



## City of New Orleans Percent for Art Program Request for Qualifications (RFQ)

### Earhart Blvd. Food Truck Plaza Murals

A mural project led by Arts New Orleans in partnership  
with the City of New Orleans



**RFQ Release Date: August 1<sup>st</sup> 2024**

**DEADLINE: August 22<sup>nd</sup> 2024**

**Budget: \$85,000**

**[Submission Link](#)**

**Contact:** paris cian, Arts New Orleans | [paris@artsneworleans.org](mailto:paris@artsneworleans.org)

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# INTRODUCTION

## Project Overview

**EARHART BLVD. FOOD TRUCK PLAZA** led by Arts New Orleans in partnership with the City of New Orleans seeks artists/artist teams to design and paint bold, graphic, brightly colored murals on the interstate columns on the 2693 Block of Earhart Blvd. We are embracing how the space is currently being used and would like to support the growth of this area. The space will continue to support local food trucks, be a site for tailgating and major events at the Superdome, including the upcoming 2025 Super Bowl.

We are seeking qualifications for muralists (to execute full scope of project). We highly encourage the lead artist to assemble a cross disciplinary team to execute the full scope of the project. If needed a painting team will be secured by Arts New Orleans.

The Earhart Food Truck Plaza is an ongoing project for the City of New Orleans, with an overall goal of being a space to honor the diversity of New Orleans, food and hospitality, sustainability and green infrastructure in this area.

Project partners include City of New Orleans and Louisiana Department of Transportation and Development.

**Deadline to Apply: August 22<sup>nd</sup> 2024 by 4:59pm**

**Budget: \$85,000**

## Eligibility

The Earhart Food Truck Plaza Murals artist call is open to artist/artist teams interested in designing and painting the interstate columns on the 2693 Block of Earhart Blvd. It is highly encouraged that you have past mural designing experience.

To qualify applicants must:

- Reside in Orleans Parish. However, we understand that cost of living within Orleans Parish can be prohibitive. New Orleans metro area residents or artists with a strong connection to New Orleans may apply.
- Applicants must be at least 18 years of age
- Have all the necessary documentation and permits to work in the United States
- OSHA Aerial and Scissor Lift Certified (or receive certification by project start date)

- Meet all contractual obligations and adhere to the timeline provided

Arts New Orleans is committed to centering racial equity in the selection of artists and artworks. Black, Indigenous, Latinx, Asian and other artists of color are highly encouraged to apply. Our overall goal is to distribute at least 60% of Percent for Art commissions and direct purchases to artists of color to reflect the city's demographics more closely.

## Information Sessions

### Q + A Session #1

August 8<sup>th</sup> @ 1:00pm – 2:00pm ([Zoom Registration](#))

### Q + A Session # 2

August 15<sup>th</sup> @ 3:00pm – 4:00pm ([Zoom Registration](#))

## About Arts New Orleans

The mission of Arts New Orleans is to improve the quality of life in New Orleans by supporting, activating, and investing in our city's greatest natural resource: our artists, cultural producers, and creative community. Arts New Orleans is a 501c3 nonprofit organization founded in 1975, designated by the Mayor and City Council as the city's official community arts agency.

Building on the abundant cultural wealth and creativity of our community, Arts New Orleans envisions a New Orleans in which arts and culture play a pivotal role in all areas of policy, planning, and placemaking. We believe arts and artists should be central to all community and economic development efforts from public health to public safety, education and infrastructure.

Arts New Orleans is the largest producer of public art in New Orleans. We offer artist and youth training programs, produce cultural events, and champion new opportunities for artists to develop their crafts. As a local/regional Arts Council, we advocate for expanded arts investment and serve as an intermediary grant-maker.

For more information: <https://www.artsneworleans.org/>

## About Percent for Art

Begun in 1986, the Percent for Art program is the City of New Orleans' public art collection, managed by Arts New Orleans. Percent for Art places original works by local artists throughout

city-operated public spaces, everywhere from branch libraries to City Hall to recreational centers to neutral grounds. There are currently more than 400 Percent for Art artworks enlivening our city's landscape, representing the creativity and strength of the artists who make New Orleans unlike any other city in the world.

For more information: <https://www.artsneworleans.org/collection/percent-for-art/>

## PROJECT DETAILS

The goal of the Earhart Food Truck Plaza is to use art as a tool to create a safe and welcoming space with brightly colored mural designs. Designs may respond to the growing hospitality, food and beverage scene of New Orleans – honoring independent chefs, local food vendors, and highlights to the sustainable future of the plaza.

Artists will review community feedback on the project to use as inspiration for their design. Artists will work closely with the Selection Committee to create a final design approved by the Selection Committee and Arts New Orleans.

**Artists will have a limited time frame to complete the painting in January. Mural designs must be simple enough to be executed within 2 weeks. Columns and beams will be pre-primed.**

### Project: Columns and Beams

- Location: 2693 Earhart Blvd. Explore the site via Google Street View [here](#).
- 42 columns, 8 beams
- Artists will be required to work with Louisiana Department of Transportation and Development (DOTD) approved processes and paint as shared by Arts New Orleans.





## Project Schedule

	<b>Timeline</b>	<b>DATES</b>
	<b>RFQ Released</b>	August 1 <sup>st</sup>
	<b>RFQ Q&amp;A # 1</b>	August 8 <sup>th</sup> @ 1:00pm (via zoom)
	<b>RFQ Q&amp;A # 2</b>	August 15 <sup>th</sup> @ 3:00pm (via zoom)
	<b>Deadline for RFQ</b>	August 22 <sup>nd</sup>
	<b>RFP issued to Finalists</b>	September 13 <sup>th</sup>
	<b>Deadline for RFP</b>	October 4 <sup>th</sup>
	<b>Artist Notification</b>	October 25 <sup>th</sup>
	<b>Site Visit</b>	November/December
	<b>Begin On Site</b>	January 1 <sup>st</sup> /2 <sup>nd</sup>
	<b>Project Completion</b>	January 17 <sup>th</sup>
	<b>Site Opening to the Public</b>	February 7 <sup>th</sup>

*Arts New Orleans reserves the right to change the project schedule.*

## Project Background

The site currently includes a pedestrian bridge that provides access to the Superdome and 3-4 food trucks of various Latinx food. The Earhart Food Truck Plaza is an ongoing development project for the City of New Orleans and will be under construction for a long-term project. In addition to the pedestrian bridge and artwork, the site will include 7 food truck posts, outdoor seating and eating area, landscape that supports stormwater management, parking lot, and restrooms.

## SCOPE OF WORK

### Artist Responsibilities

The selected artist/artist team will be responsible for the following work:

- Site visits
- Participate in community engagement activities
- Design process: Work with Arts New Orleans and selection committee for design feedback and make revisions as needed, create and prepare final mural design(s) for approval
- Create an approved material list, project budget and workplan
- Work with Arts New Orleans project management team on the completion of the project
- Compile a project execution team or work with Arts New Orleans recommended execution team.
- Fulfill artist responsibilities within contracted budget and schedule
- Secure insurance necessary for the completion of the project (insurance is only required for those executing the mural painting, not for designers)
- Maintenance manual: types and color of paints

### Arts New Orleans + Project Partner Responsibilities

- Project management: contractual agreements, meeting schedules
- Permits
- Marketing, public engagement
- Additional documentation
- Record keeping
- Identify and secure the services of other professionals as necessary to fulfill the artist responsibilities in production of the artwork or to fully execute the mural design
- Prime columns and beams before artist begins painting

### Artist Fees + Budget

The artist /artist team selected for design and execution compensation will be \$70,000 and an additional \$15,000 for supplies. Arts New Orleans will approve final budget, and all materials allocated for the project.



Apart from the outlined project expenses covered by Arts New Orleans below this amount is inclusive of all costs associated with the project including, but not limited to:

- Artist fees
- Insurance
- Additional materials + equipment outside of the allocated budget
- Project-related travel

**Arts New Orleans** will cover project expenses related to:

- City of New Orleans permit fees
- Project documentation
- Community engagement
- Unveiling event
- Marketing
- Equipment (i.e. lifts)
- Project materials

Please note that all information is subject to change. All expectations of project and details will be provided in the request for proposals.

## ARTIST SELECTION & DESIGN PROCESS

### Artist Selection Process

Applications will be reviewed by Arts New Orleans and a selection committee that includes community representatives, art professionals, and city officials.

Artist will be notified by **September 13<sup>th</sup>** and invited to submit a design proposal.

Three Finalists will be selected and receive a stipend. The finalist must submit their proposal by **October 4<sup>th</sup>**.

Awarded Artist will be notified by **October 25<sup>th</sup>**.

### Evaluation Criteria

Selection criteria include: The applicant's professional qualifications; proven ability to undertake projects of a similar scope; work within a quick deadline; artistic merit as evidenced by the submitted materials.

## Design Process

Artists will work with Arts New Orleans, government agencies, and engineers. In the application, please notate your qualifications to execute this project. Painting can begin on site on January 1, 2025. Artists/Artist Team will have approximately two weeks to complete the mural design.

## APPLICATION

Artists interested in applying will be asked to complete the following application through Arts New Orleans' online Submittable system. Artists should prepare the following information and materials before submitting.

### [APPLY HERE](#)

1. **Artist/Studio Name**
2. **Email**
3. **Phone Number**
4. **Address** (if your address is outside Orleans Parish, please provide a short statement explaining your connection to New Orleans and why you would like to be considered for this project)
5. **Website** (if applicable)
6. **Social Media Handles** (if applicable)
7. **Personal Identification:** Which category/categories best describe your race/ethnicity?  
Check all that apply (Optional)
8. **Availability:** Are you available for the duration of the outlined project schedule?  
  
Yes or no
9. **Artist/Studio Statement:** A short written response that addresses (3000-character max):
  - a. Sharing about artistic practice
  - b. What motivates, interests, and excites you most about this project?

- c. This project requires a two week turnaround to paint the mural between January 2nd-Janaury 17th 2025. What is your experience working in a condensed timeline and how would you approach this scope of work? Please share your successes and challenges.

**10. Resume/CV:** Acceptable file types: .pdf, .doc, .docx. (up to 2 pages)

Please label your file: **"First Name\_Last Name\_Resume" or "Studio Name\_Resume"**

**11. Work Samples:** Submit a minimum of 5 and up to 10 photos of past completed work that you consider relevant to this project. Acceptable file types: .jpg, .png, .mov, .mp4 and must be no more than 300dpi

Please label each file: **"ArtistLastName\_WorkSampleName or "StudioName\_WorkSampleName"**

**12. Work Sample Description List:** For each work sample submitted, list the following (1 page max). Acceptable file types: .pdf, .doc, .docx.

*Artwork title, Artist name*

*Location, Date of completion, Budget*

*Medium, Dimensions*

*Brief description*

Please label your file: **"ArtistLastName\_WorkSample DescriptionList" or "Studio Name\_ WorkSampleDescriptionList"**

**13. [APPLY HERE](#)**

***Proposals will only be accepted online using Arts New Orleans' online Submittable system. If you need assistance, please make sure to attend a help session or reach out with any questions (paris@artsneworleans.org)***

## Questions

Artists interested in submitting to the RFQ are encouraged to contact Arts New Orleans with any questions about the project, its scope or requirements, or how to complete an application.

## Contact Information

Paris Cian, Arts New Orleans Public Art Project Manager: [paris@artsneworleans.org](mailto:paris@artsneworleans.org)