



## REQUEST FOR PROPOSALS: *2023 Alley Art Project*

111 Cedar Street  
Corning, NY 14830

**Primary contact:**

Amy Ruza  
Youth and Family Programs Educator  
[ruzaa@rockwellmuseum.org](mailto:ruzaa@rockwellmuseum.org)



## PROJECT SCOPE

[The Rockwell Museum](#), a Smithsonian Affiliate, is seeking to hire an experienced mural artist to work with Rockwell Youth and Family Programs Educator, [High School Learning Center](#) (HSLC) students and staff to plan, design and paint a mural in downtown Corning, NY. It is imperative for the artist to have teaching experience and it is preferred for the artist to have direct experience working with teens. The artist co-teaches with the Rockwell educator and takes a leadership role in developing the design concept and creating a cohesive mural design that both represents the student artwork and honors the artist's creative ideas. The development of the mural design is a collaborative and creative process that uses the Museum's collection as inspiration and is connected to The Rockwell's annual theme. The 2023 annual theme will be focused on heroes.

The accepted artist will be required to sign a contract with The Rockwell, attend weekly mural design classes in March, create a draft mock-up design to share with students for feedback in April, produce a final mural design that will be submitted to appropriate agencies for approval in May, paint the mural on site in August with HSLC students and staff, and attend a community ribbon cutting ceremony. This is a nine-month commitment, although the guest artist will only be on site for 6–10 days in August. After mural completion, the artist will coordinate with the Rockwell educator to apply a clear protective coat of paint. See Artist Guidelines and Project Dates & Timeline for details.

**Artist Honorarium:** \$6,500 + travel and accommodations as needed

**Building location:** A local building wall has been secured for the project. The 2023 mural will be located on the building façade of Red Arrow Laundry, 110 Denison Parkway E., Corning, NY 14830.

**Wall Dimensions:** 9' height x 66'3" length



### Program Goals:

- Feature and collaborate with a professional mural artist.
- Recognize the 15<sup>th</sup> Alley Art Project mural in Corning, NY.
- Support public art projects and overall community aesthetics in downtown Corning.
- Demonstrate the importance of community collaboration: The Rockwell Museum, guest Teaching Mural Artist and the High School Learning Center.

## OVERVIEW AND HISTORY OF THE ALLEY ART PROJECT

The Alley Art Project, established in 2008, is a partnership between The Rockwell Museum and the High School Learning Center (HSLC) of the Corning-Painted Post Area School District. Each year, students create murals with professional artists and museum educators using The Rockwell’s own fine art collection as inspiration. The program supports students through the vigorous process of designing and producing public art – while cultivating a sense of pride, ownership and connection to the community. See more information and past murals at <https://rockwellmuseum.org/alley-art/>.



### Previous Mural Projects:



*Earth Mother, 2020 mural*



*Life in a Tapestry, 2021 mural*



*Visibility of Truth, 2016 mural*





*The Art of Industrious Minds*, 2018 mural

### **Teaching Mural Artist Guidelines:**

The artist is responsible for creating a visual framework to allow the vision of the HSLC students to be clearly recognized in an aesthetic design that complements the building façade. It is essential for the artist to thoughtfully depict the students' artwork and ideas in the final mural design, but also create a design that is representative of his/her own unique vision. A balance and blend of the artist's original artwork with the student artwork incorporated into the design is essential. The hired artist must be willing to make adjustments and changes to the design in response to input and feedback from Rockwell staff, the HSLC and the City of Corning.

After the design is completed, approval undergoes rigorous consideration by Corning's Gaffer District's Preservation & Design Workplan Group and Market Street Restoration. Additional edits and adjustments may need to be made; this process can take several weeks and numerous rounds to finalize. The mural is also submitted to the Codes Officer of the City of Corning for approval and the building owner. The mural artist is then responsible for the execution and completion of the mural with students within the given time frame.

## **2023 ALLEY ART PROJECT DATES & TIMELINE**

### **January – February: Mural Course Preparations**

**2 – 3 meetings with Rockwell educator on a video or phone call. Additional communications through email to confirm course preparations and mural design plan.**

- Research and selection of Rockwell Collection artwork as the source of the mural inspiration is conducted independently prior to January 2023.
- Artist works with Rockwell educator to select artwork in early January from The Rockwell Collection to be the source of inspiration for the mural.

- Artist works with Rockwell educator to plan the mural design course with high school students. The lesson plan is connected to artwork in The Rockwell's collection and to the 2023 Museum programming theme about heroes.
- Artist works with Rockwell educator to order and prepare class materials by early February.

### **March – early April: Mural Design Course with High School Students**

**Artist attends all classes through Zoom or in person, depending on the artist's location and distance from The Rockwell. Video conferencing capabilities are available in the Museum's Education Center, so that students and the teaching artist can interact through video sessions.**

- **10 classes will be scheduled in March and early April**
  - **Class time is 11am – 1pm**
  - **Classes are held in The Rockwell's Education Center on the second floor**
- The artist works with the Rockwell educator in teaching mural design classes to HSLC students by participating in weekly sessions with students. This allows for the artist to interact, connect, and engage with the student designers.
  - During the classes, the Rockwell educator will present students with a brief history of murals and shows past Alley Art Project murals as examples.
  - Students study artwork in The Rockwell's collection and discuss the concept for the mural design connected to the artwork.
  - Students may be guided through drawing/painting exercises and are clearly directed in the creation of individual works of art that will be incorporated into the final mural design.
  - During the classes students will be encouraged to discuss their ideas and explain the meaning behind their creations so that we can further understand their intentions to thoughtfully consider integrating their artwork into the cohesive mural design.

### **April: Mural Draft & Final Student Design Class**

**1 meeting with Rockwell educator to discuss the overall design idea and plan, review the student artwork and confirm the direction for the mural draft.**

- The artist drafts a mural design.
- The artist is encouraged to add their artistic style and markings to connect the individual student designs while honoring the students' artwork and ideas.
- The artist is tasked with creating a visually strong and cohesive image that will ultimately complement the building on which it will be painted.
- A final mural design class is held in April with students, during which a mock-up design is presented. Guest artist is present.
- Students have the opportunity to respond and provide feedback. Students and artist discuss the overall concept and collective interpretive narrative of the mural design.

### **May: Final Mural Design Draft Due & Approval Process**

### **Design Due Date: early May 2023, TBD with Rockwell educator**

- The artist creates a completed mural design that will be presented to Corning's Gaffer District's Preservation & Design Workplan Group and Market Street Restoration and the building owner.
- The Rockwell presents the mural design to Corning's Gaffer District's Preservation & Design Workplan Group and Market Street Restoration, and the building owner.
- The artist may be asked to make alterations to the design and is expected to follow through with requests so that an agreeable design can be determined.
- The Rockwell submits the mural design to City of Corning codes for approval.
- The final mural design will be included in an Alley Art Project student exhibition that will be on view in The Rockwell's Student Gallery mid-June – early September.

### **June: Student Exhibition Reception & Mural Design Unveiled to the Public**

#### **Alley Art Project exhibition will be on view early June – early September 2023. Reception date and time TBD**

- An Alley Art Project student exhibition and opening reception is held in June to unveil the mural design and celebrate the guest artist, the HSLC student designers and their collaborative artistic creations.
- The guest artist is invited to attend the reception, distance permitting.
- A text panel highlighting the guest artist and the artwork inspiration is included in the exhibition.

### **July: Mural Wall Preparations**

- The artist works with the Rockwell educator to order and prepare painting materials. Nova Color and/or Golden Paints are used - <https://novacolorpaint.com/> AND [Golden Artist Colors, Inc. \(goldenpaints.com\)](https://www.goldenartistcolors.com/)
- Artist will work with Rockwell educator to outline the mural design on the building façade. This task is usually done at night using a projector to trace the design.

### **August: Mural Painting & Community Ribbon Cutting Ceremony**

#### **One week in August. Dates and times TBD.**

- Student painting sessions typically occur from approximately 9:30/10am – 12/12:30pm AND 1/1:30 – 4/4:30pm.
- Guest artist directs the mural painting on site with students daily. Artist directs students in painting sections of the mural. The artist may work one-on-one with students to guide them in specific painting techniques.
- In the event of inclement weather, painting will continue as planned as long as the weather is not severe (ex: light rain).
- For student painting sessions, artist arrives at least one hour early to set-up painting cart and materials before each painting session and stays an hour late to clean up.

- Artist is encouraged to work on the mural independently outside of student painting sessions. The artist may arrive early, stay late, or work on non-student days to continue painting the mural design.
- A ribbon cutting will be held at the mural site to celebrate the completion of the project with the guest artist present. Date and time TBD (typically held at 5:30/6pm).
- Local news stations and public media are invited to attend the community celebration. The Corning Mayor and school district administrators are typically in attendance.

**August/September – Clear Protective Coat & Mural Plaques**

- Artist works with Rockwell educator to coordinate the application of an anti-graffiti clear protective coat over the completed mural.
- A mural plaque and label are installed on the building wall to recognize the guest artist and student designers.



*Sample Plaque*

## PROPOSAL REQUIREMENTS

**Please submit the following information to Amy Ruza at [ruzaa@rockwellmuseum.org](mailto:ruzaa@rockwellmuseum.org) to be considered for the 2023 Teaching Mural Artist position for The Rockwell Museum’s Alley Art Project.**

For questions or additional information, please contact Amy Ruza by email. Thank you!

- Resume**
- Sample images of artwork**
- Answers to the following four questions**

**Questions:**

1. Why do you think you would be a good fit for the Mural Teaching Artist position? (200 word limit)
2. Please share your background. What inspires you as an artist? (200 word limit)
3. What is your experience working with youth on group projects? (200 word limit)
4. What are your strengths in community-based project work? (200 word limit)

**Application and Contract Timeline:**

- Proposal Due Date: Tuesday, April 19, 2022**
- Artist Notification: May 19, 2022**
- Artist Agreement Contract Signed: June 1, 2022**