



CRESHEIM TRAIL MURAL PROJECT CALL FOR SUBMISSIONS

FOR TRANSFORMING A TRAIN TRESTLE INTO A NEIGHBORHOOD GATEWAY

Mural Arts Philadelphia is seeking artists to submit proposals for consideration for a train trestle project on the border of Mt. Airy and Chestnut Hill. This project and this invitation are a collaboration of Mt. Airy, USA, Mural Arts Philadelphia, Trolley Car Diner, Friends of the Cresheim Trail (FoCT), Elfant Wissahickon Realtors, Chestnut Hill Rotary, Mt. Airy Learning Tree, and Chestnut Hill Business District.

Concept: For over 15 years members of the community have tried to get permission and funding to transform this trestle into a work of art and gateway between Mt. Airy and Chestnut Hill. It will also serve as the gateway between the urbanism of the city and the green space of the Wissahickon. Now that the City has moved to purchase the trestle over Germantown Avenue, the Cresheim Trail will eventually cross it on its way to Stenton Avenue and Montgomery County. This exciting news provides a perfect hook to give the trestle the gateway attention it deserves.

Project Description: The Cresheim Trail Mural Project is an important innovative creative opportunity. We are looking for an artist who will think beyond just painting the surfaces of the train trestle, to incorporate other mediums such as mosaic or sculptural elements, and who is willing to work with the ideas from the community. The chosen artist will work with the community to develop themes and ideas for the artwork.

Dimensions and Surface: The steel train trestle crosses Germantown Avenue just south of Cresheim Valley Drive in an East-West direction, so surfaces face both North and South. We are seeking treatment to both the North and South surfaces, and possibly the underside of the bridge. The flat areas of the trestle are 54.6' wide and 3' high. MAP will provide paint, sundries, a lift and other technical support. The retaining stone walls should not be covered or obscured and the views to the neighboring smokestack will be retained. Lighting is also under consideration to be a component of the site work. A folder of photos that you may use for reference or in your proposal is here: www.bit.ly/cresheimproject

Theme: The theme of the artwork should be welcoming in spirit and integral with site features as it forms a gateway linking the Mt. Airy and Chestnut Hill neighborhoods. These communities have rich histories that are important to research and possibly include in the design. The abundance of green space, native plants, and distinctive architecture also make this part of the city unique.

Artist Selection Timeline: Deadline for submissions is 4/13/18. Four artists or artist teams will be selected by 4/30/18. A community meeting will be held in early May to review and give feedback on the proposals. Artists will receive a stipend to revise their proposals. A meeting for the artist(s) to present the designs to the community will be held in early June. Voting will take place in several community locations until June 28. Final artist selection will be announced 6/29/18.

Fabrication and Installation: The choices in fabrication and installation are based on the artist's preference combined with what is possible and the proposed budget. Mural Arts Philadelphia has

years of expertise and will work closely with the artist throughout the process. Nonetheless, artists submitting proposals must have a firm grasp of mural making skills and their proposals. Mural Arts Philadelphia will be responsible for maintaining the mural after its completion which is expected to have a lifespan of at least 10 years.

Budget: Partners are actively seeking funding from foundations and individuals. We would like the artists to think what they could do with \$50,000, \$100,000, and \$200,000. The project may have to be phased depending on when funding is received.

Installation Schedule: Tentatively July through September 2018. Dedication in October 2018. Schedule is contingent upon funding.

HOWTO RESPOND:

Please send us the following elements stapled together:

1. A copy of an Artist/Collaborative Statement of Interest, two pages maximum, (a) explaining how you would approach this project, including how you would engage the community in the conceptualization and/or creation of the project, (b) describing relevant experience that would contribute to your success in completing this project, and (c) confirming your availability to undertake this project within its timeline in Philadelphia.
2. A copy of a budget breakdown using the following as a general guideline:
 - o Lead Artist/Designer Fee (including any travel)
 - o Assistant Artists' Fees
 - o Paint, sundries, or other materials
 - o Scaffolding or lifts
 - o Contingency
3. A copy of an image identification form corresponding to the order in which the digital images are listed on your CD describing the medium used, dimensions, partners involved, and dates created.
4. A copy of a current Resume or Bio
 - o One page typed resume.
 - o Include three references.

Please also submit up to eight (8) digital images of your artwork on one disk (CD) or flash drive.

- Collaborative teams may submit up to six (6) digital images per artist, but no more than 16 images total.
- Images must be saved as JPG files on a CD-ROM or flash drive at 72dpi. Do not embed images into a PowerPoint presentation.
- The maximum pixel dimensions are 1000 in width and 1000 in height.
- All images must clearly be labeled with the artist's last name, first name and number (order to be viewed).

Submissions should be addressed to:

City of Philadelphia Mural Arts Program
The Lincoln Financial Mural Arts Center
at the Thomas Eakins House
CRESHEIMTRAIL MURAL PROJECT
1727-29 Mount Vernon Street
Philadelphia, PA 19130

Please contact cathy.harris@muralarts.org with any questions.