

# Roseville MURAL PROJECT

## Blue Line Arts Request for a Proposal

With Roseville's last public arts project coming to an end over a decade ago, our community is long overdue for a creative invigoration. Blue Line Arts with the support of the Downtown Roseville Partnership, is working with local property owners and artists to install new murals by spring 2019.

The Roseville Mural Project not only aims to beautify the public spaces of our city, but to create the opportunity to experience art in daily life. During the installation of the murals, audiences will be exposed to the unique creative processes of the artists and self-guided walking tours of these works along Vernon Street will make the work thoroughly accessible. This project aspires to trigger our imagination and create a deeper sense of community in the city of Roseville.

**Project Description:** Blue Line Arts is seeking creative, vibrant and engaging design proposals for a two-dimensional, outdoor, mural in Downtown Roseville. Artists are welcome to submit a proposal on their own or as a group.

### **Mural Locations (see diagrams at bottom of document):**

1. Location A: Project Go Building, 801 Vernon Street, Roseville, CA
2. Location B: Lucy's Hair Salon Building Wall: 104 Lincoln Street, Roseville, CA
3. Location C: Bill Smith Photography Building Wall: 111 Vernon Street, Roseville, CA
4. Location D: Abbey Carpet Building Wall: 501 Vernon Street, Roseville, CA
5. Location E: Blue Line Arts Gallery Parking Garage Wall: 405 Vernon Street, Roseville, CA

**Artwork Location Description:** The selected artist will be contracted to paint a mural on the exterior wall of the location. The mural must be original and unique to the site. The mural must be two-dimensional with no protrusions from the wall surface. The final mural should visually activate as much of the length of the wall as possible. The mural may be a single overall image or multiple images that create an overall composition.

**Site or Artwork Location Plans:** Interested applicants are encouraged to visit the site before submitting an application. Proposed designs should follow the City of Roseville's Downtown Specific Ordinances to ensure approval by the Minor Design Review process.

**Site History or Description:**

**Visual Support Materials:**

**Total Project Budget:** \$2,500

**Budget Description:** A maximum of a \$2,500 commission for the artist(s) selected to realize their work. The selected artist will sign an agreement with the Property Owner which must be sufficient for all elements of the project. The total budget is inclusive of all costs associated with the project.

**Selection Process: Notifications of Selection:** Thursday, March 7<sup>th</sup> 2019

All eligible applications will be screened by a Selection Committee. The Selection Committee will consider all approaches to the project, including traditional and street art painted designs. Mural content should not contain political or religious themes. All professional artists or artist teams living in the greater Placer County/Sacramento area are encouraged to apply. If artists are applying as a Team, the Team should be listed on the application form, specifying a Team leader to receive notifications. Selection process: one artist will be selected for each location of the mural project and pending a Minor Design Review process by the City of Roseville—to be approved before starting the project.

**Selection Criteria:** Artists will be selected based on the following:

- Aesthetic Excellence – the aesthetic quality of the artwork upholds the principles of art and design excellence, originality and innovation
- Artist Experience – Experience in creating public art of similar scope and scale
- Relevance/Theme – Design must be appropriate for the site and contextually relevant to the Downtown Roseville community audience. The design must be clear and legible when enlarged to the final scale dimensions of the site location as well as translatable to the final media.

**Project Timeline:**

- a. **Deadline to Submit Proposal:** Thursday, February 28<sup>th</sup> 2019 at 11:59PM
- b. **Notifications sent to Artists:** Thursday, March 7<sup>th</sup> 2019
- c. **Anticipated Execution of Minor Design Review:** March 18<sup>th</sup>, 2019
- d. **Timeline for Selected Artist(s) to Start and Complete Project:**  
Monday, March 28<sup>th</sup> through Friday April 17<sup>th</sup> 2019
- e. **Special Events hosted by Blue Line Arts:**
  - i. **Artists Panel Discussion Event:** Saturday, May 11<sup>th</sup> 2019
  - ii. **3<sup>rd</sup> Saturday Art Walk & VIP Unveiling Event:** Saturday, May 18<sup>th</sup> 2019

**Artist Eligibility:** Artist (s) must be 18 years or older to apply. This call is open to all artists who legally reside and are eligible to work in the United States. Proof of residency/work permit documentation may be requested.

**Application Requirements:** All artists must fill out the online application form before the deadline on February 28<sup>th</sup> to be considered: [Link to Application](#)

**Call to Artist Application Deadline:** Thursday, February 28<sup>th</sup> 2019 at 11:59PM

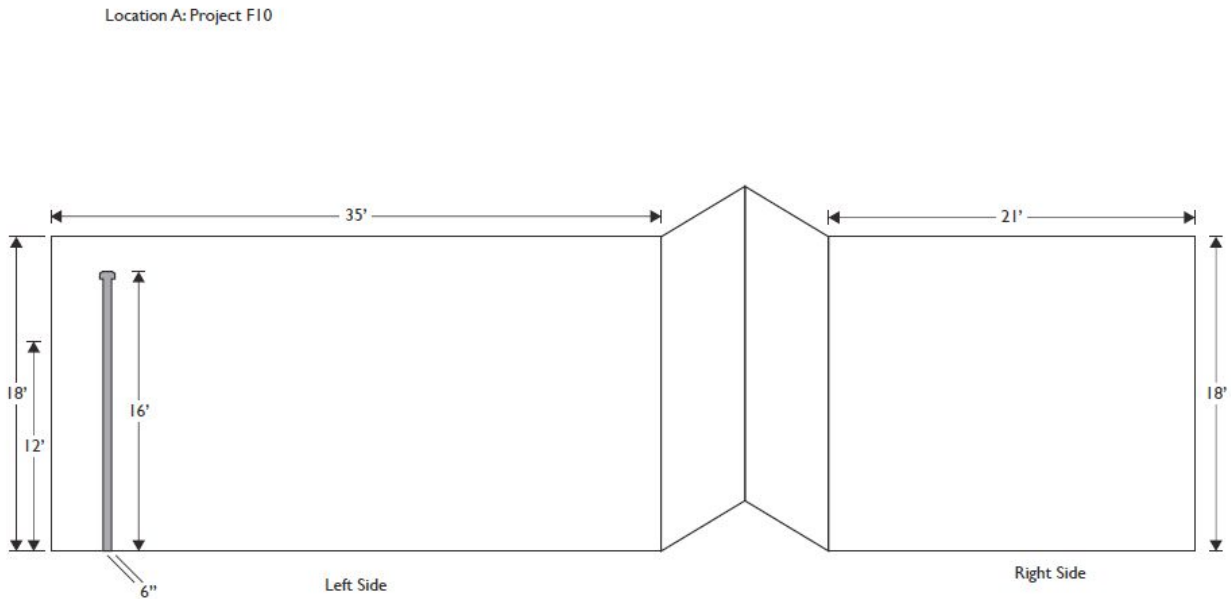
**Sources for Additional Information:**

For general questions please contact MaryTess Mayall: [programs@bluelinearts.org](mailto:programs@bluelinearts.org)

For questions about the Downtown Specific Ordinances, please contact Greg Bitter:  
[gbitter@roseville.ca.us](mailto:gbitter@roseville.ca.us)

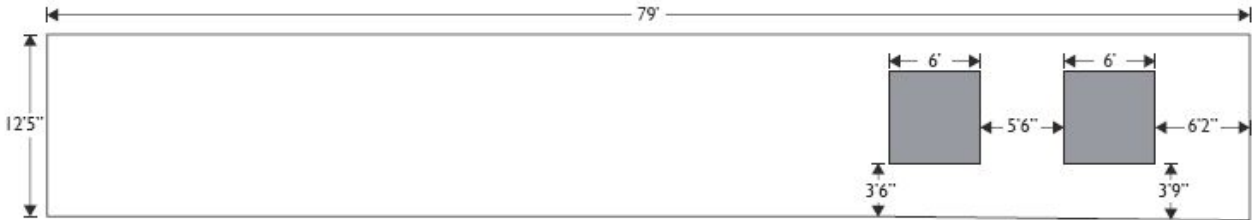
**Diagrams of Walls:**

Project Go Building, 801 Vernon Street, Roseville, CA



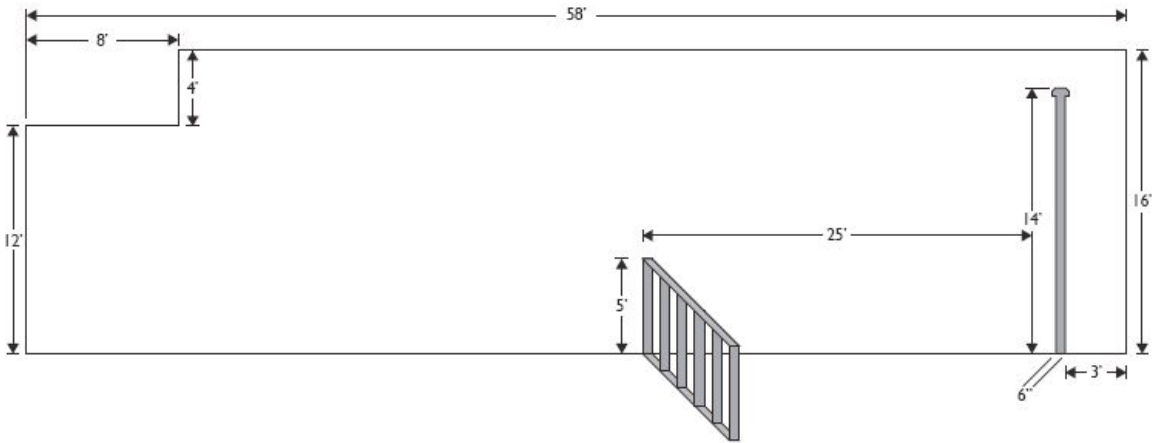
Lucy's Hair Salon Building Wall: 104 Lincoln Street, Roseville, CA

Location B: Lucy's Salon



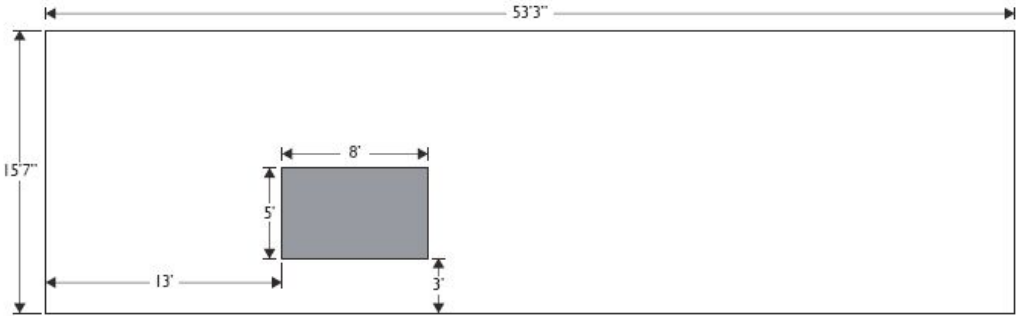
Bill Smith Photography Building Wall: 111 Vernon Street, Roseville, CA

Location C: Bill Smith Photography



Abbey Carpet Building Wall: 501 Vernon Street, Roseville, CA

Location D: Abbey Carpet



Blue Line Arts Gallery Parking Garage Wall: 405 Vernon Street, Roseville, CA

Location E

