Call for Muralists
2nd Annual West Colfax MuralFest
THEME: “REINVENTION”

ENTRY DEADLINE: January 25, 2016

KEY DATES:
• Open Call for Muralists’ Qualifications: DEADLINE – Monday, January 25, 2016
• West Colfax MuralFest / a COlorFAX Project – Event Date: Saturday, August 20, 2016
• 5+ mural projects (1 large mural and 4+ smaller murals): Artist Commission ranging from $1,000 to $7,500 (plus material budget from $150 to $1500, depending upon mural size)
• Committee will select 2-3 finalists for the large mural and 6-8 finalists for 4+ smaller murals, who will each be paid $200 to submit and present concepts in person or via Skype
• Must be present day of event: West Colfax MuralFest 2016, Saturday, August 20, 2016, 11am-7pm
• One submission of qualifications is all that is required to be considered for one or all mural projects

What is West Colfax MuralFest: Held in the heart of 40 West Arts District along historic West Colfax in Lakewood, CO, MuralFest is a one-day festival that celebrates the creation and appreciation of art in all forms, but particularly the mural—because public art is transformative, both economically and culturally. This festival includes music, food, interactive community projects, art vendors, and, of course, murals to continue the transformation of the West Colfax corridor through this one-day celebration of the arts.

Who are the Players: The West Colfax Community Association (WCCA), with its partners the Lakewood-West Colfax Business Improvement District, 40 West Arts District, and Rocky Mountain College of Art + Design, spearhead this event with the support of stakeholders that include artists, businesspeople, community leaders, and local citizen volunteers working together to bring creative energy to the West Colfax corridor. We are committed to growing the arts in all forms – music, painting, digital art, sculpture, interactive arts, spoken word, public murals, and more – and believe that the West Colfax Corridor is the right place and the right time.

What is the COlorFAX program: COlorFAX is a program, developed by and through 40 West Arts District that seeks to transform buildings within the West Colfax corridor through mural projects. Murals do much to alter a community – they create colorful spaces, beautify once decaying structures, abate graffiti, and add elements of interest, creativity, art, and culture to everyday commutes. COlorFAX has already changed a number of buildings in the corridor, and will work in conjunction with MuralFest to continue this transformation.

Background: The West Colfax story is as vivid and varied as any in the country. It comes with its own lore—and a history rich in character and creativity. As the historic heart of Lakewood, West Colfax has seen both high and low times. Now, West Colfax is re-emerging from decades of economic challenges, and artists are the vanguard rallying behind both traditional and creative enterprises— a renaissance has begun, and it’s happening right before our eyes. For more context, please see Creative Brief and read: http://westcolfaxlately.org/

Mural Projects: MuralFest 2016 will showcase 5+ murals at Lamar Station Plaza (6501 W Colfax Avenue, Lakewood, CO 80214) and Rocky Mountain College of Art + Design (1600 Pierce Street). The plaza is an active shopping destination home to two art galleries, a newly-opened brewery, a newly dedicated public gathering place, and Casa Bonita, where weekend visitors to this nationally-known restaurant run in the thousands. Rocky Mountain College of Art + Design is a beautiful and historic campus one block north of the plaza. Please see project details below.
Large Mural (1) (Site B - west-facing wall of the ARC Thrift Store along Pierce Street)
- Mural Dimensions (approx.): 80ft. x 30ft.
- Current Finish: Painted concrete block
- Artist Commission: $7,500
- Materials Budget: $1,500
- NOTE: This mural will be painted at its permanent site
- Theme: Please see Creative Brief (included herein)

Small Murals (4 or 5) (locations A and C)
- Mural Dimensions (approx.): 16ft. x 8ft.
- Current Finish: Unfinished, but smooth wood-based panels (mounted on stanchions)
- Artist Commission: $1,000
- Materials Budget: $150
- NOTE: These murals will be painted in the festival area(s) with the base material anchored to secure stanchions at site (A) Lamar Station Plaza and site (C) Rocky Mountain College of Art + Design.
- Theme: Please see Creative Brief (included herein)

This is a Three-Step Call Process:
- STEP 1: We are issuing a call for interested muralists to submit an overview of their qualifications for these mural projects. (Deadline: 5pm Monday, January 25, 2016 – see requirements below).
- STEP 2: The committee will select 8-12 finalists who will be compensated $200 each to submit and present their mural concept(s) to the selection committee.
- STEP 3: The committee will select the winning concepts and engage artists to finalize the concept, paint and seal the mural on the assigned surface.

NOTE: Selected artists must agree to the following stipulations:
- Artists must agree to media interviews and participation in local MuralFest video project(s).
- Artists must be available and present on the date of the festival, Sat. August 20, 2016. Artists must be on-site during the festival 11am-7pm (with numerous breaks throughout the day).
- Artists must be willing to be available to interact with the public on the day of the event. This will include (but not limited to) interaction/Q & A with visitors during mural tours on the day of the festival, and a brief 5-10 minute talk about the artist’s approach, process, and design for his or her mural.
- Only one artist or artist team will be selected for each mural. The artist will receive the commission fee (½ upon approved concept and remaining ½ upon mural completion) and will have access to the corresponding materials budget during the painting process. Receipts are required for expenses. Expenses and logistics related to the planning and completion of the mural, including materials, equipment, material storage, insurance, etc., are the responsibility of the artist. Artists must have their own liability insurance to cover accidents, injuries, medical needs, etc. during the prep and painting of the mural.

Request for Qualifications - Submission Guidelines: (Please read carefully.)
Interested artists must submit the following requirements: (Deadline is 5pm, Monday, January 25, 2016.)
• REQUIREMENT 1 - The completion of the ATTACHED MuralFest Submission Form on the front of your qualifications packet. (Please scan and include with your PDF submission.)
• REQUIREMENT 2 - A letter of interest that includes 1) an explanation of the artist’s interest in this project; 2) a brief overview of any experience, expertise or qualifications relevant to this project; 3) an artist statement; 4) at least three professional references with contact details; and 5) a link to an online portfolio, if available. (Maximum length 4 pages.)
• REQUIREMENT 3 - Up to twelve (12) digital images of the artist’s work representing the artist’s style, format, medium, or breadth of work. Please include titles and medium for all works—and if a public installation, include its location. (Recommendation: 4 images per page; Maximum length 3 pages)
• REQUIREMENT 4 - We are requesting that artists please include all the above in a single, compiled PDF and transmit to the email address below. (Maximum of 20MB)

NOTE: The above must be delivered via email to muralfest@westcolfax.org in PDF form by the submission deadline of 5pm on Monday, January 25, 2016.

The Selection Committee will choose 8-12 finalists. Each finalist will be given a $200 stipend to prepare a concept sketch for the mural and a project plan for mural implementation. More details will be provided to the finalists at the time of selection. Finalists will have approximately 30 days to prepare their concepts and plans. The finalists will submit their concepts and project plans and present them to the Selection Committee in person or via teleconference or Skype. (Please see Key Dates below.)

Eligibility:
This project is open to all artists or artist teams, 18 years of age or older. (Residence in Lakewood or Jefferson County is not a requirement.) The artist must be available during the week March 14, 2016 for a 30 minute presentation and Q&A session with the committee and be available to lead the project to insure its completion by August 20, 2016.

NOTE: West Colfax MuralFest is a rain or shine event.

Key Dates:
• Deadline for Submission of Artists’ Qualifications is 5pm on January 26, 2016. (Please read and follow Submission Guidelines above.) Send Submission to muralfest@westcolfax.org.
• Notifications of Finalists will take place on or before February 14, 2016.
• Finalists’ concept and project plan presentations will be during the week of March 14, 2016. (A specific date/time for the schedule of presentations will be determined after finalists are selected.) If any minor revisions are needed, they will be done in late March.
• Winners will be announced on or before April 15, 2016.
• Estimated time frame available for mural prep, painting, and application of sealant:
  o Large Mural: July 20 - August 20, 2016
  o Small Murals: August 1 - 20, 2016

QUESTIONS: If you have questions, please call 303-275-3430 or contact us via email at muralfest@40WestArts.org.

**MuralFest SUBMISSION FORM:**

This form must be completed and attached as the first page of your PDF submission packet.

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**MORE INFO:**  [www.40WestArts.org](http://www.40WestArts.org)  |  [www.WestColfaxMuralFest.org](http://www.WestColfaxMuralFest.org)  |  [www.WestColfaxLately.org](http://www.WestColfaxLately.org)
Creative Brief

PROJECT: 2nd Annual West Colfax MuralFest

2016 Theme: “Reinvention”

Historical Context: Reinvention is survival, transition, change, growth, and transformation. Historically, the West Colfax corridor has been on the forefront of reinvention from its agrarian and health care heritage to its innovative entrepreneurs as well as its long-term connection to all-things Americana and American’s love of the automobile culture—from our love of the open road to the thrill of the road trip. West Colfax, part of the Victory Highway dedicated in 1926, served as the ‘Gateway to the Rockies’ for countless locals and tourists during the middle decades of the 20th century. After falling into a period of decline, the West Colfax corridor is reinventing itself again, through the arts, through creative enterprises and activities, and through the creation of public art in the form of murals, sculptures, and other place-making projects.

Project Description / Objective: As part of the West Colfax MuralFest, artists will design, paint, and seal a mural on an assigned surface as described in the Call for Muralists.

Project Specifications (preliminary): 5+ murals will be completed in conjunction with MuralFest. All murals must be completed by August 20, 2016, with final touches to be completed on that day, in tandem with the festival. Overall implementation window is July 20 – August 20, 2016.

Target Audience(s): Audience includes the local community as well as the visiting public. Anticipated demographics of primary attendees are male/female, age 30+, (singles and couples—some with younger children), with an affinity for arts and culture, with diverse ethnic background, education, and income range.

Opportunity: As referenced in the Call for Muralists, organizers see MuralFest as an opportunity to build on the arts and culture momentum in the area by creating a unique art festival experience for patrons and an annual signature event for West Colfax.

Relevant Attitudes/Beliefs Regarding the Area / Organizers: Attitudes and beliefs regarding the West Colfax Corridor are evolving. This is an area emerging from a long economic slump. In the last few years, with the arrival of light rail in the corridor, the energy of 40 West Arts, and numerous programs and policies by local jurisdictions, the community has rallied and new investment is now coming to the corridor. A younger demographic is beginning to move to this area and are excited and inspired by the diversity, affordability, and accessibility to both downtown Denver and the mountains – AND to be part of a newly emerging creative corridor. However, those unfamiliar with recent activities and investment, may have lingering negative attitudes about crime and deteriorating property values. Attitudes and beliefs regarding WCCA, 40 West Arts, and the COlorFAX program are generally positive, but not widely known—even throughout the corridor, but awareness is growing. MuralFest will help build awareness of the resurgence and the opportunities that exist on West Colfax.

Essential Concepts to Convey:

- Reinvention
  - The 2016 theme for MuralFest is “reinvention.” As stated above, reinvention is survival, transition, change, and growth. We invite all artistic interpretations of the word reinvention. What does it mean to begin anew, to alter form, to remake oneself, one’s surroundings, or one’s world? We welcome your unique approach to this concept and ask you to conceptualize the word reinvention in your own creative and artistic context.

- Experiential
  - More and more, art patrons demand to interact with their art in some way. They want to arrive at a piece of art not only as the viewer, but also as a creator, thinker, or participant in some way. For
mural art, this might play out as a component of the artwork that invites picture-taking, ‘selfies’, or standing in front of an element within the mural, that makes it seem as if the person is part of the mural itself. It could also be a “surprise and delight” element, something that asks the viewer to think further, to notice something different, some small but relevant component that once realized, gives the viewer a jolt of surprise. We ask all muralists to look deeper into your design, and to work to give the viewer an experiential or interactive element with your art.

- **Hummingbird Element**
  - The hummingbird is the official ‘mascot’ for the West Colfax mural program. The hummingbird represents concepts of movement, color, and beauty, wherever it goes. We ask that your mural design include a hummingbird in some context. It can be hidden or front and center, tiny or large, developed in whatever design and style that you deem appropriate to your mural concept.

**Design Restrictions:**
The art must be apolitical, non-religious, and not government-centric. No vulgar, profane, discriminatory, violent, or pornographic references. We are open to varied artistic styles.

**Other Considerations:**
Finalists are strongly encouraged to visit the West Colfax Corridor, including some of the creative destinations highlighted on the District Assets link at 40WestArts.org. Read “Return of the Neon” at www.WestColfaxLately.org

**Project Timeline:**
See Call for Muralists for details.

**QUESTIONS:** If you have questions, please call 303-275-3430 or contact us via email at muralfest@40WestArts.org.

**MORE INFO:** www.40WestArts.org | www.WestColfaxMuralFest.org | www.WestColfaxLately.org

Thank you for helping to create community through the Arts!