



## **CALL FOR MURALISTS**

**The Mission:** To create a vibrant mural that will promote creative expression and provide an enriching visual experience to residents and visitors of the Pacific Avenue District.

**Site:** The mural is to be painted on the southern-facing wall of the building located at 3421 Pacific Avenue. An image of the wall is below. The approximate size of the wall is 27' wide x 14' high.



Mural Location

**Application:** Please complete the application and return it by the deadlines listed below to the address indicated. A rendering of the proposed mural to be completed through this program must be submitted along with the completed application. Proposals for up to three **(3)** original designs may be submitted by each artist.

**Materials:** Each applicant will be required to submit with the application the materials they intend to use to execute the mural. Paint is the only acceptable medium, and should be of a quality to withstand weather conditions for a reasonable amount of time. Murals will be applied directly to the building facade. Any priming of the surface deemed necessary shall be the responsibility of the artist.

Obtaining all materials and supplies necessary for the design and execution of the mural is the responsibility of the selected artist. Artist will be required to apply a graffiti-resistant protective sealant to the art work when the piece is completed.

**Artistic Theme:** The theme is to embrace and honor both the current environment and history of Wildwood in general and Pacific Avenue in particular. Aside from some such connection, the theme and content of proposals is deliberately open ended to encourage artistic interpretation, and produce the widest diversity of ideas and visual impact possible.

**Estimated Project Budget:** Artists will be required to submit an estimated project budget along with this application. The estimated project budget should include the cost of materials necessary to complete the proposed work as well as the fee to be charged by the artist.

**Criteria for Artist Selection:** All work must be original. Templates may be used only if they were created by the artist.

Murals may not incorporate logos, advertisements or any kind of commercial signage. The selection panel will review all applications and renderings to determine finalists who will then be permitted to provide further details about the proposed work. Artists applying for the project must be 18 years of age or older.

Art will be reviewed for Artistic Merit, Appropriateness to Public Presentation, and Originality.

**Panel Meeting and Notification:** Artists will make themselves available to discuss the project scope and their concept prior to award notification as needed by the selection panel.

**Contract and Payment Schedule:** The selected artist will be required to enter into a contract for the work to be performed with the Pacific Avenue NPP District, through the City of Wildwood.

The payment of budget installments will occur on the following schedule:

- 50% of the Total Budget shall be paid to the artist two weeks prior to the first day of onsite painting.
- 50% of Total Budget shall be paid upon the acceptance of the Mural by Pacific Avenue NPP District after its completion.

**Program Schedule:**

Call for artists begins August 15<sup>th</sup>, 2023

Deadline for artists' submittals is August 30<sup>th</sup>, 2023

Selection process and notification to be completed by September 11<sup>th</sup>, 2023

Mural must be installed by November 30<sup>th</sup>, 2023.

For questions or more information call 609.522.2444 ext.2240 or e-mail [sbooy@wildwoodnj.org](mailto:sbooy@wildwoodnj.org).

**ARTIST INFORMATION**

First Name:

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Last Name:

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Email:

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Phone:

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Address:

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Website/Link to online site with examples of work:

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Artist Bio:

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**PROPOSED ART WORK DETAILS/DESCRIPTION/ARTIST'S VISION**

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