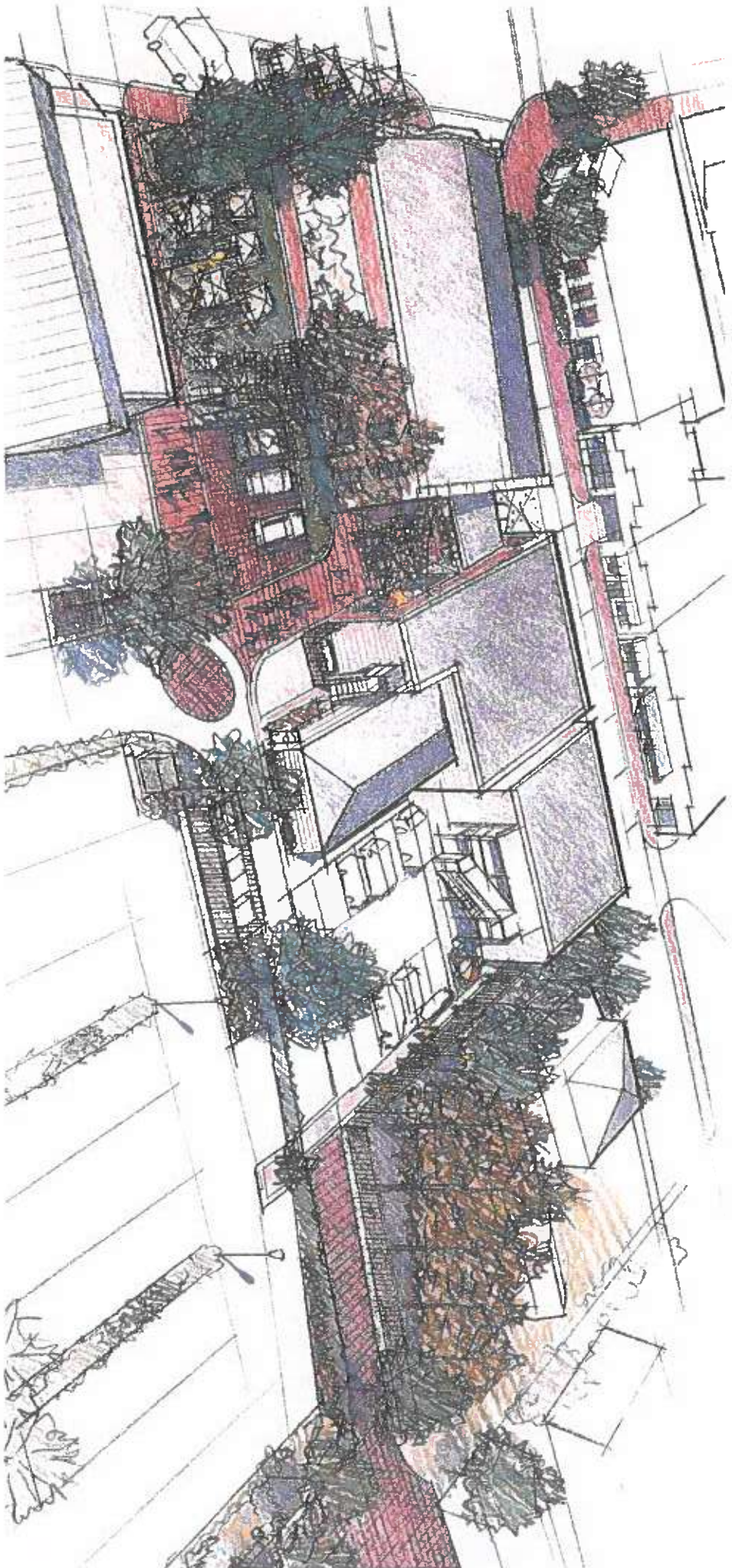


Exhibit 2



Alley Network

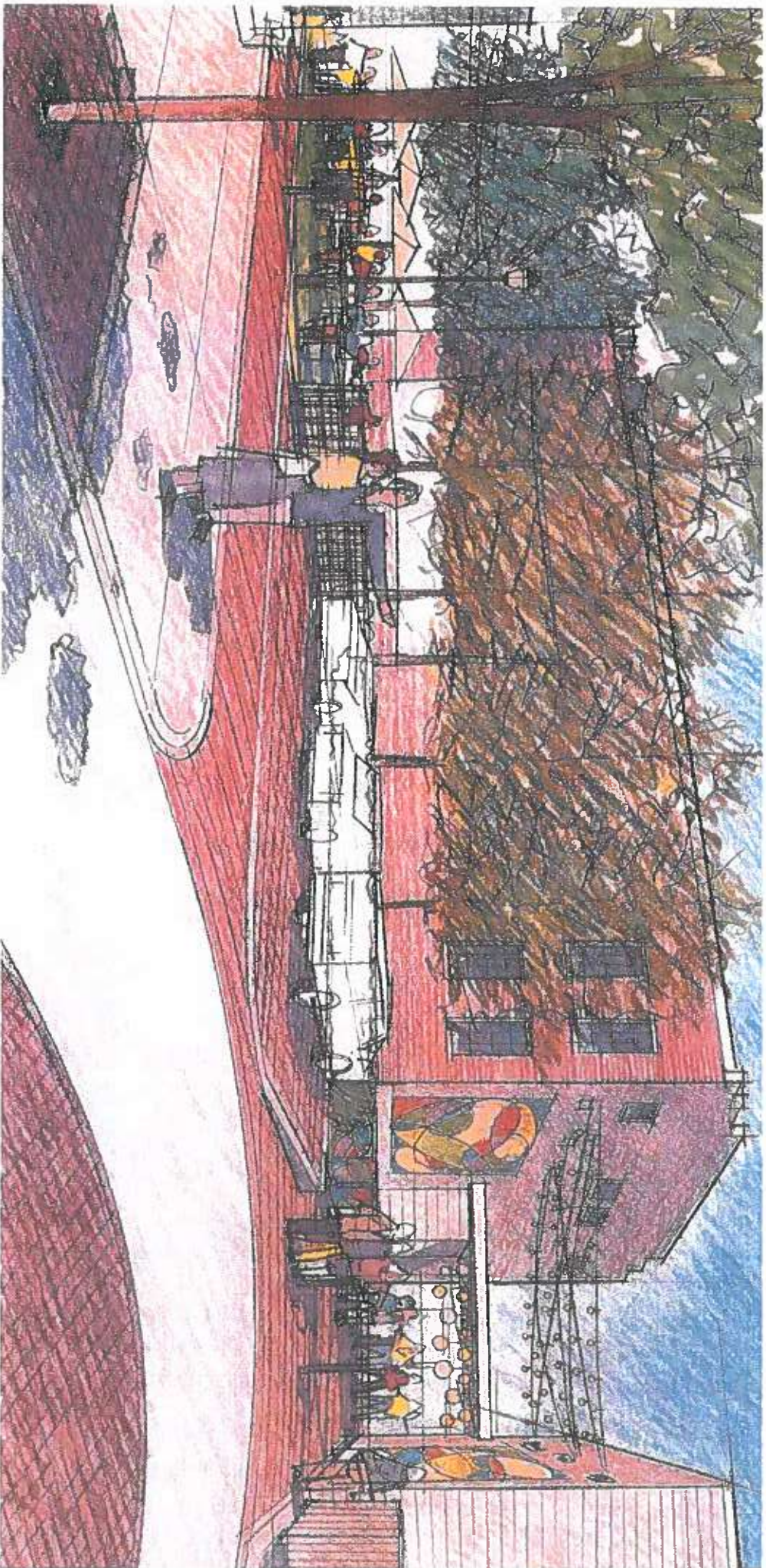


MAHAN RYKIEL
ASSOCIATES INC



ARNETT MULDROW

Alley Network

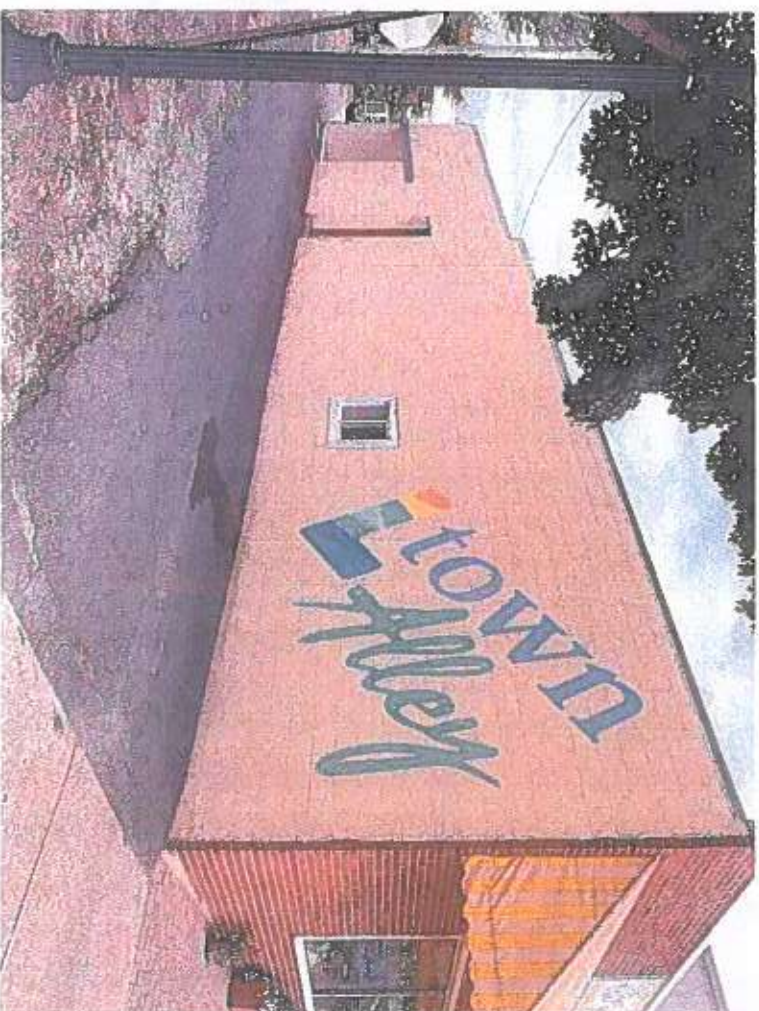
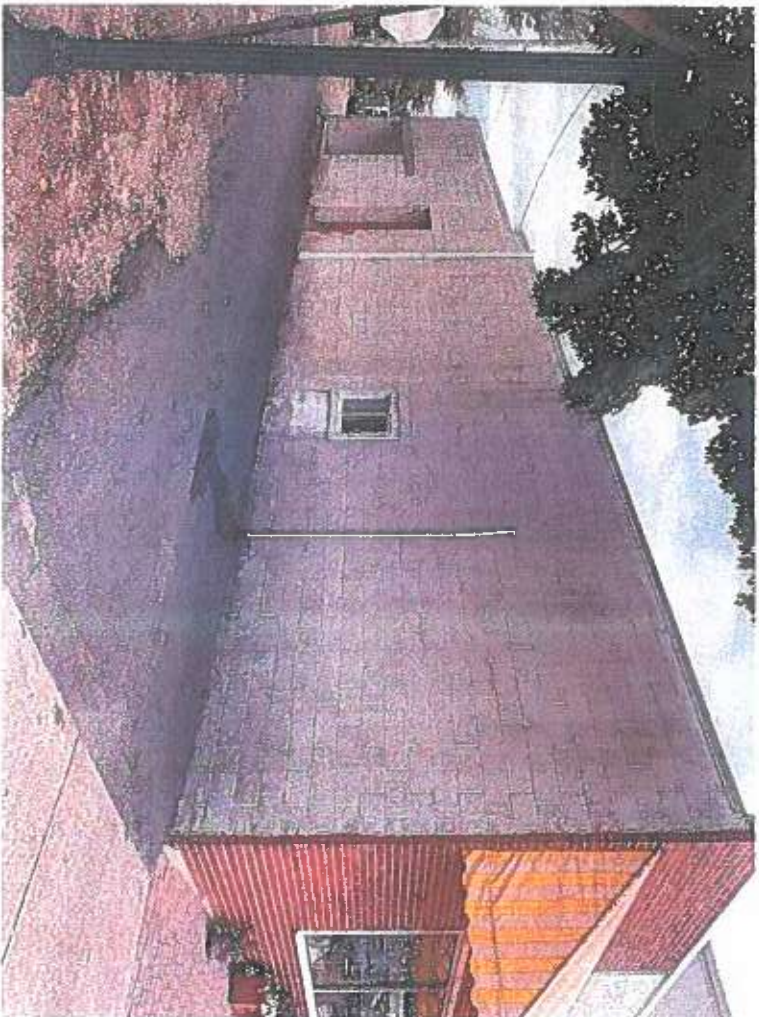


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ARNETT MULDROW

Alley Network



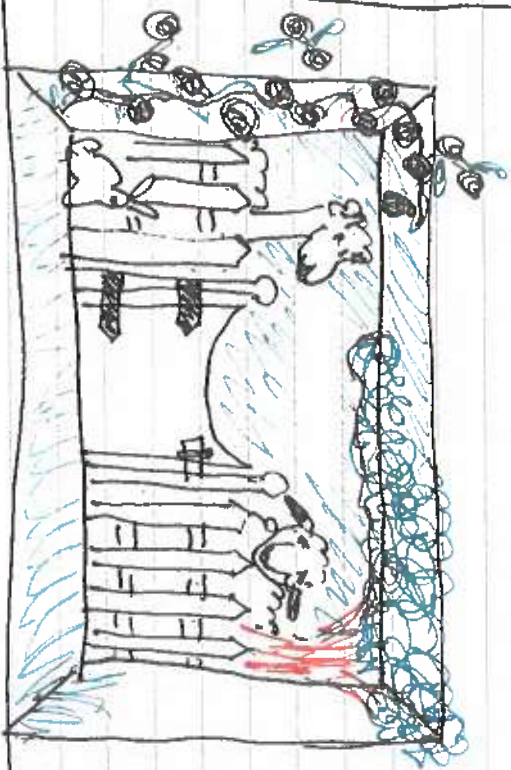
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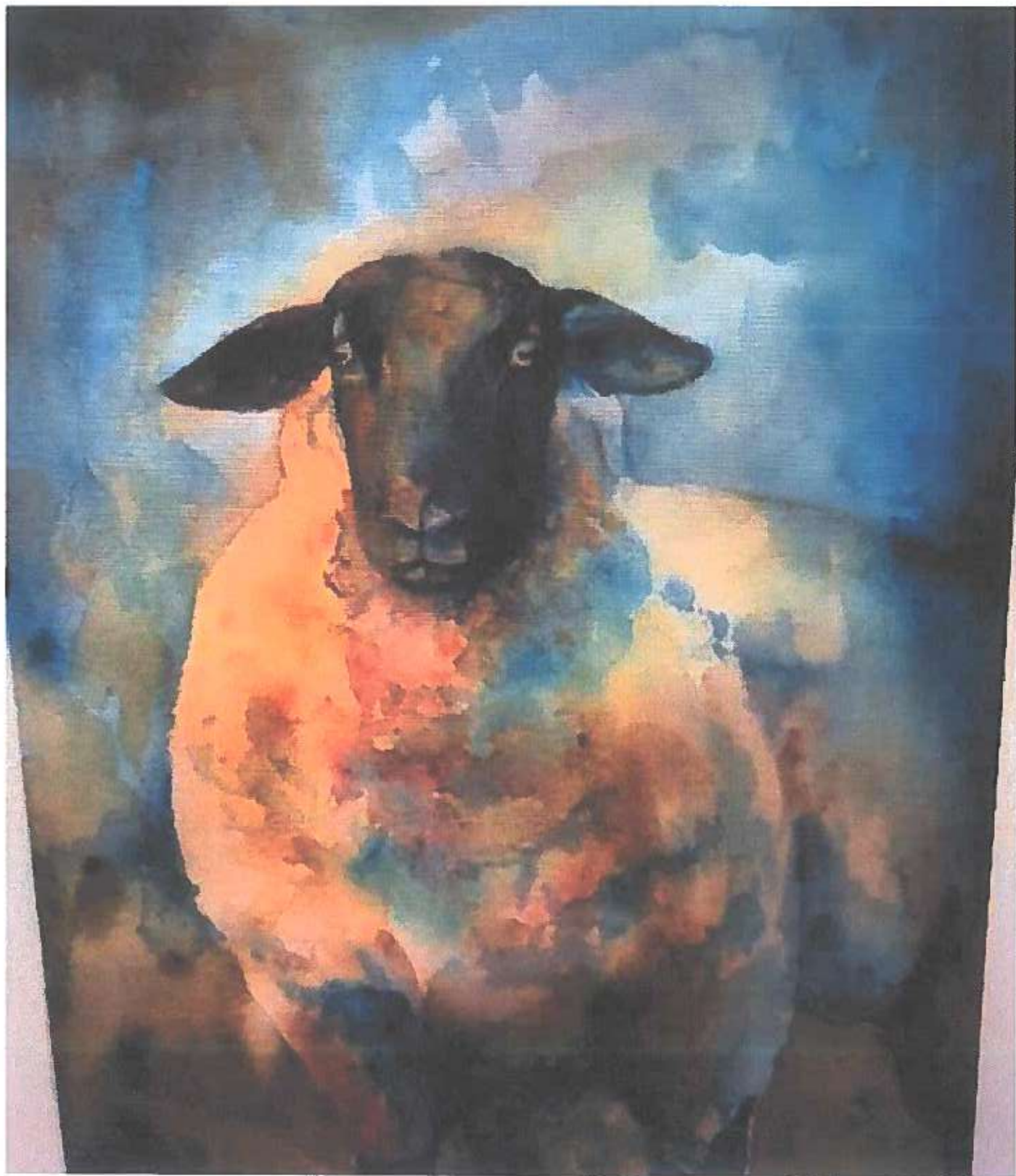
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Nook →

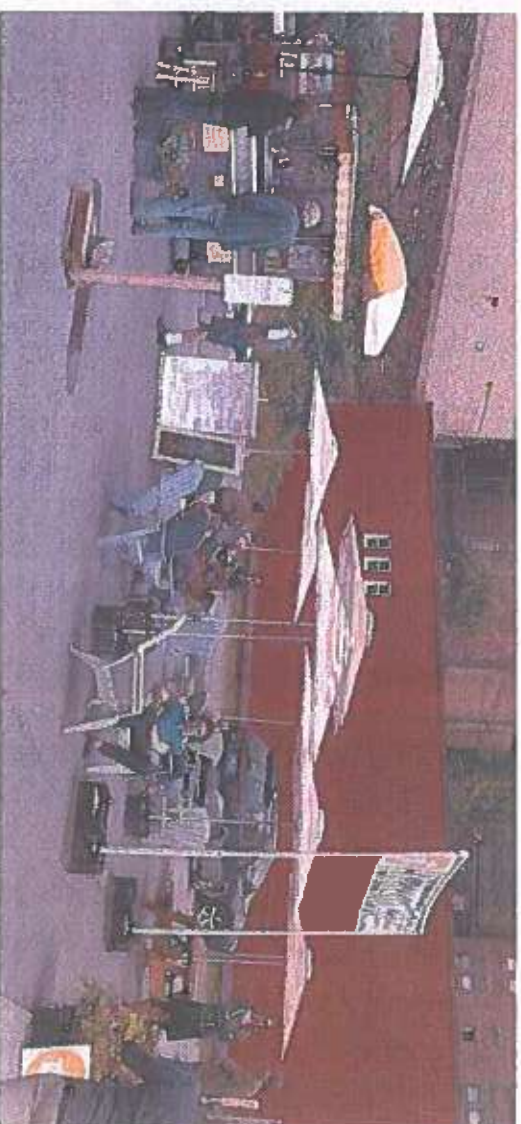
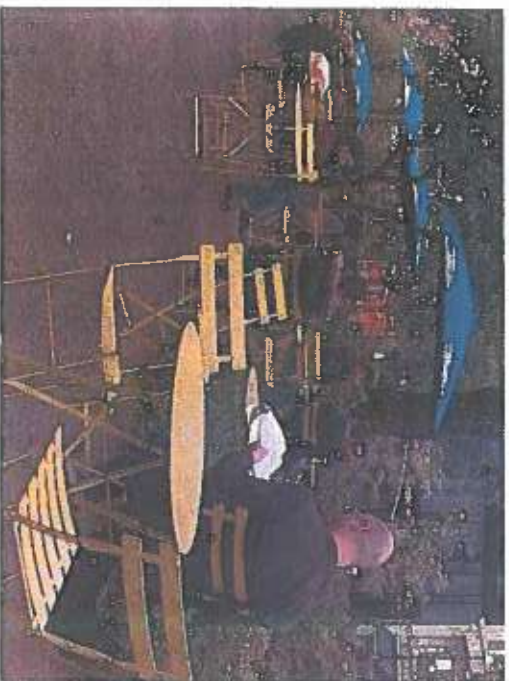


Approx 1' x
4' w x
2.5'





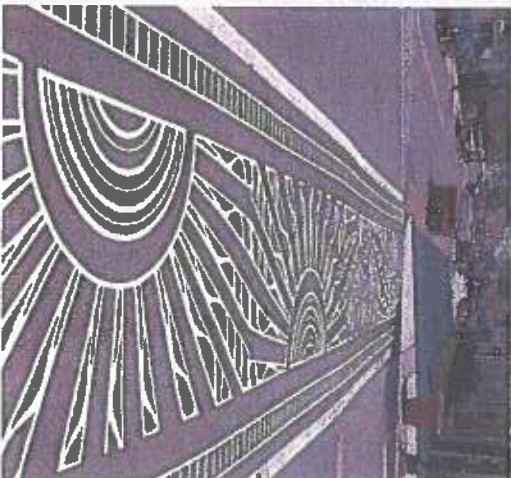
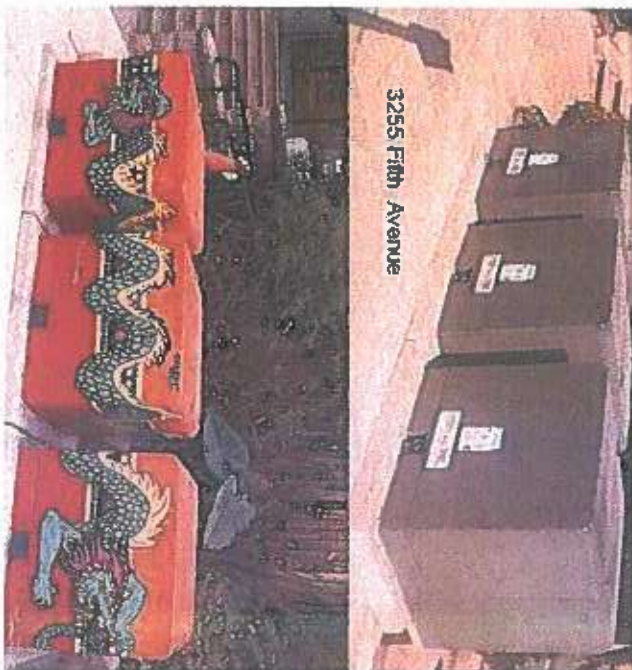
Games | Furniture



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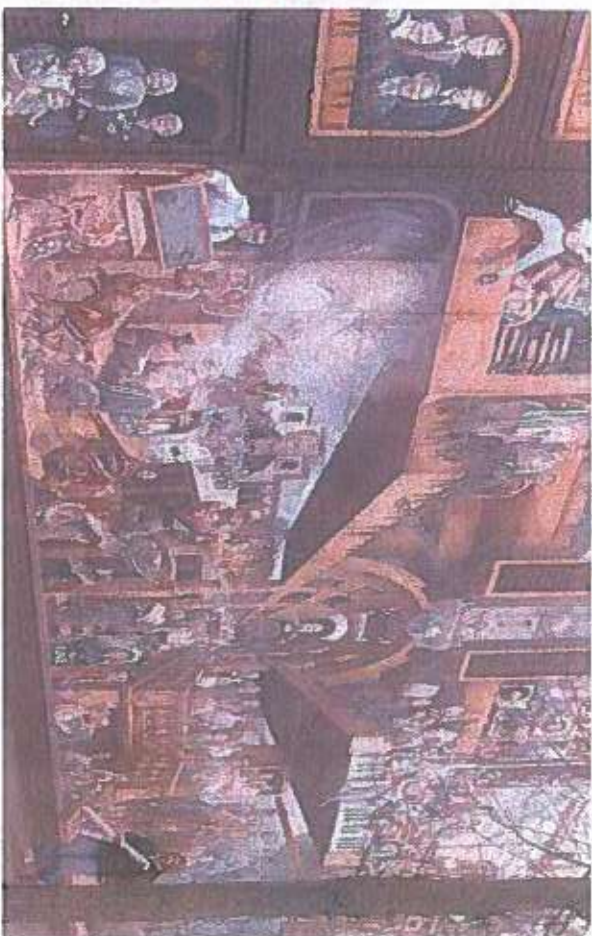
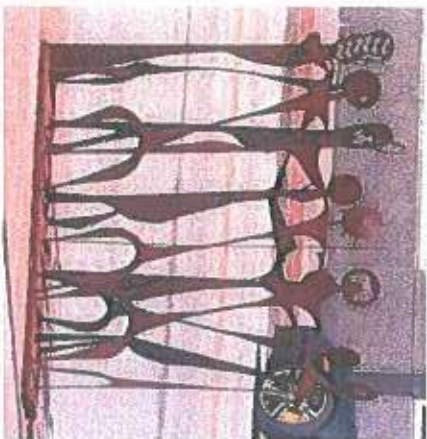
Paint



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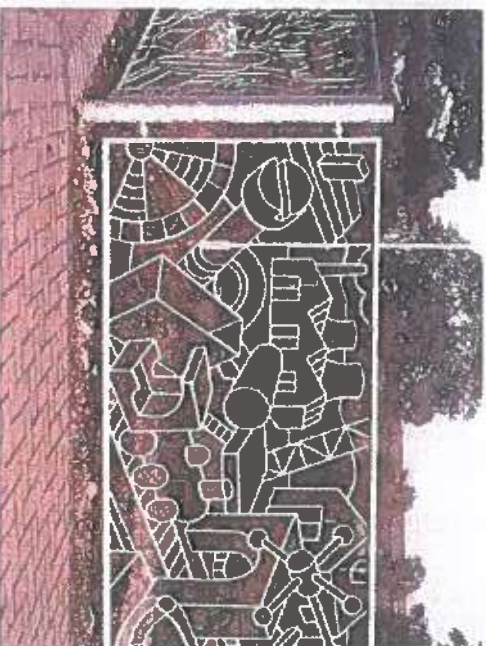
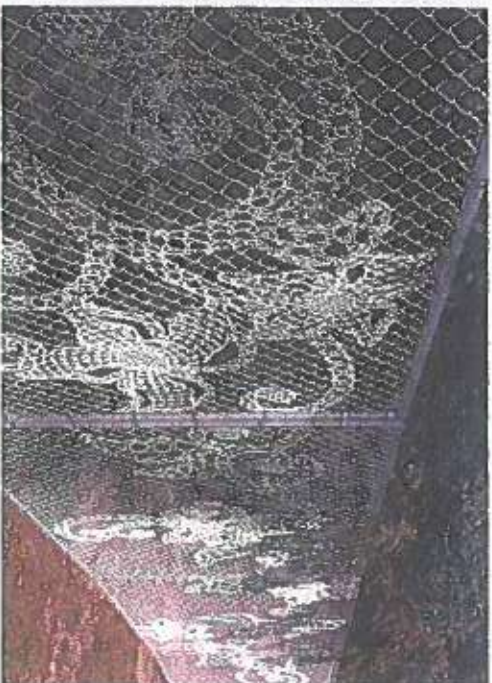
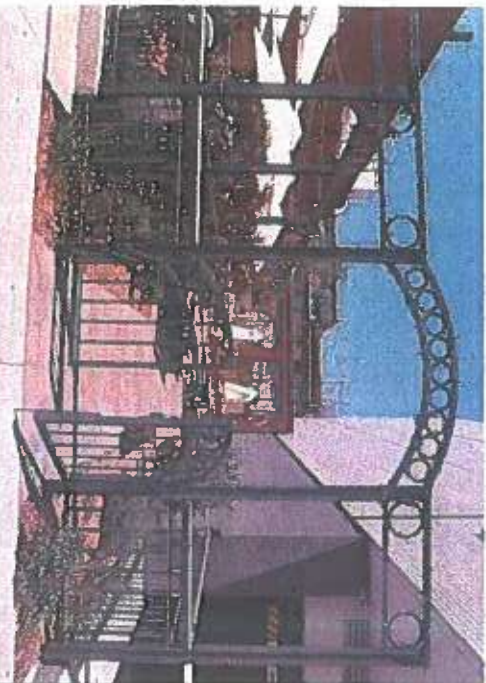
Art



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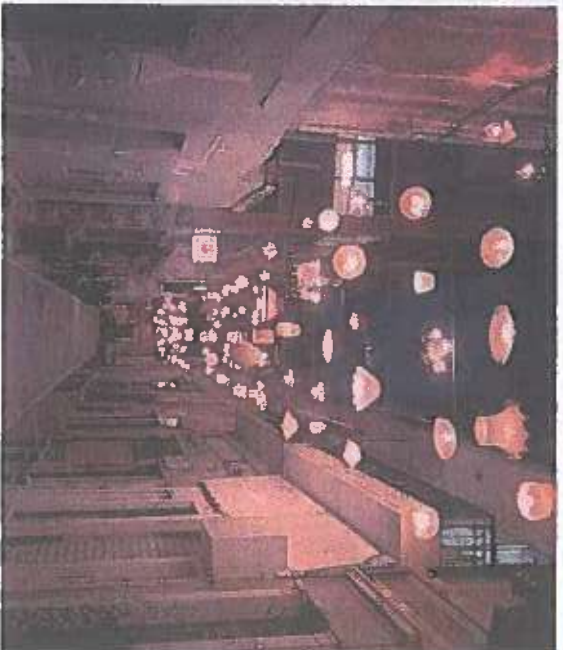
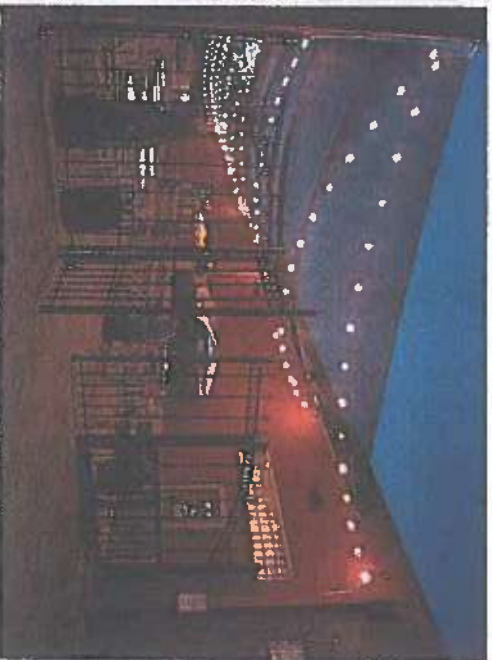
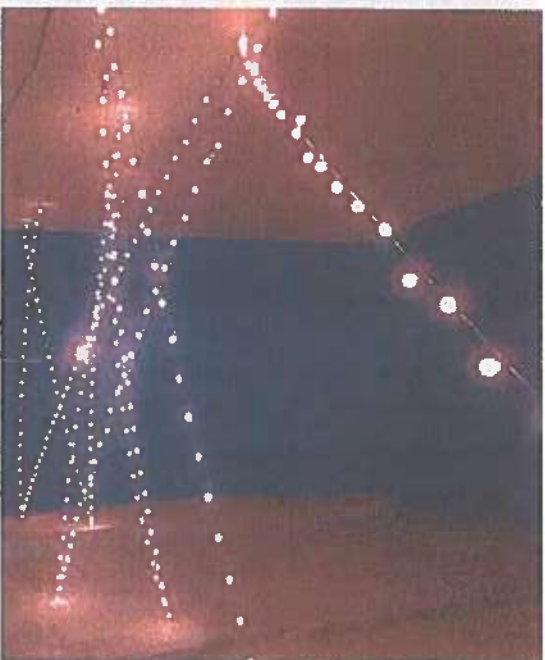
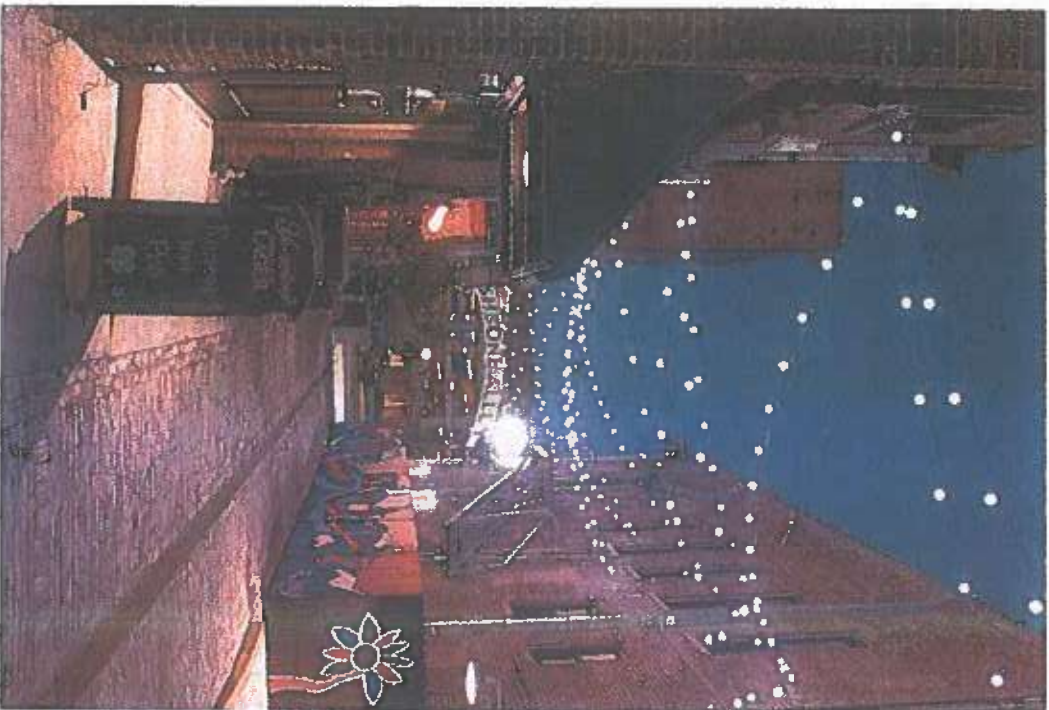
Fencing



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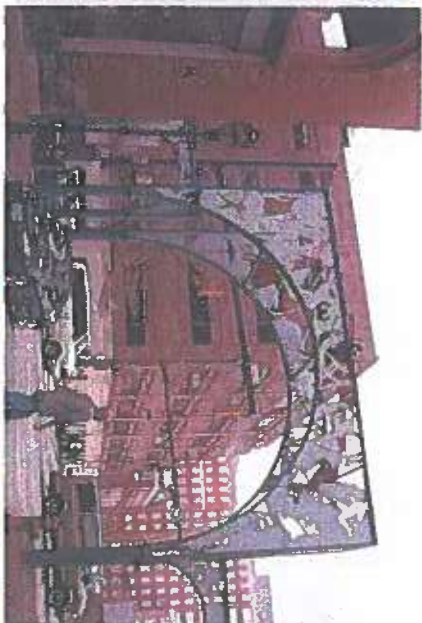
Lighting



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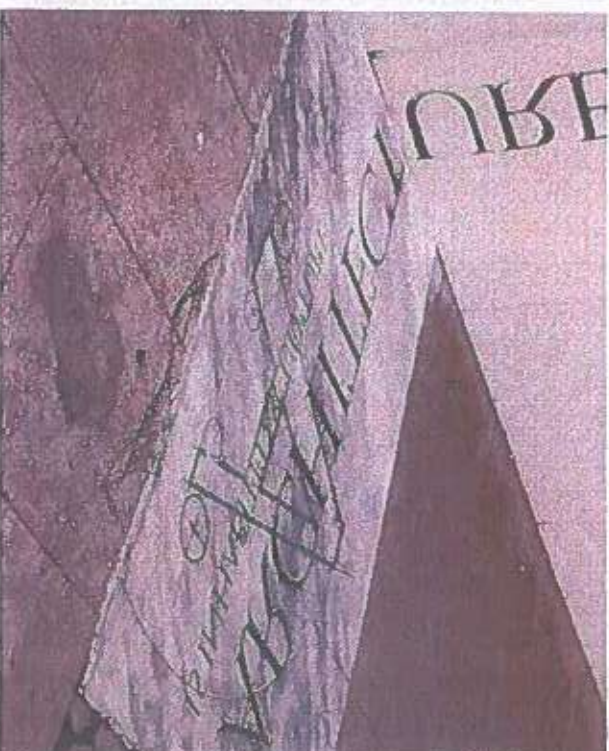
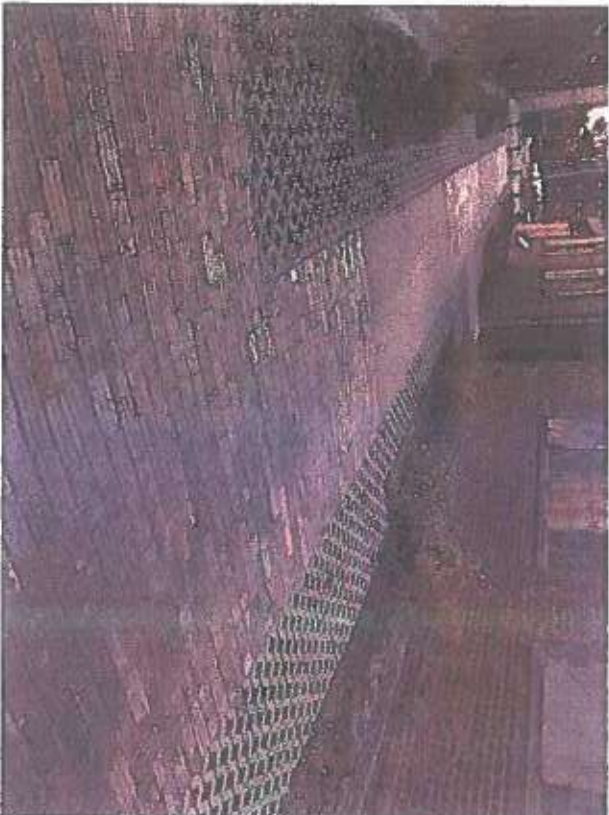
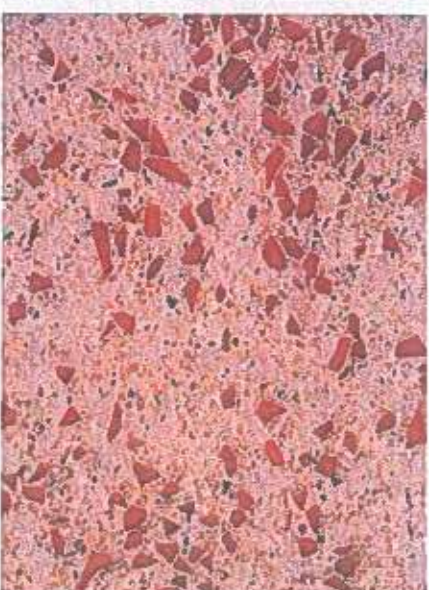
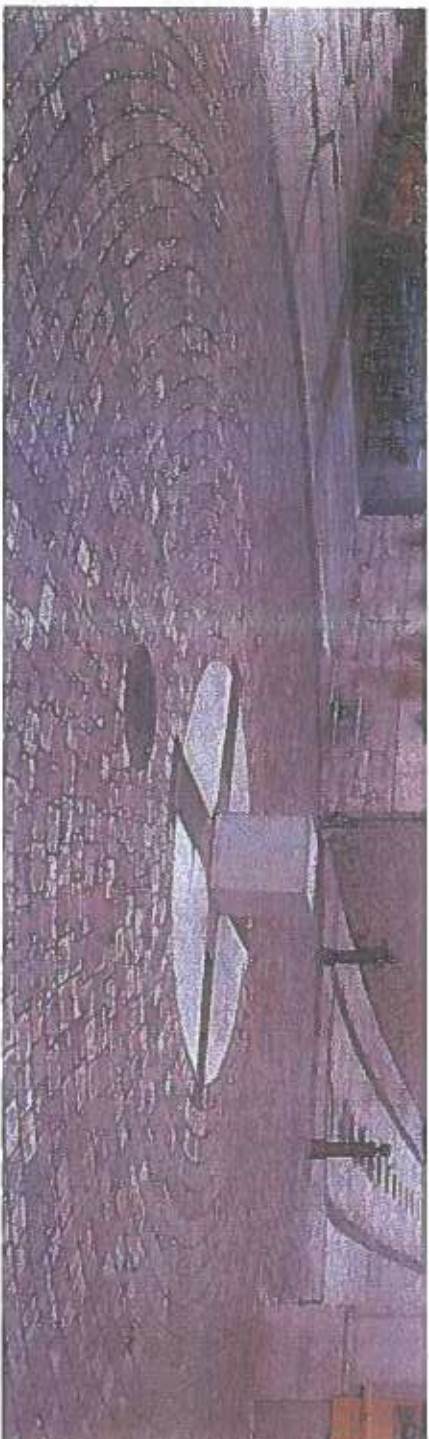


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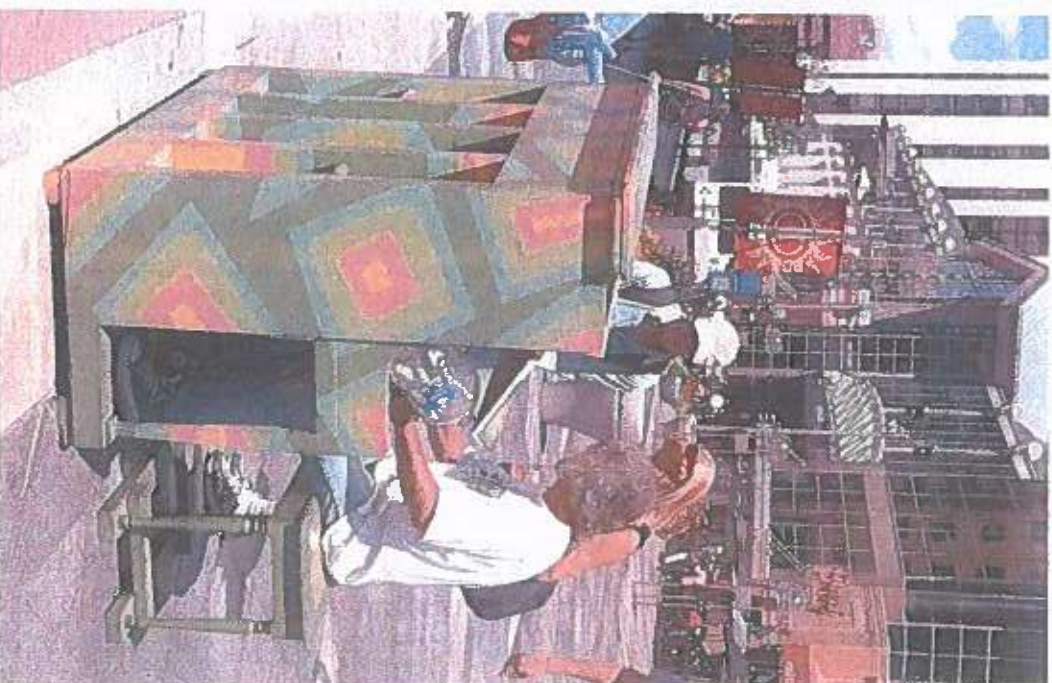
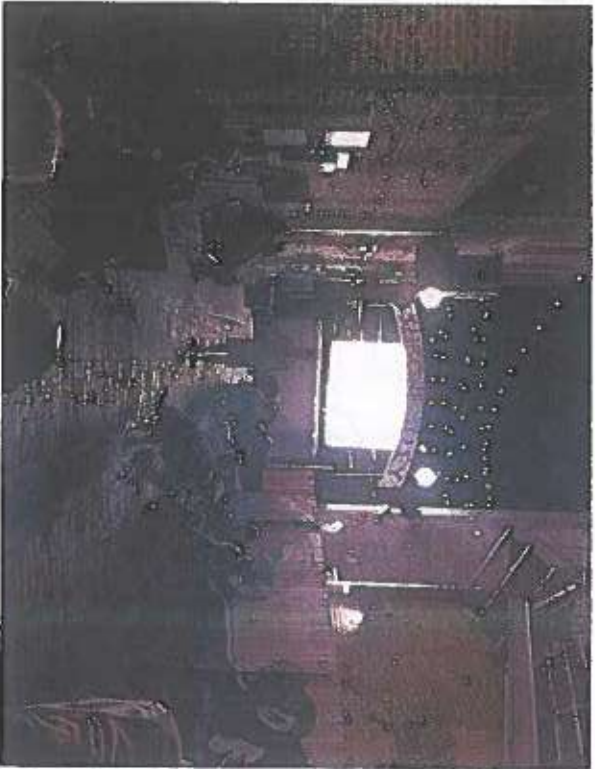
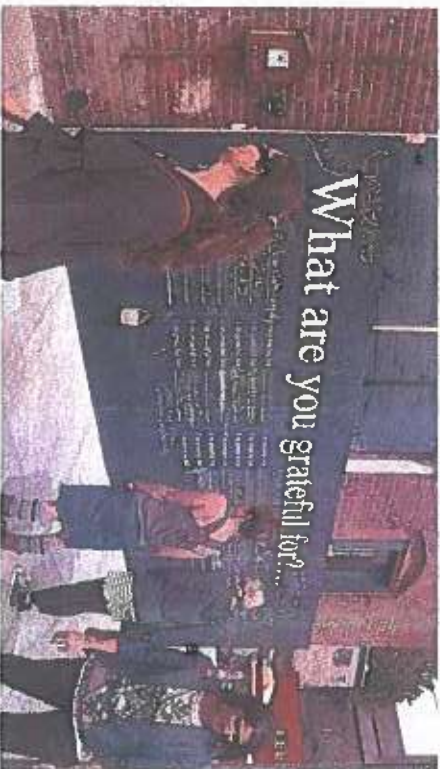
Paving



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Programming



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Laschelle McKay

From: Laschelle McKay
Sent: Sunday, January 24, 2021 7:40 PM
To: Laschelle McKay



Laschelle E. McKay, Town Administrator
22670 Washington Street
Leonardtown, MD 20650
301-475-9791

