

ARTIST / MURALIST OPPORTUNITY:

Everett Community Crosswalks Program

Release Date: Thurs, January 9th 2025

Due Date for Responses: Mon, February 10th 2025

Contact information:

Eric Molinari- eric.molinari@ci.everett.ma.us, (617) 544-6032

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OVERVIEW:

The City of Everett in collaboration with Everett Public Schools is looking for an artist or team of artists to work with Everett High School students and the community to design and install functional art in the form of three (3) painted mural crosswalks around Everett High School. Crosswalk art is a fantastic way to enhance a space's visual appeal while also improving road safety for pedestrians.

The theme of these projects is "Community". The city of Everett is an incredibly diverse City that has changed a lot over its history and will continue to so into the future. Everett residents represent a wide variety of identities and cultures while maintaining a history of being a working class city. All of these cultures and backgrounds coalesce at Everett High School where students of all backgrounds work to improve themselves and their community everyday. The city would like this diversity of place to be reflected in the designs that are proposed for these crosswalks. We believe in the power of art to bring the community together.

The second aspect of this project involves the collaboration with Everett High School (EHS) art students. The chosen artist/ team will work with EHS art students and utilize them in the concept creation and execution of the crosswalks in a way that is educational in the process of producing public art.

LOCATIONAL CONTEXT:

[Location Map](#)

1. Gledhill Ave @ Drive A (25' x 10)
2. Russell St @ EHS (25' x 9')
3. Russell St @ Gledhill Ave (32' x10')

PROJECT PHASE DESCRIPTION AND TIMELINE:

A successful project must:

- Reflect the Community and space in which it occupies as well as the theme of “community” as laid out in the “Overview” section of this call
- Be inclusive, welcoming, appropriate, and suitable for viewing by diverse audiences of all ages and abilities.
- Be original, previously unpublished, and free of copyright restrictions.
- NOT feature any commercial, political, or religious content.
- Engage with the community during the artmaking process

Once an artist/team is selected, the proposed project consists of two distinct phases as identified, below. The artist or team of artists will meet with the appropriate city staff at the project site to initiate the project. Work to be carried out during each phase and products due at the end of each phase is described below.

PHASE I: ANALYSIS AND PLANNING (Mar 1 - Apr 31, 2025)

Analysis of the installation site, environmental conditions and constraints.

Work Items

- Meet with the project coordinator to discuss the scope and methodology of the project proposal
- Inspect Site with city officials
- Conduct public outreach to gather feedback on what the surrounding community would like to see from the project
- Meet with student collaborators and develop a work plan with them on their participation in the project

Products

- Site plan drawings and/or schematics for location of artwork
- Detailed drawings or mockup of proposed artwork
- List of materials and technical information necessary for installing artwork
- Plan for ongoing maintenance and/or repair of artwork for the duration of the installation
- Student/ artist work plan

PHASE II: INSTALLATION AND ONGOING MAINTENANCE (May 2025)

Installation and/or execution of the artwork will be done in collaboration with the Planning Office and other necessary City Staff

Work Items

- Communicate with City staff about necessary tools and materials for installation/execution
- Coordinate with City staff to set dates and times for installation
- Transport materials to site
- Ensure all site requirements are met
- Carryout implementation of proposed design
- Coordinate with Planning Office and City Partners to promote dates/timing of marketing materials

Products

- Artwork on site
- Work/Maintenance Plan on file with City Staff
- Dissemination of marketing materials

BUDGET:

Funding shall be provided by the City of Everett through the New England Foundation for the Arts (NEFA) Making It Public training and grant program.

The budget for this commission is \$15,000 which will be allocated to the artist/team selected. This contract amount is inclusive of all costs associated with the project including, but not limited to, the artist's design fee, other consultation fees such as structural engineering consultation, insurance, tools, materials, fabrication, transportation, travel to and from the site, per diem expenses, project documentation, contingency to cover unexpected expenses, and any other costs. Installation will be facilitated by the City of Everett in collaboration with the artist/team during implementation and maintenance e.g. street closures, providing wayfinding for redirecting traffic and police detailing if necessary during implementation and/or maintenance etc.

The City of Everett will enter into grant agreements with individual artists and/or artist teams. 50% of the award amount will be paid upon signing the agreement and the remaining 50% paid upon completion and acceptance of the project by the City.

APPLICATION:

WHO CAN APPLY:

The call is open to any resident of Massachusetts aged 18 years or older. Artists at all levels of experience – including individuals who are currently enrolled in school – are encouraged to apply. Experience or knowledge in outdoor public art and site-specific art installation required.

The following is desired, but not required.

- Familiarity with Everett and the surrounding area (preference will be given to local artists)
- Experience with community arts, creative engagement, murals, painting, graphic design, communications, and/or social media
- Experience working with community-based and municipal organizations, BIPOC communities, and other segments of the population that are underrepresented in the public realm.
- Experience working with and incorporating youth into the design and installation process (teaching license not required)

APPLICATION ELEMENTS:

1. Contact Information
 - a. Name of artist(s) (If applying on behalf of a team, please list the full names of all team members)
 - b. Mailing address of lead applicant
 - c. Email address of lead applicant
 - d. Phone number of lead applicant
2. Resume/ CV (2 pages max)
3. Artist Statement
 - a. Please describe yourself and your work. Please describe your interest in this project and its subject matter. Why are you interested in creating crosswalk artwork in Everett? What would it mean to you to create artwork for this kind of project? Preference will be given to artists that show a strong interest in the subject matter and commitment to the project. (500 words max)
4. A written description of the proposed project. Description should include what it will look like, potential materials and how it will be situated on the site. Note, the submitted concept is a starting point and may be subject to change in response to City and community feedback. (500 words max)
 - a. Drawings, mockups, reference photos, and any other materials that will convey the intent and visual appearance of the final installation (not required)

5. Itemized Project Budget
6. Local knowledge
 - a. Have you ever lived in or spent any meaningful time in Everett or the surrounding area? Please elaborate (500 words max)
7. Portfolio
 - a. Please provide one of the following
 - i. link to artist website with examples of artworks,
 - ii. upload examples of artwork to Google Form,
 - iii. Printed copies of previous artworks mailed to the address listed above,
OR
 - iv. email examples of artwork to eric.molinari@ci.everett.ma.us and bpierce@everett.k12.ma.us. Preference will be given to applicants whose portfolios indicate a strong ability to create attractive, painted artwork on asphalt or concrete.
8. Experience
 - a. Do you have experience working with community-based organizations, BIPOC communities, and other segments of the population that are underrepresented in the public realm? Please describe your experience. Experience does not necessarily have to be art-related. (500 words max)
 - b. Do you have experience doing community outreach as a part of your process? If so, can you please describe what that looked like? If not, can you please describe how you'd go about it? (500 words max)
 - c. Do you have experience working with youth to produce a project? If so, please describe the experience. (500 words max)
 - d. Please provide an outline of how you propose to utilize EHS youth artists into your work. (500 words max)
9. Timeline
 - a. Are you able to meet the key dates listed in the call for art (final artwork completed by May 2025)
10. Accommodations
 - a. Do you require any accommodations in order to complete the tasks outlined in this project and/or to meet the key dates? Please list them. If not, please respond "n/a" to this section. No preference will be given to artists based on whether they do or do not require accommodations.
11. References
 - a. If available, provide names, phone numbers, and email addresses for two (2) references who will vouch for the applicant's ability to meet deadlines, to understand complex information, to work within editorial constraints, and to modify artwork according to feedback. If you will not be providing references please reply "n/a" to this section. No preference will be given to artists based on availability of references.

SELECTION:

A review committee consisting of 5-9 reviewers representing The City will evaluate the proposals received. Reviewers will judge submissions in accordance with the criteria listed below. The review committee may seek outside expertise, including, but not limited to, input from technical and subject matter advisors to assist in evaluating proposals.

- The review committee reviews all submissions, scoring them based on outlined review criteria, then ranking them using resulting scores.
- If the committee desires, the top 3-5 applicants may be interviewed by the committee to help inform the selection process.
- The review committee will select one artist, or team of artists, to be awarded the grant.

SELECTION CRITERIA:

The following are the questions that will be used to assess and score each submitted application. Each applicant will be scored on a scale of 1-10 for each question.

1. Do the submitted examples of past work showcase robust relevant experience in executing murals or crosswalk art?
2. Does the artist's concept and statement clearly articulate their interest in and ideas for this project, reflect the project site, align with the project goals, and convey joy and play in the artwork?
3. Does the artist have a completed itemized budget that stays within the funding limit of \$15,000?
4. Does the artist have experience doing community outreach to include aspects of the community and its cultural context into the project design?
5. Is the application complete with all of the required materials present?
6. Does the artist have adequate experience or interest in working with EHS art students on the project along with an actionable plan to incorporate EHS art students into the project?

SUBMISSION:

Submissions must be received by **Monday Feb 10th**, at **5pm EST** and may be submitted the following ways:

- **Google Form:** [Everett Community Crosswalks Program Application](#)

- **Mail:** Everett City Hall, addressed to:

Everett City Hall, Office of Planning and Development
Eric Molinari
484 Broadway, Rm 25
Everett MA, 02149

- **Email:** Email all materials in a single PDF to
 - Briana Pierce- bpierce@everett.k12.ma.us and
 - Eri Molinari- eric.molinari@ci.everett.ma.us

If you have any questions, or to arrange a site visit, please contact Eric Molinari and Briana Pierce, at eric.molinari@ci.everett.ma.us and bpierce@everett.k12.ma.us.