



Request for Proposals for Norwood 150th Celebration Mural Art

Issuing Organization: Norwood 150th Cultural Committee

Contact Person: Kate Sibbing-Dunn, Chair Norwood 150th Cultural Subcommittee Chair

Email: kate@norwoodma150.gov

Key Proposal Dates:

- All questions due via email to Contact above by **5PM on Friday August 22nd**
- All proposals due in PDF format by **5 pm on Friday August 26th**
- Responses will be circulated to all interested artists by 5 pm on Wednesday **August 31**
- First Image for Space Center location Due by Monday **September 19th 5pm**. This will be installed and unveiled at Norwood's Oct. 1st Arts and Culture Festival at the Space Center.
- Images 2 and 3 Due **Monday October 10th** for mid October installations.

Purpose of Procurement

The Norwood 150th Committee invites qualified artists with experience designing for outdoor murals to submit a proposal to create engaging murals that will celebrate the motto of Norwood on its 150th birthday - "*Rich history ... Bright future.*" The pieces should inspire community pride and offer a joyful celebration of Norwood's people and community culture. Artists may submit for all three mural locations connecting the pieces with a unifying concept **OR** Artists may submit to do single locations.

Project Background

The Norwood 150th cultural subcommittee proposed in January of 2020 the installation of public murals as a way to celebrate the sesquicentennial of the town. As a way to reflect the rich history and diversity of Norwood over the years as well as to beautify and bring joy to today's community, the mural project will be a lasting celebration of Norwood's qualities.

About 150th Committee

The Norwood 150th Executive Committee has been meeting since 2020 to create programming that will celebrate Norwood's long history as a community and spotlight today's bright spots. As the major sponsor for this mural project, the 150th Mural Selection committee will review final submissions and decide which proposal to move ahead with.

The mission of Norwood 150 is to *embrace the rich memories and capture the dreams of a bright future for Norwood's citizenry...yesterday, today, and tomorrow.*

To engage our families, schools, and businesses in a collaboration of demonstrated and enduring civic pride.

To celebrate as one unified community Norwood's rich cultural diversity, unparalleled work ethic, and extraordinary 150 year history as "The Crown Jewel of the Commonwealth".

Scope of Work:

The goal of the Norwood 150th Mural Project is to implement three complimentary mural pieces that will be connected by the themes outlined in this proposal. ***The pieces will be transferred to large vinyl decals that will be professionally installed on building exteriors.*** Each mural size will vary depending on building location. There will be some flexibility in shape and size depending on artist vision but should be close to the equivalent of 15x20 ft.

The art will be influenced by and influence the community and culture of Norwood. If needed, we will arrange community dialogue opportunities to help refine and or solidify artist concepts.

Specifically, the artist will:

- Provide sketches of the proposed murals in response to this RFP, including relevant inspiration imagery to convey the general concept.
- Provide a high resolution image to be delivered to printers. This can be an original graphic design or high resolution photograph of a painting (minimum size 2x3ft for original image)

Norwood Resources:

<https://norwoodma150.gov/>

<http://www.norwoodma.gov/index.php>

<https://norwoodhistoricalsociety.org/>

Imagery:

We are looking for bright, colorful artwork that ties the chosen sites together with visual themes. We are open to artwork that tells a story between the sites, highlights the history of Norwood, and/or showcases the existing culture of Norwood. Other ideas are also welcome! There is a potential to use QR codes to link the sites.

Guiding questions include:

- How can we show pride and bring vibrancy to the residents and guests of Norwood through Art?
- What makes Norwood unique?

Budget:

Location/Image		Artist Fee	
Washington Street at Cottage Street		\$1000	
Custom Art and Frame Shop		\$1000	
Space Center		\$1500	
Total		\$3500	

Timeline:

The selected artist will be notified by 5 pm on Monday **August 29th**. The Norwood 150th Selection Committee will meet the selected artist via remote meeting platform or by phone.

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Norwood 150th Responsibilities:

- Provide all information needed for the artist to begin work.
- Hire printing company for professional installation of vinyl art.
- Coordinate with landlords building occupants to keep the areas clear during installation.
- Share any marketing opportunities giving artist acknowledgment.

Submission Requirements:

Proposals must be submitted to kate@norwoodma150.gov to by **5 pm on August, 26th 2022.**

Proposals must be in PDF format and not exceed 15 pages, excluding the cover page. Proposals must include the following:

- Cover Letter/Introduction
- Sample of Prior Relevant Work. Images and descriptions of similar projects.
- Three References.
- Work Plan and Schedule. Please explain how you will approach the project and the key steps in your work plan.
- Proposal Sketch(es) or Concept Art. These will be kept confidential.

Inquiries:

Please submit all inquiries to kate@norwoodma150.gov by **5 pm on August 22nd.** Please mention 150th Murals in the subject line.

Norwood 150th encourages local firms/individuals and/or parties with connections to Norwood to apply.

Designated Mural/Panel Spaces:

1.) Washington Street at Cottage Street



2.) Custom Art and Frame Shop, 45 Central St



3.) Space Center, 83 Morse St. (3 of the brown panel frames)

