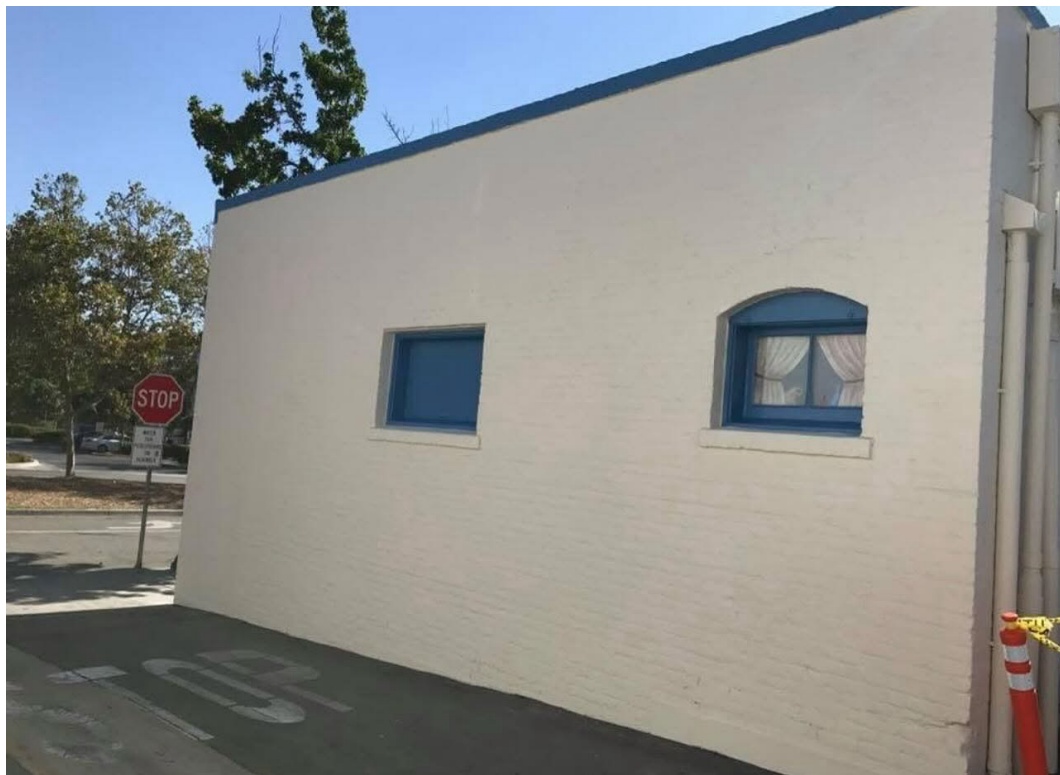


Call Description

The Claremont Village Marketing Group's Blank Wall Project seeks qualifications for a professional visual artist or artist team to design and install wall-based public art (mural) for a historic building in the Claremont Village business district. Two to 5 semifinalist artists will be asked to advance to the RFP phase and propose designs.

The mural must fit within a reserved space measuring 16' H x 30' W on the east façade of a historic brick building located in the Claremont Village downtown business district. There are two windows that can be incorporated into the design or worked around. See photo below.



The [Blank Wall Project](#) is an effort led by the Claremont Village Marketing Group (CVMG) to increase the number of murals and other public art within the Village business district. Murals bring culture into the daily lives of residents and visitors, transforming bare walls into enduring beauty for generations to come. Public art serves to make Claremont an even more attractive destination point for visitors. More public art will foster a sense of place and generate wider investment in the city's arts community. CVMG's mission is to attract people to the Village, and we believe that increasing public art makes our downtown more enticing and enjoyable.

Budget

The maximum budget available for this project is \$10,000 all inclusive. *Expenses may include, but are not limited to, artist's fees, supplies, material costs, meeting and CVMG administration hours, labor, artist's legal review fees, permits, licenses, insurance, lighting, equipment rental, shipping, delivery, documentation, footings and installation. Fundraising will be managed by the CVMG.*

Use of Artificial Intelligence tools

Artists using artificial intelligence (AI) tools in the creation of their portfolio or semifinalist proposal must identify the use of AI in the information accompanying each image.

Evaluation Criteria

In collaboration with the building owner, the CVMG will select what in its sole judgment it determines to be the qualified candidate or candidates that is in the best interest of the project. Any evaluation criteria or weighting of criteria is used only as a tool to assist the CVMG in selecting the best candidate.

The CVMG Panel will use the following evaluation criteria:

Excellence: Works of art in the artist's application are original, innovative, of exceptional quality and enduring value.

Relevant prior experience: The artist has created projects of a similar scale and budget and has experience coordinating with multiple stakeholders or the artist is jointly submitting the qualifications of a collaborator that has created such projects and that has such experience.

Appropriateness to the site and project: Works of art in the application indicate that the artist is likely to be sensitive to the social, economic, cultural, historical and physical context of the site—namely the Claremont Village—and the surrounding neighborhood, either existing or planned. The building owner prefers more traditional art that celebrates Claremont's iconic citrus industry, mountain backdrops, trees, & stones.

Durability: Works of art in the artist's application utilize materials and processes likely to contribute to the longevity of public works of art, or the artist is willing to adopt such practices by collaborating with a partner with relevant specialized expertise.

Selection Process

The CVMG Blank Wall Project Committee will recommend selection panelists to the building owner and the City of Claremont Public Art Committee. The selection panel will consider artist's resumes, portfolios and letters of interest and select 2-5 semifinalists. The selection panel will interview the semifinalists, review their proposals and budgets and select the finalist and one alternate.

The finalist artist's proposal will be presented to the Claremont Public Art Commission for approval prior to developing a contract.

Tentative Schedule

- November to December, 2025: Call for Artists submission period
- January 2026: Deadline for submissions. Semifinalist's notified; artists' proposal presentations (virtual), finalist selected
- January-April: Fundraising & Installation
- Artwork dedication: Within 2 weeks of installation, if applicable

Changes in the Call for Artists

From time to time, engineering, construction, or other factors may require the CVMG panel to amend its selection criteria. After this Call for Artists ("CFA") is issued, the CVMG, in its sole discretion, may change anything contained in this CFA at any time, including after the application due date. If the change is prior to the application due date, the CVMG reserves the right to modify this CFA with an addendum.

About the Blank Wall Project

<https://claremontvillage.com/the-blank-wall-project>

Application Requirements

- **Work samples.** All applications must be submitted through Call for Artists to kathryndunn@claremontvillage.com. Up to three (3) Images, sketches or drawings and/or three (3) videos of your original completed commissions, not proposals, which demonstrate your qualifications for the project. You must include the title, medium, dimensions, project budget or price, year completed and location (if applicable) for each work. The value must be indicated in US dollars.
- **Artist resume**
- **Letter of interest**

Eligibility Criteria

All applications must be submitted through this Call for Artists. Eligibility is limited to professional visual artist teams or artists at least 18 years of age based in or near the City of Claremont. Collaborators and teams are eligible to apply. Resumes/CVs of all collaborators must be uploaded as a single PDF with multiple pages.