

Request for proposal for mural at Malchow Plaza  
Deadline for submissions: **December 7, 2020**

**Objective:**

The Aberdeen Development Corporation is seeking proposals from artists for the design and execution of a mural on the exterior of a building in the Malchow Plaza located at Fifth Avenue and South Main Street. This project is funded in part by the John S. and James L. Knight Foundation and the Aberdeen Area Community Foundation. The Aberdeen Area Arts Council is leading the selection committee on behalf of the Aberdeen Development Corporation.

The mural will reflect Aberdeen including elements such as its people, natural beauty, landscape or historic relevance. The purpose of the mural is to display a snapshot of the community that engages residents and travelers to enhance their appreciation of the qualities that make Aberdeen a great place to live and visit. It may also provide a photo opportunity for visitors and residents.

**Site Specifications:**

The mural will be located on the North side of the soon to be Aberdeen Convention and Visitors Bureau office at 510 S. Main Street (previously Anchors of Faith). The mural will be highly visible from the plaza being developed where Malchow's Furniture was located. The mural will be prepared on MDO sign board panels that will be installed as one 8' x 12' mural. Panels will be provided to the selected artist by the Aberdeen Development Corporation. The mural will be painted off site at a location provided by the artist. Materials for the creation of the mural will be provided by the artist. The Aberdeen Development Corporation will assist the artist with installation.

The north-facing side of the building is visible in the image below. The white space is the location for the mural this RFP addresses. Another mural (black space) is planned by artist Kelsey Montague.



**Mural Content:**

The mural’s final design will need to go through approval process of the City of Aberdeen Planning Commission and the City Council. Content on the mural cannot contain any advertising, logos, copyrighted or trademarked items. Designs may not have any reference (real or implied) to drug, alcohol, and tobacco use or address any social issues. The mural should reflect Aberdeen themes which can include elements such as its people, natural beauty, landscape or historic relevance. The hashtag #AberdeenSD will need to be included. It will also likely become a back drop for photo opportunities for both visitors and residents so interactive elements may be included.

**Compensation:**

The selected artist will be paid \$7,000. This will cover artistic fees and supplies.

**Proposal Requirements:**

1. A brief narrative explaining process, media, final finish and maintenance suggestions.
2. An original and 2 copies of conceptual designs of proposed mural at least 8.5 x 11 in size (if mailed or delivered) or a PDF attachment (if emailed)
3. Artist statement, resume and contact information (phone, email, address).
4. Support materials such as examples of works similar in scale and scope
5. References that can support your ability to complete this project in timely manner (professors, other entities you have done work for, so on.)
6. Submit your proposal as stated in the “Submitting Proposals” section.

**Selection Criteria:**

The selection of a mural will be based on the following criteria:

1. Design
2. Artist’s past work experience
3. Installed art demonstrated durability

**Project Timeline:**

Proposals due to Aberdeen Area Arts Council	December 7, 2020
Review and approval	December-January
Project officially awarded	February 1, 2021
Mural completed	May 1, 2021
Mural installation	May 1-May 15, 2021
Dedication	around June 1, 2021

## **Submitting Proposals**

Your proposal may be submitted by mail, email or in person. The proposal must be received (not just post marked) by the Aberdeen Area Arts Council by 5:00 pm on **December 7, 2020**.

Aberdeen Area Arts Council  
Attn: Stacy Braun, Executive Director  
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Aberdeen, SD 57401  
605-226-1557  
[artscouncil@nvc.net](mailto:artscouncil@nvc.net)

The Aberdeen Development Corporation reserves the right to accept or reject, in whole or in part, any and all proposals received in response to this Request for Proposal; to conduct discussion with any or all qualified artists in any manner necessary to serve the best interests of the project. This Request for Proposal creates no obligation on the part of the Aberdeen Development Corporation to award a contract.