

# Via Carta Mural Project

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California Polytechnic State University  
San Luis Obispo, California

## ***Call for Artists REQUEST FOR PROPOSALS***

### **Sponsored by:**

**Cal Poly Corporation, an auxiliary of California Polytechnic  
State University**

### **Direct correspondence and applications**

**to:** c/o Catherine J. Trujillo, Curator  
ctrujill@calpoly.edu

Re: Via Carta Mural Project

**Application  
Deadline:  
May 16, 2022  
5:00 p.m. PDT**

**RFP Website:** <https://artcollection.calpoly.edu/rfp>

### **QUESTIONS?**

Any questions stemming from the review of this RFP can be addressed to:  
Catherine J. Trujillo at [ctrujill@calpoly.edu](mailto:ctrujill@calpoly.edu) • (805) 756-6395



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## PROJECT SUMMARY

### ***Via Carta Mural Project***

California Polytechnic State University  
San Luis Obispo, California

The Cal Poly Corporation is pleased to extend an invitation and request for proposals to provide a mural that presents broad themes which recognizes: the value and the contributions that migrant workers and farmworkers make on the Central Coast; the agricultural bounty of the Central Coast; Cal Poly's student [contributions](#) to the field of agriculture (such as the Strawberry Center, Cal Poly Crops, viticulture, and curriculum that exemplifies the learn-by-doing ethos). The mural should encourage student and community interaction.

An artist will be selected to create an outdoor 2-dimensional mural for installation on Via Carta, building 24 at Cal Poly San Luis Obispo, California.

Artists who are members of underrepresented communities are strongly encouraged to apply.

**The total artist stipend is a budget of \$15,000.**

*(On-campus housing will be provided by Cal Poly Corporation for finalists who reside outside of a 50 mile radius from San Luis Obispo, CA)*

Download a copy of the RFP and application template:

<http://artcollection.calpoly.edu/pages/rfp>

### **Deadline**

Monday May 16th 5:00 p.m. PDT

### **Contact**

Catherine J. Trujillo  
805-756-6395  
[ctrujill@calpoly.edu](mailto:ctrujill@calpoly.edu)

### **Artist Qualifications**

- Artists must be 18 years of age or older to be eligible to apply.
- Artists must demonstrate their ability to design and successfully paint an outdoor mural.
- Artists must live within California and be able to travel to the mural location.



## **ABOUT THE LOCATION**

Located in the northeastern part of the California Polytechnic State University, San Luis Obispo (Cal Poly) campus, the proposed public mural will be installed on the adjacent wall to the Campus Market on Building 24.

The Market corridor (Via Carta) is undergoing an outdoor plaza renovation that will include parklet-style landscaping, seating, an outdoor Santa Maria style BBQ operation, and a food truck area.

Via Carta is a major thoroughfare for students and visitors.

## **PROJECT DESCRIPTION**

Cal Poly Corporation is seeking artist proposals for a site-specific mural within a triptych design layout, embodying a cohesive story between the three areas. Although the wall space is divided into three sections, the entire 504 sq ft span can alternately be used as one continuous mural sequence. See “Attachment B” for wall examples.

Artists working in 2-dimension mural mediums are invited to apply.

### **The goals of this mural project are:**

- To beautify and inspire the outdoor market corridor
- Add to the growing collection of campus public art
- Create a mural that is colorful and inspiring for the Cal Poly community and visitors
- Create a mural that is reflective of the learn-by-doing campus standard

**The artist selected for the commission will be awarded a contract for \$15,000 from the Cal Poly Corporation to complete the project.**



## MURAL SITE AND WALL DIMENSIONS

The proposed mural will be located on the exterior wall of the Food Processing Building (adjacent to Campus Market) Building 24.

**It consists of three raised panels each measuring:**

13'10" wide x 12' 1/2" height x 3/4" depth

- About 168 sq ft per panel (504 sq ft total)
- Space between panels: 14"
- Space between roof flashing and panels: 25"

The selected artist proposal will be responsible for the preparation of the design including, but not limited to, design, layout, and art production.

A layout of the wall is provided with this RFP, but interested muralists are encouraged to visit the site to further evaluate the wall in relation to their proposal.

The outdoor artwork must be constructed of materials appropriate for San Luis Obispo's climate. The materials used for the public art shall be low maintenance, durable and fade-resistant, and graffiti-resistant. Artists are welcome to consider durable eco-friendly materials, pending review and approval by Cal Poly Corporation. The selected artist will be required to complete and submit a maintenance plan.

## ELIGIBILITY

1. Artists must be 18 years of age or older to be eligible to apply.
2. Artists must demonstrate their ability to design and successfully paint an outdoor mural in a timely fashion, through submission of prior projects of similar scope.
3. Artists must live within California and be able to travel to the mural location.

## THEMATIC APPROACH

Themes to consider:

1. Broad themes which recognize the value and the contributions migrant workers and farmworkers make on the Central Coast
2. Represents the agricultural bounty of the Central Coast
3. Represents Cal Poly's student contributions to the field of agriculture (such as the Strawberry Center, Cal Poly Crops, viticulture, and curriculum that exemplifies the learn-by-doing ethos)
4. Encourages student and community interaction



## **SELECTION CRITERIA**

The Art Jury will evaluate each proposal based on the following:

- I. Relevance to theme
- II. Artistic excellence
- III. Ease of maintenance
- IV. Proposal Feasibility. Has the artist created a proposal that meets given site specifications/guidelines?
- V. Ability to Execute. Based on the artist's existing body of work and experience, does the artist demonstrate the ability to complete the commission on time and in keeping with their proposal?
- VI. Appropriateness. Is the proposed artwork appropriate for the public location and audience?
  - A. Appropriateness of scale, form, material, content and aesthetic compatibility relative to the site
  - A. Appropriateness of proposed materials in regards to structural and surface integrity, public safety and weathering and its protection against vandalism
  - B. Appropriateness of proposed method of installation of artwork, and the safety and structural factors involved with installation
- VII. Evaluation of proposed budget and the artist's ability to successfully complete the project within the proposed budget
- VIII. Artist's experience in working on comparable projects

Mural concepts regarded as negative, violent, hateful, or discriminatory based on race, disability, gender, culture, or religion will NOT be considered.

## **APPLICATION DEADLINE**

**May 16, 2022**

**5:00 p.m. PDT**



## PROJECT BUDGET

The total artist stipend is **\$15,000**

1. **ARTIST STIPEND** will cover costs incurred by the artist including but not limited to:
  - a. Design-stipend
  - b. Supplies to fabricate the artwork (including paint, fade-resistant treatment, graffiti-resistant treatment, scaffolding and/or related relevant equipment)
  - c. Travel to mural site
  - d. Participation in a community engagement activities such as artist talk, unveiling
  - e. Up to three concept sketches to be added to the university art collection
  - f. Insurance premium to comply with insurance requirements
    - i. *Refer to the “Professional Services Agreement” for insurance requirements listed in “Attachment C”*
  - g. All taxes incurred by the Artist
2. **CAL POLY** expenses apart from artist stipend include:
  - a. Site preparation (include priming wall), plans and specifications, special inspections, permits
  - b. On-campus housing will be provided by Cal Poly Corporation for finalists who reside outside of a 50 mile radius from San Luis Obispo, CA
  - c. On-campus parking will be provided

## CONTRACT TERMS

### Proposal Requirements:

The Artist is required to meet all contract terms listed in the Professional Services Agreement as outlined in “Attachment C.” Each individual or team submitting a proposal shall meet all of the terms and conditions outlined herein. By virtue of its proposal submission, the proposer acknowledges agreement with and acceptance of all provisions of the RFP specifications.

### Contract Award and Execution:

#### Contract Requirements

The proposer to whom the award is made (Artist) shall execute a digital signature on the Professional Services Agreement with Cal Poly Corporation within ten (10) calendar days after notice that the award has been sent. Notice of the award will be communicated via the email provided in the Artist’s proposal.

#### Payment of Taxes

The artist stipend shall include full compensation for all taxes that the Artist is required to pay.

#### Payment Terms

Payment terms are ⅓ upon signed contract, ⅓ mid-point of installation of mural (as determined by campus curator), ⅓ upon completion of the work.



## **PROPOSAL PACKAGE – STATEMENT OF WORK**

**Proposals are submitted via email in a PDF format to:** ctrujill@calpoly.edu  
(total file size must be less than 10 MB)

See “Attachment A” for proposal template

### **Section 1: Cover Sheet**

One page cover sheet stating the following information in the order listed:

- RFP Title: “Proposal to Provide Services for the Via Carta Mural Project”
- Artist’s name:
- Artist’s telephone number:
- Artist’s email address:
- Artist’s web address: (if applicable)
- Artist’s mailing address:
- Title of artwork:
- Medium: [type of paint; product names of proposed paint, and fade-resistant treatment, graffiti-resistant treatment product names]
- Confirmation of dimensions: [Specify if painting within the triptych (three) as independent panels or spanning the entire 504 sq ft as one consecutive piece]

### **Section 2: Approach to Project**

A written narrative description of the Artist’s approach to the project, which should address the following areas:

1. Artist’s approach to the theme; artist statement.
2. Artist’s intended materials to be used; their durability and longevity qualities, including the Artist’s analysis of proposed art’s ability to withstand weather and vandalism; and expected on-going maintenance efforts to sustain the Artist’s intention.
3. Three graphic renderings of the proposed art concept, one for each of the three wall panels; or, if proposing one continuous design spanning the entire 504 sq ft, one rendering applies: At the bottom of each rendering, please include your name, address, email address, and phone number.
4. Suggested plan for utilizing student volunteers to assist with painting the mural.
5. Portfolio and/or website demonstrating Artist’s ability to design and successfully paint an outdoor mural. (Please be sure portfolio examples include details such as theme, medium, location, client, and duration of the project).
6. Equipment Safety And Security: specify equipment that will be used, specifically whether scaffolding and/or ladders will be used.





### **Section 3: Budget**

An estimated budget for design and installation. The budget should list costs for design execution, supplies to fabricate the artwork (including scaffolding or related equipment), and travel for artist to site for installation, artist talk and unveiling.

### **Section 4: Maintenance Plan**

The selected artist will be required to complete and submit a maintenance plan prior to the final contract payment.

### **FINALIST REQUIREMENTS:**

If selected as a finalist, the Artist will be required to attend the unveiling and participate in a presentation/artist talk to the campus community. Inability to attend may be cause for Cal Poly Corporation to recommend another entry.

### **Ownership of Artwork**

Upon completion and installation of the artwork, the physical work becomes the property of California Polytechnic State University.

In addition, if awarded the contract, the Artist will provide original concept sketches for the mural, to be added to the campus art collection archives for study by faculty and students.

In consideration of the acquisition of said work by Cal Poly, the Artist will sign and grant reproduction permission for the use of the work for all conventional educational and interpretive purposes including, however not limited to: public display, reproductions in any appropriate manner including exhibitions catalogs, scholarly publications, slides, transparencies, black-and-white and/or color prints, digital formats, web pages, rights to promote the art through social media, and any other suitable manner that agents of Cal Poly deems necessary.



## PROJECT SCHEDULE

The selected finalist is expected to be available to meet the following deadlines and milestones:

<b>RFP Announcement:</b>	April 22, 2022 to May 16, 2022
<b>Application Deadline</b>	<b>Monday May 16, 2022</b> <b>5:00 p.m. PDT</b>
<b>Mural Committee Proposals Review</b> (Selection of finalist)	May 18, 2022
<b>Artist Proposal Interview</b> (Finalist invited to in-person or Zoom interview)	Monday May 23, 2022 (To be scheduled between 12:00 p.m. and 2:00 p.m.)
<b>Art Acquisition Committee Review</b> (Determination of whether chosen artwork meets University guidelines)	Week of May 23, 2022
<b>Award of Contract</b>	May 30-June 6, 2022 (Estimated)
<b>Installation of Artwork</b>	June 20th to July 18th Maximum of 4 weeks (or less) for production of mural
<b>Unveiling and artist talk</b>	September/October 2022 (Estimated)

## FEE SCHEDULE AND BUDGET DEVELOPMENT

Payment terms are  $\frac{1}{3}$  upon signed contract,  $\frac{1}{3}$  mid-point of installation of mural (as determined by campus curator),  $\frac{1}{3}$  upon completion of the work.

Please use the budget worksheet found in “Attachment A” “Section 3” as a guide in developing your project budget to ensure that all costs are addressed. Add any other relevant expenses. Include a pricing contingency. Areas with “\$” should be completed by the artist/applicant.

- **ARTIST** Costs incurred by the artist including but not limited to: design stipend, and supplies to fabricate the artwork, insurance, scaffolding.
- **CAL POLY** Expenses apart from artist stipend include: site preparation, plans and specifications, special inspections, permits, parking permit, on-campus housing (*On-campus housing will be provided by Cal Poly Corporation for finalists who reside outside of a 50 mile radius from San Luis Obispo, CA*).



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## **Attachment A: Application Package Template**

([Download](#) and complete “Attachment A: Application Template”)

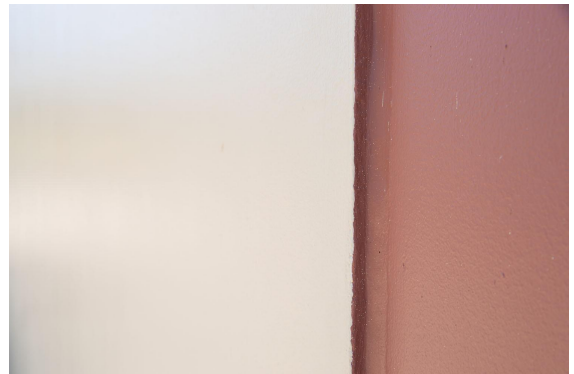


## Attachment B: Images of Mural Location

Each panel is 13'10" wide x 12' 1/2" height x 3/4" depth (About 168 sq ft per panel)



Detail of wall texture



Detail of 3/8" space between roof flashing and panels



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## Option A Mural Layout

**ATTACHMENT A:** Via Carta Mural Project  
California Polytechnic State University, San Luis Obispo, CA



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**OPTION A:**  
A triptych design layout, embodying a cohesive story between the three separate areas.





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## Option B Mural Layout

**ATTACHMENT A (continued):** Via Carta Mural Project  
California Polytechnic State University, San Luis Obispo, CA



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**OPTION B:**

Entire 504 sq ft span can alternately be used as one continuous mural sequence.  
Cal Poly can prime 14" gaps as needed.



*(Bike racks will be removed)*







Views looking north and south







## Via Carta Vision Board





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## **Attachment C: Example of Professional Services Agreement**

([Download](#) PDF titled “Attachment C Professional Services Agreement” for example agreement)