



## Request for Proposal A Paint-by-Numbers Community Mural on Agriculture and the Environment at Cruces Creatives

**Due Date: 11:59 p.m., Friday, May 31, 2019**

### Overview:

With the generous support of the Rumphius Foundation and the Meetings for Environmentally Sustainable Agriculture (MESA) Project, Cruces Creatives is seeking an artist or artists to design and help lead a community-painted mural on the west side of its building at 205 E Lohman Avenue, Las Cruces, NM 88001.

The mural should be designed as a paint-by-numbers approach so community members of varying ages and artistic abilities can help create the mural (for an example, see Figure 1) and should focus on agriculture and the environment.



Figure 1. "Unifying the Divide," a paint-by-numbers community mural in Dayton, OH, by social-civics group UpDayton and artists Lea Wise-Surguy, Aaron Glett, Heather Sandy, and Patrick DeSimio, 2012. Note the black lines ( 4") between color blocks.



## The overall goals of the project are:

- To create a mural to brighten the west side of Cruces Creatives makerspace and help with the ongoing revitalization of downtown Las Cruces
- To have the mural use a paint-by-numbers approach with thick lines between blocks of color (like stained glass), making it possible for community members of widely varying ages and artistic talents to help paint the mural
- To document the process of mural creation and write a how-to booklet for paint-by-numbers community murals. This task will be handled by Cruces Creatives team members, but involvement and input from selected artist/s will be required.

## The design should have the following elements:

- **Style:** Use a paint-by-numbers approach with thick lines between blocks of color (like stained glass), making it possible for community members of widely varying ages and artistic talents to help paint the mural
- **Emotional Tone:** Bring joy and be family friendly
- **Themes:** Focus on agricultural and environmental themes, reflecting the natural environment of Las Cruces, the agricultural elements of Doña Ana County to reflect our farming history, and elements of sustainable agriculture (such as drought-tolerant and salt-tolerant crops) to reflect our agricultural future



## Location:

Located on the west wall of Cruces Creatives at 205 E Lohman Ave, Las Cruces, NM, the space available for the mural is an approximately 15' high by 200' long on a textured brick wall with a rough surface, shown in Figure 2. The mural design may use all or part of this space.



Figure 2. The wall available for the mural

## Other important information:

- **The selected artist/s will be paid \$2,500 for their expertise, design, and labor.**
- There is an additional \$1,500 for materials and supplies for the mural.
- Artist/s will get free membership to Cruces Creatives during the project timeline of July 2019 through October 2019 to help support their creative efforts in this project.
- Designs will be chosen through a two-step judging process:
  - By jury to pick the top 3-5 designs that best reflect the design goals and reflect an ability to reach the required artistic and operational responsibilities.
  - By online community voting to choose the final design.



## The selected artist/s will be responsible for:

- Creating an engaging and aesthetically appealing mural design that is meant for the public to paint
- Working with Cruces Creatives team members to create a work plan for making this design a reality, including creating a system for outlining the design on the wall, labeling areas for color coordination, creating any supplemental materials needed to help create the design, and creating a workflow plan for implementation that will be used for the mural creation and for the associated booklet documenting the process
- Creating any unique tools or methods needed for getting the mural design on the wall (e.g., in Figure 1, a special 4” double chalk-line marker was created to make the lines)
- Communicating the work plan, design techniques, and any other relevant information with Cruces Creatives team members for creating a booklet on how to create and lead a community “paint-by numbers” style mural, including but not limited to documenting your artistic process in the mural creation for other communities to replicate
- Doing any touch-up work, detail work, or other painting work that the public may not be capable of achieving
- Attending and helping to paint on public painting day/s
- Painting any parts of the mural higher than 8’ above ground level
- Helping set up the community mural painting event and assisting community members as they fill in the paint-by-numbers design
- And any other tasks needed to successfully complete the mural and instructional booklet



## Important Dates\*:

- RFP Release: April 11
- **Submission Due: May 31 by 11:59 p.m., MT**
- Round 1 of Jury Selection: Beginning of June
- Round 2 of Selection, Online Voting begins: Mid June
- Public Online Voting Closes and Artists are Notified: End of June
- Artist/s meet with Cruces Creatives to begin workflow process: Beginning of July
- Workflow plan is developed and finalized, materials purchased, and a call for community painters is released: July-August
- Depending on the plan, mural outlining by artists: End of August, beginning of September
- MESA Art Show Opening (artist/s should attend this event if possible):  
September 6
- **Community painting of the mural starts: September 7**
- **All final touch-ups done: September 16**
- \*All final logistical information from artist/s due and final wrap-up meeting:  
September 20
- Booklet finished: October 2019

*\*Artist/s should pay close attention to process and documentation, since the booklet on process is an integral goal of this project.*



## Application Instructions:

Submitting is free, and an artist or artist team may submit up to 3 designs. Designs should be fully rendered or sketched and include size. Artists must be local or have recently lived in Las Cruces / Doña Ana County.

To apply by email, submit a packet in PDF format, with file size no larger than 10MB.

Send completed applications to: [curator@crucescreatives.org](mailto:curator@crucescreatives.org)

Subject: "Paint-by-Numbers Application Packet"

Physical copies may also be submitted by mail or by physical delivery to:

C/O: Felicia Castro  
Cruces Creatives  
205 E Lohman Avenue  
Las Cruces, NM 88001

**For full consideration, all application materials must be received by 11:59 p.m. on Friday, May 31, 2019. Postage dates will not be considered.**

**Applying artists will be notified on or around the end of June 2019.**



# Paint-by-Numbers Mural Proposal Application Package:

## 1. Mural Design

Up to 3 designs may be submitted, and of those designs, each may have up to 3 associated images. Please submit designs in color and include design titles and dimensions on all images.

## 2. Résumé(s)/CV(s)

Attach résumé/s or CVs for the applying artist/s.

## 3. Image Portfolio/s

Attach image portfolio of 5-10 images with title, medium, year, and dimensions. For artist teams, please submit a combined image portfolio of 5-10 images listing artist, title, medium, year, and dimensions.

## 4. Submission Form Agreement

Please include the below Submission Form and Agreement, signed and dated.



# Submission Form and Agreement

*Please include this submission form and agreement in your application packet*

**Artist/s Name/s:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Address:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Phone:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Website (optional):** \_\_\_\_\_

Item 1. I attest that the materials in this application are my original work or the original work of my artistic team.

Item 2. I grant Cruces Creatives the right to post for online public voting the design/s and image/s I submit as part of this application.

Item 3. If my design is selected for the mural, I understand and agree that the selected mural design and the mural itself shall be works for hire, to which the intellectual property rights shall be held by Cruces Creatives. The rights of Cruces Creatives in this work for hire notwithstanding, I shall retain the rights to physically and digitally reproduce and distribute images of the design for my portfolio and promotional materials.





Item 4. If my design is selected for the mural, I agree to: create an engaging and aesthetically appealing mural design that is meant for the public to paint through a paint-by-numbers approach; work with Cruces Creatives team members to create a work plan for making this design a reality, including creating a system for outlining the design on the wall, labeling areas for color coordination, creating any supplemental materials needed to help create the design, and creating a workflow plan for implementation that will be used for the mural creation and for an associated instructional booklet documenting the process; create any unique tools or methods needed for getting the mural design on the wall; communicate the work plan, design techniques, and any other relevant information with Cruces Creatives team members for creating a booklet on how to create and lead a community “paint-by numbers” style mural; do any touch-up work, detail work, or other painting work that the public may not be capable of achieving; attend and help paint on public painting day/s; paint any parts of the mural higher than 8’ above ground level; help set up the community mural painting event/s and assist community members as they fill in the paint-by-numbers design; and any other needed tasks to achieve the finished mural and the associated instructional booklet by September 16.

Item 5. If my design is selected for the mural, I understand and accept that payment to me and/or my artistic team in the amount of \$2,500 is conditional on the satisfactory performance of the tasks described in Item 5, and that payment will be delivered within 30 business days after the project has been finished.

Item 6. I grant Cruces Creatives and its agents permission to take and distribute photographs and audio and video recordings of me and my work at Cruces Creatives.

Item 7. The rights to designs not selected by Cruces Creatives shall remain entirely with the artist/s who developed them.

With my signature, I agree to these terms and conditions.

_____	_____	_____
Name	Signature	Date

_____	_____	_____
Name	Signature	Date

_____	_____	_____
Name	Signature	Date

_____	_____	_____
Name	Signature	Date