

# CALL TO ARTISTS

## East Shore Trail Mural 2020

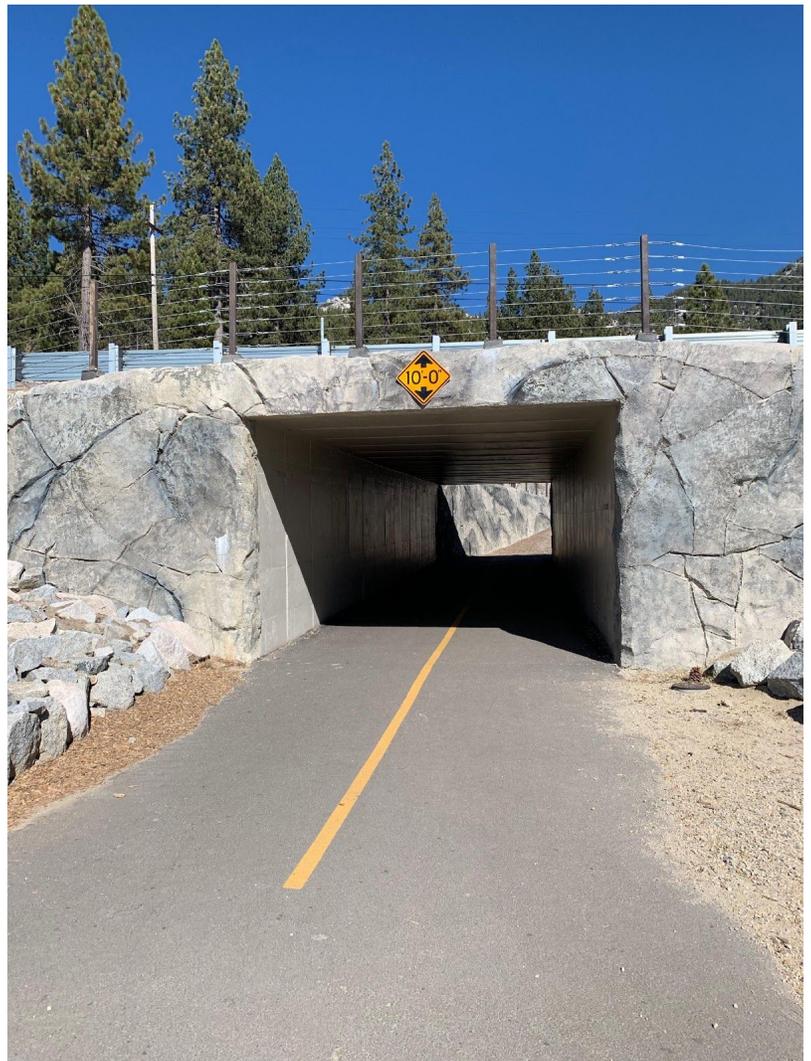
Tahoe Public Art  
P.O. Box 5212  
Tahoe City, CA 96145  
Contact: Marina Lowe, TPA  
Program Administrator  
[tahoepublicart@gmail.com](mailto:tahoepublicart@gmail.com)



Date of Release: January 6, 2020

### Call to Artists

We are inviting proposals for an East Shore Trail mural; a permanent public art installation to be placed on the surface of a tunnel that connects the upper and lower trail paths of the new East Shore Trail. The tunnel is visible from both sides of the path, but can only be accessed by those that park to walk the entirety of the trail. The tunnel has been subject to instances of vandalism and graffiti thereby creating a need for public art placement in an effort to lessen these occurrences.



# CALL TO ARTISTS

## East Shore Trail Mural 2020

The art is to be centered on the theme of community, and “fit” with the surrounding environment and community of North Lake Tahoe.

One proposal will be chosen: the proposal can be from an individual artist or group of artists.

The Tahoe Fund, in partnership with Tahoe Public Art (TPA) and financial support from Raley's for the artist stipend, and Kelly Brothers Painting for supplying paint to the winning artist, commissions this project. commissions this project. This is a Request For Proposal (RFP) process, and **proposals must be postmarked/electronic time-stamped no later than 6 PM, Pacific Time, February 1st, 2020.**

A committee will select the art, being made up of members from NV State Parks, Nevada Department of Transportation (NDOT), Raley's, Tahoe Fund, and Tahoe Public Art; the selected artist(s) will be notified in writing within 30 days of the submission date. The artist(s) must be able to complete the art within a 2-3 day period during limited hours, subject to Tahoe Fund's approval. The Tahoe Fund and NV STATE PARKS will determine exact dates, as portions of the path may need to be blocked off for completion.

The artist(s) honorarium will not exceed \$5,000. This includes labor, transportation, and material costs.

### **Project Description**

For this project, the artist(s) will be creating a memorable work of permanent art on two sides of a tunnel that is highly visible when walking the new bike path. This tunnel links the upper and lower trails, and has become a new attraction for residents and tourists since its recent opening to the public in June 2019.

# CALL TO ARTISTS

## East Shore Trail Mural 2020

The responsibility of the artist(s) is to incorporate art into an important infrastructure element of local life. It will augment the natural beauty of the immediate surroundings and transform something utilitarian into an enjoyable and relevant art experience.

Another undertaking of this project is to involve youth from the community in the mural creation. Lake Tahoe School, Incline Elementary School, and the North Tahoe Boys & Girls Club are three resources for youth involvement that can be contacted for further support. All submittals will be required to address how the youth programs will be involved. The involvement of the youth program can be something as simplistic as incorporating handprints into the mural to more in-depth involvement in the mural creation.

# CALL TO ARTISTS

## East Shore Trail Mural 2020



### **Project Details**

The Tahoe Fund is overseeing and managing the mural placement for the permanent art project. TPA is working with Tahoe Fund to oversee the art creation and placement inside the tunnel.

The art painting/application will take place on NDOT property. The access for mural application will depend upon NDOT and NV State Park's ability to shut down the trail for sections of the days/week of the 2-3 day period outlined on page 2. We recognize this job may take longer than 2-3 days, but that is how long we will be able to shut down the trail in its entirety. If you can work successfully with recreational traffic on the trail, please add

# CALL TO ARTISTS

## East Shore Trail Mural 2020

this to your project proposal, and we will accept all thoughtful ideas for a longer continuation period.

The tunnel is 10 feet in height and approximately 70 feet in width on both sides. The tunnel texture is pre-cast concrete box culvert. After the art is created/applied the tunnel will be coated by the artist with an additional UV protective coating to prolong the lifespan of the art.

### **Art criteria and goals**

- The art will highlight a community focus for theme, and blend with Tahoe's natural environment.
- The art is encouraged to create and/or contribute to a "sense of place" within the community and for visitors.
- Proposals must include a recommended maintenance plan for art. This plan should address: How often would the UV-protectant coating need to be reapplied over the image to protect it? Would any other maintenance/reapplication be required? At what point would it be expected to require replacement? (This information is to enable the Tahoe Fund and TPA to plan for the future.) If a design image cannot be expected to last beyond 10 years, this enables Tahoe Fund and TPA to plan for the necessary replacement/repair. If that is difficult to determine, it needs to be noted (with explanation) and considered as well. Proposals should include, if possible, procedures for when tagging/graffiti occurrences happen.
- Preference will be given to local/regional artists. Artist(s) living/working within the Tahoe Basin and/or Truckee will receive five (5) points in the evaluation process. Those living/working in northern CA or NV will

# CALL TO ARTISTS

## East Shore Trail Mural 2020

receive three (3) points; those outside of these areas will receive no additional points.

### **Possible Media**

TPA realizes that this mural can be created using different media and will consider any viable proposal. Some possible media include, along with their anticipated advantages and disadvantages.

<b>Material</b>	<b>Application</b>	<b>Repair options once installed</b>	<b>Advantages/Disadvantages</b>

# CALL TO ARTISTS

## East Shore Trail Mural 2020

Paint	1 or more artists	Requires artist access	Timeless, traditional approach/most challenging in terms of time and repair access.
Spray Paint	1 or more artists	May require artist access depending upon location	Less application time than paint brush; faster drying time; easier repair process; innovative?
Photographic “Skin”	Installation instructions from manufacturer	Unknown currently	Less time in total; photograph could be of local scenery; innovative/durability; requires experienced installers

### **Budget**

The artist(s) with the winning proposal will receive an honorarium of \$5,000.00. This will cover the costs of all artists’ fees including design, labor, materials, and transportation. Costs such as insurance, taxes, studio overhead, and miscellaneous items are not eligible for inclusion. The winning artist will get all paint supplies donated to their project on behalf of Kelly Brothers Painting.

# CALL TO ARTISTS

## East Shore Trail Mural 2020

### **Artist(s) Eligibility**

- This call is an invite for artist(s) in the California and Nevada area.
- Professional artists will be contacted.
- Artist teams are eligible for the project.
- Local artist(s) are highly sought-after for this project.
- Artist(s) must have proof of liability insurance.

This Call to Artist(s) is an Equal Artistic Opportunity: selection of the winning proposal will be made without regard to sex, race, color, age, national origin, religion, disability, genetic information, marital status, sexual orientation, gender identity/reassignment, citizenship, pregnancy or maternity/paternity, veteran status, or any other status protected by applicable national, federal, state or local law.

### **Application Requirements**

**Proposals may be sent via USPS (*snail mail*) or via email including attachments. Send via USPS to the following address:**

Tahoe Public Art  
P.O. Box 5212  
Tahoe City, CA 96145

***If you do not receive an email confirming receipt of your submission within 7 days, we have most likely not received it. Please follow up in this case.***

**Send via email to the following email address (including necessary attachments):**

1. [tahoepublicart@gmail.com](mailto:tahoepublicart@gmail.com)

# CALL TO ARTISTS

## East Shore Trail Mural 2020

Proposals must be postmarked/electronic time-stamped no later than 6 PM, Pacific Time, February 1st, 2020. You are encouraged to submit prior to this date and time!

### **Proposals should include:**

1. Project description, including a sketch of proposed art and description of materials;
2. Artist/Artists' Statement of interest (500 words or less);
3. Resume or short biography;
4. Up to 5 high resolution jpeg images of previous pieces: labeled with piece name, date created, location of piece, materials used. You may submit images on a DVD included in the application.
5. Annotated list of previous projects, including: description, dimensions, material, location, budget, client or commissioning organization, and any other relevant project information;
6. Budget breakdown which includes the design fee and material costs.
7. Proof of liability insurance.

### **Criteria Selection**

Art selection will be judged on a weighted system based on the following criteria (in no particular order):

- Completeness of proposal (does it include all 7 requested elements? = 14 points)
- Art Piece Content: Does the art piece interpret the environment and have a community theme? (10 points)

# CALL TO ARTISTS

## East Shore Trail Mural 2020

- Required maintenance. (Maintenance plan inclusion = 5 pts; Plan includes viable maintenance steps = 3 additional points)
- Artist's/Artists' living and work location. (Lake Tahoe/Truckee = 5 pts; NorCal/NorNV = 3 pts)

Maximum Points Possible = 34

Note, NDOT and NV State Parks will have final approval of the selected artwork.

### **Project Timeline**

The timeline includes dates for the following milestones, as they apply:

1. Submission deadline: February 1st, 2020
2. Final Artist Selection: February 15th, 2020 (Pending final approval from NDOT).
3. Artist(s) Notified: Within 30 days of Submittal
4. Artist(s) contracts finalized and signed: March 1, 2020
5. Art Work: TBD
6. Installation: Before April 30, 2020
7. Unveiling and Celebration: TBD

### **Resources for Questions**

For questions or additional information, please email the Tahoe Public Art Program Administrator, Marina Lowe, at [tahoepublicart@gmail.com](mailto:tahoepublicart@gmail.com).