



FitzPatrick's Four Season Farm Market

[www.fitzpatrickfarmmarket.com](http://www.fitzpatrickfarmmarket.com)

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## **Request for Proposal RFP - Mural Project**

***Submission deadline: April 24, 2021***

FitzPatrick's Four Season Farm Market is soliciting proposals from qualified artists or team of artists to provide design and implementation services for an exterior mural on the side of the main farm market building.

The project area is approximately 100 square feet (10' x 10'). Work would consist of design as well as production of work on-site, which must be executed by experienced artists. The selected vendor must properly prime and prepare any area approved for painting and a high quality exterior varnish will be required to secure the longevity of the mural.

### **Mural Concept**

Each summer, FitzPatrick's hosts weekly "drive-ins" with classic cars and family activities. The side of the market will face the activities and be adorned with vintage car accessories such as license plates, hubcaps, and grills. The mural should be the highlight of the accent wall, encompass an automotive theme and allow for individuals to use it as a backdrop for photos on social media. No copyrighted images should be included. The final design will be agreed upon by the selected artist(s) and the owners of FitzPatrick's.

Elements that may or may not be included:

- Fitzpatrick's logo
- A winding road
- Signs showing FitzPatrick's Four Season Farm Market's location along route 36
- Vintage cars

### **Application Requirements**

Each submittal must include:

- A narrative and design illustrating your concept
- A description of the approach to the project such as methods of surface preparation, primer applications, medium, varnish or other material to secure the longevity of the mural.

- A maintenance program that includes among other things applications of UV protection, surface cleanings, additional coats of protective paint. Artwork longevity of murals must display for at least 3-5 years and the maintenance program must incorporate a schedule of costs and timeline for maintenance.
- A proposed budget should include fees, supply costs, preparation of wall prior to installation. travel-related expenses and other associated costs.
- Images of previously completed works that describe the size, materials, cost and location of murals or other public works.
- References for earlier projects
- Artist(s) resume(s) to include a brief one page summary of work, including experience with murals (exterior and/or interior).
- Selected artist(s) will need to provide proof of insurance prior to starting work.

Proposals will be received by the FitzPatrick's Four Season Farm Market, 8637 Rt 36, Arkport, NY 14807 until April 10, 2021. The mural should be completed between April 17 and May 24, ready to reveal on May 28 for Memorial Day weekend.

### **Artist Selection**

Artist(s) will be selected based on the strength of the concept design, mural experience, and cost.

### **Mural Location**

The photograph below shows the side of the building where the mural will be placed. The location of the mural on the wall is open for discussion.

Left side of the photo is the front side of the building. The white door on the right is the restroom. There is a sidewalk that runs the length of the building. The table/chairs will be removed prior to work on the wall.

