

LEARNING ALLY CALL FOR ART

CALL FOR ARTISTS

REQUEST FOR PROPOSALS

Mural Project Learning Ally Offices in Princeton

Artists are invited to submit proposals to Learning Ally for consideration to create an original artwork design for an interior mural, reflecting its mission, for the organization's offices in Princeton, NJ.

Background

[Learning Ally](#) is a local nonprofit education organization located in Princeton, NJ and is currently redesigning its office space. The organization would like to feature artwork, within the space, from local community artists. The intention for the office space is to be a communal environment that inspires creativity, innovation, and belonging to its employees, as well as to be a welcoming and open invitation to various external stakeholders. The artwork will be featured on a [floating wall](#) (approximately 8' 5" high and 13' long) within the space

For additional information regarding messages the proposed artwork should convey, click [here](#).

Opportunity Description

Learning Ally, a non-profit education solutions provider is looking for artist submissions to celebrate Learning Ally's mission and vision, to solve the literacy crisis and transform the lives of early and struggling learners.

We are looking for art that embraces the tenets of Learning Ally's role in the literacy landscape. Artist is to interpret our mission and reflect it in their art and design in any way they envision.

This is an opportunity to commission an artist(s) working in two-dimensional media, including but not limited to painting, photography, graphic design, printmaking, and drawing, to create original artwork designs to be reproduced as large-scale murals on the one exterior wall described above. The artwork should add color and vibrancy to the site and must reflect Learning Ally's mission.

Applicants are responsible for all costs incurred in preparing or responding to this request for proposals. All materials and documents submitted become the property of Learning Ally and will not be returned.

Eligibility

This call is open to both emerging and established professional, practicing artists residing within a 50-mile radius of Princeton, New Jersey. Previous mural making experience is not required but can demonstrate ability to successfully complete this project. Local artists are strongly encouraged to apply.

Budget

Artists are required to submit a budget, including the artist fee for completion of the project. The budget should include the cost of supplies, the cost for supplies will be paid for by Learning Ally. The budget does not include printing and installation. Learning Ally will facilitate reproduction of the artwork imagery by a separate contractor if the mural is fabricated on material to be mounted on the wall.

Evaluation/Selection Process

The Learning Ally Art Selection Committee will evaluate submitted proposals and short-list up to five Artist finalists. The panel will then evaluate proposals and interview finalists. The panel will recommend the finalist to Learning Ally's CEO who is responsible for the final decision.

All proposals should be detailed and include a design and narrative explanation of the concept for the project. The design may be presented as quality sketches, renderings, or digital illustrations representing the Artist's concept for the artwork fairly representing the design, color, and intent. The proposal should also include a resume or CV and information or qualifications which will indicate the artist can successfully complete the project in a timely fashion.

Learning Ally reserves the right to accept or reject any submissions and to alter or extend the selection process as needed.

Selection Criteria

- Complete qualifications submitted prior to the application deadline.
- The Artist's body of work reflects artistic excellent, innovation, and originality.

- The Artist's work appropriately reflects the mission and goals of Learning Ally.
- Ability to meet project deadlines and to perform work in a timely and professional manner.

Timeline:

Application deadline: April 14, 2023

Finalists Selected by: April 28 , 2023

(Applicants notified by: May 5, 2023)

Final Selection made by: May 15, 2023

Finalist interviews/proposal presentations: June 6-8, 2023

Selected Artist under contract: June 23, 2023

Artist submits final work for delivery: July 7, 2023

Anticipated installation: July 2023

To Apply:

All Artists are required to submit their qualification in the format specified below by April 14, 2023, 12 p.m.

Qualification materials include:

1. Letter of interest/Artist Statement: Limit to 1,000 characters, including a short narrative explaining interest in the project and the artist's general artistic approach.
2. Images: Limited to five (5) images of proposed mural. The proposed image should reflect the core messages of the organization found [here](#).
3. Annotated image list: Limited to two (2) pages. Provide a brief description of each image, detailing the titles, date, media, and dimensions of artwork.
4. Resume or CV: Limited to two (2) pages. Demonstrate professional history and skills, or experience as a professional working Artist.
5. Estimated budget for the execution of the artwork in different formats such as mural, canvas, print, etc.

Submit your application [here](#).

For questions about the opportunity, email clong@learningally.org