



## **REQUEST FOR PROPOSAL – MURAL IN MARSHALLTOWN, IOWA**

Artwork design for a public mural to be created on an exterior wall at the Orpheum Theater in Downtown Marshalltown, Iowa.

**Wall Measurements:** East facing brick wall is approximately: 70’ wide X 27’ tall. Every square inch of the wall does not need to be painted. Photos are attached at the end of the document.

**History and Background:** The historic Orpheum Theater, located at 220 East Main Street in Marshalltown, has long been a landmark in the community. The building has played host to musical and theatrical events, including the Live After Five summer concert series, for many years. The theater is known as a cultural center and widely-appreciated entertainment venue. Currently, the theater is being used by the Marshall County court system to hold overflow court proceedings, as the Marshall County Courthouse is undergoing renovations. When the county tenancy ends, the Marshalltown Community School District will assume ownership of the facility. Marshalltown is a community of roughly 28,000 people and is the most ethnically diverse in Iowa, with nearly 40% non-white and over 30 languages spoken in our school district.

- **Orpheum Facebook Page:** <https://www.facebook.com/OrpheumTC>

The Marshalltown Mural program seeks to strengthen the relationship between the people and places we share through investments in creativity. The program creates an opportunity for an increased focus on quality of life, community pride, beautification and creative placemaking. For more information about the Alliance, please visit their website: [www.artsandculturealliance.org](http://www.artsandculturealliance.org)

### **PAYMENT**

\$9,000 — 50% to be paid upon starting and 50% within 2 weeks of completion of the mural. This fee including all associated costs of creation (i.e., materials, paint, transportation, etc.). Please note, lodging for up to 10 days and a lift will be provided.

### **PROPOSAL DEADLINE**

**Sunday, May 29<sup>th</sup>, 2022** to Amber Danielson at [director@artsandculturealliance.org](mailto:director@artsandculturealliance.org)

### **MURAL OBJECTIVES**

- Symbolize and celebrate the rebirth, resiliency and future growth of our diverse community.
- Inspire and represent belonging, inclusivity, embracement and unity.
- Provide a wow-factor for the north entrance of our community and the east entrance to our historic downtown district.

## TO CONSIDER

- Artist must have large scale mural experience.
- Artists working in non-traditional mural materials are encouraged to apply.
- The committee would like the artist to engage with the community, specifically our youth/students, in some way during the creation/installation of the mural.
- This mural should not include any ‘welcoming’ verbiage or the name of our town.

## TIMELINE

- **Deadline for proposals: Sunday, May 29<sup>th</sup>, 2022** to Amber Danielson [director@artsandculturealliance.org](mailto:director@artsandculturealliance.org)
- **Early June:** RFP review, initial interviews (if needed) with artist finalists
- **Mid/End June:** Final artist and design selected and meet with mural selection committee to go over sketch, information from the client, timeline and budget.
- **Mural to be completed by September 31<sup>st</sup>, 2022.**

## TO APPLY – APPLICATION REQUIREMENTS

- Email a .PDF to [director@artsandculturealliance.org](mailto:director@artsandculturealliance.org) including the following information:
  - Your name, phone number, email, and 2 references with contact info
  - A page including artwork photographs and descriptions of your past work, including any mural or large-scale work if applicable.
  - A completed sketch/draft for the suggested mural design
  - A brief bio about you as an artist and your process.

## Photo of exterior wall in Marshalltown, IA:



*The opportunity to wrap mural around the corner is available as the artist sees fit*

