



## REQUEST FOR PROPOSALS

FOR

## DISTRICT MURAL & BRANDING INITIATIVE

Send to:

Tippecanoe Arts Federation

638 North St

Lafayette, IN 47901

765-423-2787

[www.tippecanoearts.org](http://www.tippecanoearts.org)

**Deadline for Submission of Proposal: Friday 18 September 2009, 4:00 p.m.**

TIPPECANOE ARTS FEDERATION  
REQUEST FOR PROPOSALS: DISTRICT MURAL / BRANDING INITIATIVE  
LAFAYETTE – WEST LAFAYETTE DOWNTOWNS

## **I. Background / Vision**

The District Mural / Branding Initiative is a collaborative project led by the Lafayette-West Lafayette Convention & Visitors Bureau and the Downtown Development Council of Greater Lafayette Commerce in association with the Lafayette Regional Board of Realtors and the Cities of Lafayette-West Lafayette as a part of a Downtown Branding and Visual Identity Project (Project) for downtown Lafayette-West Lafayette. In spring of 2008, Hirons & Company, a private advertising and public relations firm, was hired to undertake this project and brand positioning study. What followed was a process that employed: consensus building, brand documentation and district visual identity development. The final results include the development of three cultural “geo” districts: Chauncey Village District, Wabash Riverfront District and Arts & Market District. The “geo” districts include representative graphic icons that can be used in a variety of applications one of which is murals that can help geographically define the three cultural districts in downtown. The first mural locations are identified below and include one building in West Lafayette (for the Chauncey Village mural) and two buildings in Downtown Lafayette (one each for the Arts & Market mural and the Wabash Riverfront mural).

## **II. Project Goals**

The goals of the District Mural / Branding Initiative for Lafayette – West Lafayette Downtowns are to:

1. Enhance and revitalize the Lafayette – West Lafayette Downtowns
2. Visually promote the brand and identity images designed for the three cultural districts
3. Create a tool for place-making and wayfinding for local residents and visitors
4. Provide a new marketing tool for downtown promotion as well as community and economic development

## **III. Project Description**

This project consists of three murals divided into two categories: (2) painted murals and (1) sign board mural. The two Lafayette mural installations will be painted on an exterior masonry wall. The one West Lafayette mural installation will be fabricated with an aluminum sign board and attached to an exterior masonry wall.

### **A. Painted Murals (2):**

This is a public art opportunity for a qualified artist, team of artists or sign painter working alone or collaboratively to layout and install public art on the exterior wall of two buildings in downtown Lafayette.

### **B. Sign board Murals (1):**

This is a public art opportunity for a qualified sign company to fabricate a sign-mural in a format more resistant to vandalism and attach to the exterior wall of one building in downtown West Lafayette.

### **1. Description of Physical Layout**

All three locations are on the exterior wall of commercial or public buildings (See locations in VIII: Photos of Walls).

1. 219 Main Street – painted mural installation: historic downtown Lafayette on an historic building. Building surface is recently repaired and primed for the project. Access to wall is from abutting alley.
2. 501 Main Street – painted mural installation: historic downtown Lafayette on an historic building. Surface is large smooth, painted block recently cleaned and primed for the project. Access to wall is from a public sidewalk between an outdoor dining area and main entry into a restaurant.
3. 134 W. State Street – sign board mural installation: West Lafayette strip center retaining wall near the Village and Purdue campus. Wall is new unpainted brick. Sign board must be attached at grout joints with tamper proof screws. Access is from a public sidewalk.

## **2. Material Restrictions**

### **1. For painted mural -**

Masonry paint, “breathable” low VOC. Paint and finishes need to be able to withstand outdoor conditions and resist fading and peeling to the greatest extent possible. Colors and other considerations are specified in the graphic standards. The standards and a high resolution image file will be available to the successful bidder(s).

### **2. For sign board mural**

Pressure sensitive vinyl adhered to an aluminum laminate board with a UV laminate protective layer to resist graffiti and vandalism to the greatest extent possible. Mural attached at grout joints with tamper proof screws. Any wood used in the framing, furring strips or installation of the sign board must be rot resistant and non-corrosive to the sign board. Colors and other considerations are specified in the graphic standards. The standards and a high resolution image file will be available to the successful bidder(s).

## **3. Architectural, Site Considerations**

The two Lafayette locations are both painted mural installations on historic buildings. In one case (219 Main) the surface is not evenly consistent. It has some block and stucco like plaster recently repaired due to spots of plaster failure. The adjacent alley is used on a daily basis for deliveries to neighboring businesses and restaurants. The second Lafayette location (501 Main) is on smooth concrete block, painted and in sound condition. The adjacent sidewalk is immediately next to the entrance and outdoor seating area for a restaurant open for both lunch and dinner daily. The West Lafayette location, 134 W. State Street, is a sign board installation on new brick. The State Street location is at sidewalk level. The sidewalk is narrow and traffic on State is heavy.

## **IV. Application Submittal Procedure**

The following materials shall be submitted for a complete application:

### **1. Completed & Signed Application Form** (see attached).

### **2. Supporting Materials**

These materials should convey the artistic intent, i.e., design renderings, photos, colors, materials, fabrication processes and other visual materials to adequately illustrate the proposed work and your abilities as an artist, sign painter or sign fabricator.

### **3. Project Budget** (2 copies)

The budget should detail all expenses: labor, materials, travel, meeting time, installation costs, etc.

### **4. Time Frame / Work Plan** (September - October 2009, 2 copies)

Provide a brief outline of the steps involved in the proposed project with time requirements included.

### **5. Bio or Resume(s)** (not to exceed 3 pages, 2 copies)

Provide any information on previously related experience not to exceed three pages. Artists working collaboratively must submit a resume or other background information for each team member. Sign fabricators show examples of previous similar work.

### **6. Sample Work Portfolio** Artists and sign painters provide a link to your website or up to 10 digital images. Sign fabricators provide a physical sample of the sign material, minimum sample size 5” x 7”.

### **7. Two Reference Letters** of support that demonstrate an ability to design, produce, and manage similar past projects, keeping on budget and on schedule.

Also, please note that the Tippecanoe Arts Federation cannot be responsible for lost, missing or damaged materials. Incomplete or late applications will not be accepted.

All questions regarding the proposal shall be directed to:

Tetia Lee, Tippecanoe Arts Federation 765-423-2787

[www.tippecanoearts.org](http://www.tippecanoearts.org) [tetia@tippecanoearts.org](mailto:tetia@tippecanoearts.org)

**Proposals will be accepted until 4:00 p.m. on 18 September 2009 at the Tippecanoe Arts Federation, 638 North St, Lafayette, IN 47901.**

## **V. Policies**

The artwork produced will be owned by the Cities of Lafayette or West Lafayette, and any images of the work may be used in publicity by the Tippecanoe Arts Federation, Lafayette-West Lafayette Convention & Visitors Bureau and/or the Cities of Lafayette and West Lafayette or others at their discretion.

## **VI. Artist, Sign Painter, Sign Fabricator Selection Process**

Applications will be evaluated on the following criteria:

- Artistic merit as evidenced by digital representation and/or samples of past work.
- Appropriateness of the medium, style, and previous professional experience as they relate to the goals and opportunities in this project.
- Experience with projects of similar scale and scope, including familiarity with public agencies, the public review process, and experience working with community groups.
- The ability to successfully complete the proposed artwork within the project timeline

## **VII. Site Visit Dates**

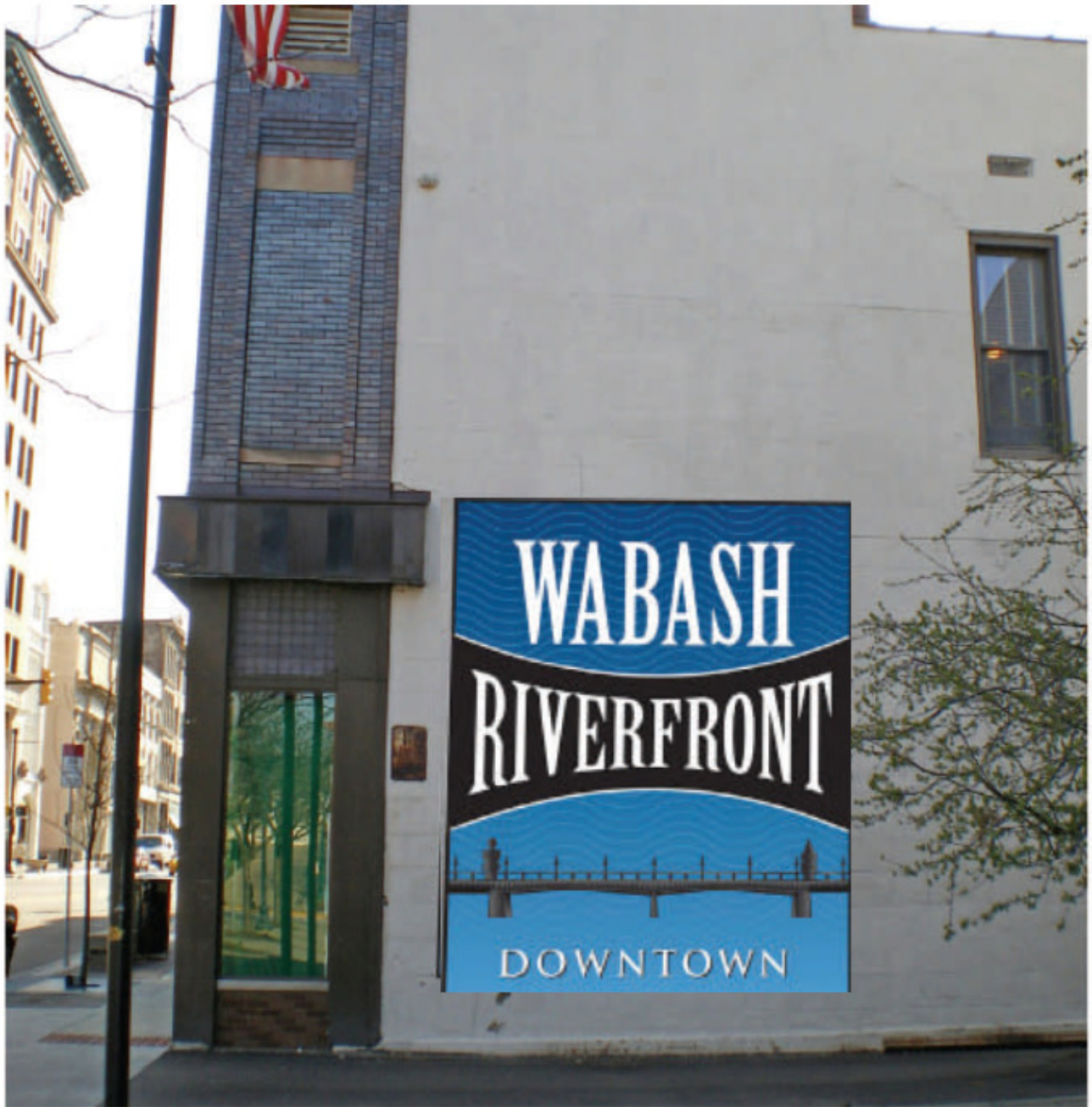
Applicants are invited to visit the sites at any time on their own. In addition, a pre-submission meeting on Tuesday 15 September 2009 at 10:00 a.m. at the offices of the Tippecanoe Arts Federation 638 North Street with representatives from the Tippecanoe Arts Federation, CVB and both city redevelopment departments will be on hand to answer questions about the sites, the project and the application

## **VIII. Photos of Walls**

Exhibits A

- ❖ Wabash Riverfront – 219 Main Street, Lafayette
- ❖ Arts & Market – 501 Main Street, Lafayette
- ❖ Chauncey Village – 134 W. State Street, West Lafayette
- ❖ Updated logos with the word “District” added below “Downtown”

Exhibit A



**Wabash Riverfront**  
219 Main Street, Lafayette  
Approximate Dimensions of Mural 12' x 14'

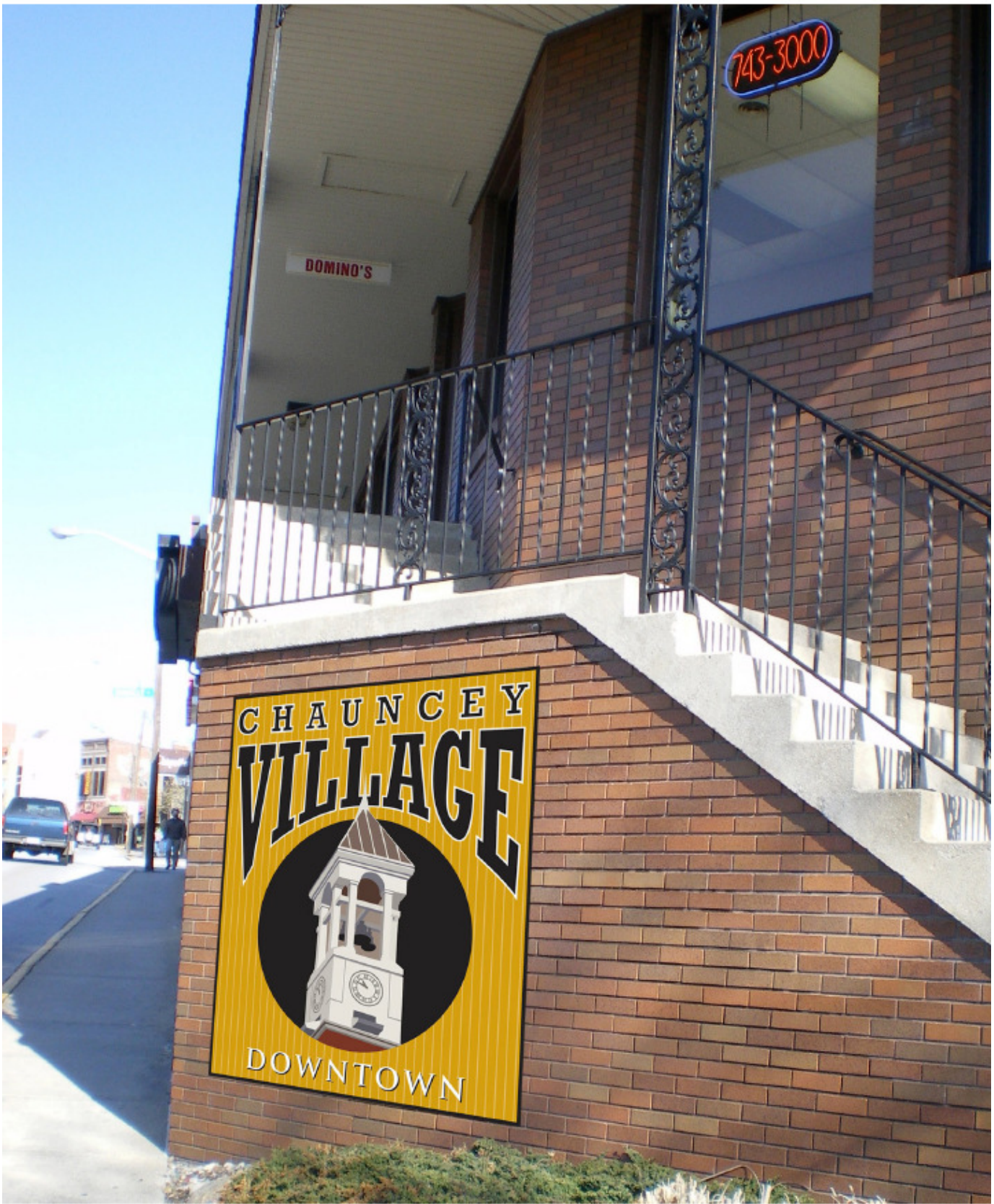




## Arts & Market

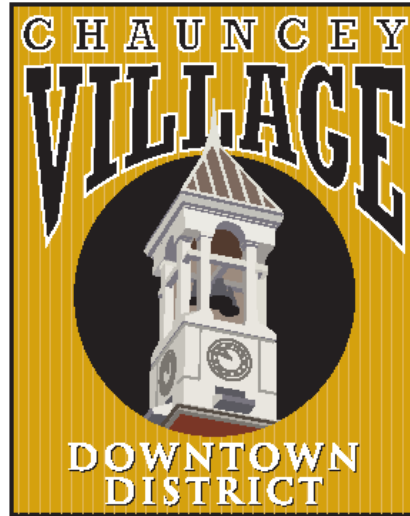
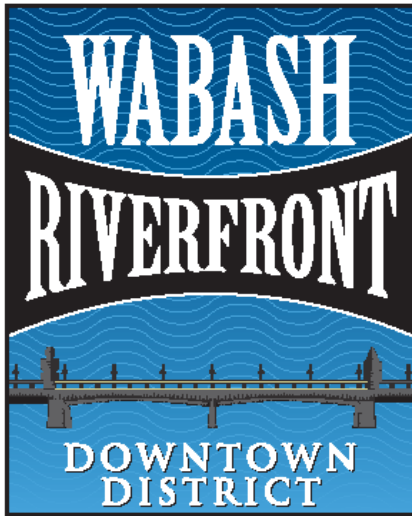
501 Main Street, Lafayette  
Approximate Dimensions of Mural 8.5' x 10.25'





## Chauncey Village

134 W. State Street, West Lafayette  
Approximate Dimensions of Mural 7' x 9.5'



- ❖ The final and correct design of the murals include the both words "Downtown District"



**Application Form**  
**PUBLIC ART INSTALLATION**  
**TIPPECANOE COUNTY**

Name \_\_\_\_\_ Date \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State IN Zip \_\_\_\_\_

Phone (day) \_\_\_\_\_ Evening (eve) \_\_\_\_\_

Email \_\_\_\_\_ Website \_\_\_\_\_

Additional Team Members, *if applicable*:

Name \_\_\_\_\_ Email \_\_\_\_\_ Phone \_\_\_\_\_

Name \_\_\_\_\_ Email \_\_\_\_\_ Phone \_\_\_\_\_

Name \_\_\_\_\_ Email \_\_\_\_\_ Phone \_\_\_\_\_

(please use back if need additional space)

**To assure that your application is complete, please check off the following items as enclosed:**

- ☐ This application form completed and signed
- ☐ Project Budget (2 copies)
- ☐ Time Frame / Work Plan (2 copies)
- ☐ Bio or Resume(s) of individual, team or company (not to exceed 2 pages each resume, 2 copies each)
- ☐ Sample Work (a link to your website; a maximum 10 digital images; or sign sample (as applicable))
- ☐ Two Reference Letters

**Certification**

I certify that as of the date of this application I am 18 years of age or older, as are any members of my team (if applicable). I certify that all examples of art work submitted with this application are products of my hand as represented. If accepted, the artwork produced will be owned by the Cities of Lafayette and West Lafayette, and images of my work may be used in publicity for the Tippecanoe Arts Federation, Lafayette-West Lafayette Convention & Visitors Bureau and/or the Cities of Lafayette and West Lafayette.

I certify that all statements made in this application are true to the best of my knowledge. I acknowledge that the Tippecanoe Arts Federation, Lafayette-West Lafayette Convention & Visitors Bureau and the Cities of Lafayette and West Lafayette are not liable for loss or damage to work submitted.

Applicants Signature \_\_\_\_\_ Date \_\_\_\_\_

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