



REQUEST FOR QUALIFICATIONS

THE ROCKWELL MUSEUM: 2024 ALLEY ART PROJECT

Application Due Date: Friday, August 25, 2023

Artist Notification: Friday, September 29, 2023

Artist Agreement Contract Signed: November 1, 2023

Project Manager:

Amy Ruza

Youth and Family Programs Educator

ruzaa@rockwellmuseum.org

Alley Art 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) and [SUNY Corning Community College](#) (CCC) students and staff to plan, design and paint a mural. The artist must have teaching experience, with a preference for 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 2024 annual theme will be focused on the idea that things are often better together and greater than the sum of their parts.

The accepted artist will be required to sign a contract with The Rockwell, attend (Zoom/in-person), weekly mural design classes February/March/April (dates TBD), create a draft mock-up design to share with students for feedback end of March, produce a final mural design that will be submitted to appropriate agencies for approval in April, paint the mural on site in September with students and staff, and attend a community ribbon cutting ceremony. This is a ten-month commitment, although the guest artist will only be on site for 6 – 10 days in September, and possibly a couple of mural design classes (depending on artist location). 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

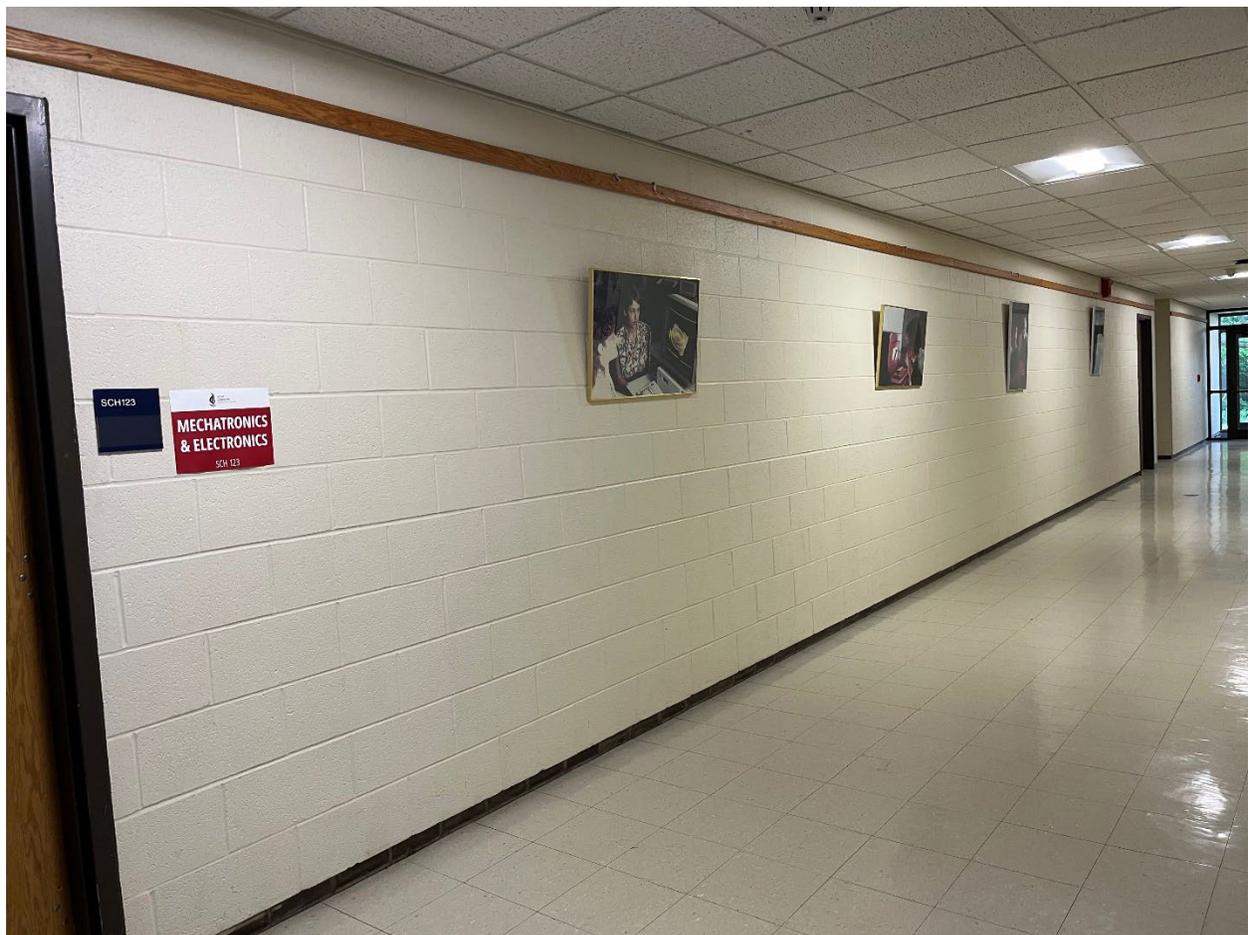
The Rockwell will also provide class and mural painting materials, travel, lodging and a meal stipend during the week of painting onsite in September.

Building location: A local building wall has been secured for the project. The 2024 mural will be located at SUNY Corning Community College (CCC) on the interior wall of the Schuyler Hall Maker Space, 1 Academic Drive, Corning, NY 14830.

Wall Dimensions: Main wall section is 44'w x 8' h + the wall section by entranceway is 9'w x 8'h. The pictures and wooden hanging strip will be removed. Including the entrance wall section will allow the mural to wrap around the Maker Space doorway and be visible to people as they enter the building. The painted part of the entrance wall will need to end just before the fire pull (9' length), although the wall extends 14'6" to the glass doors.

Wall Material: CMU, Concrete Masonry Units. It currently has epoxy paint. CCC will sand the glaze off and prime the wall before the mural is painted.

Full Maker Space interior wall:



Maker Space entranceway with large and small wall sections:



Wall texture image:



Maker Space Outside Building Image:



Program Goals:

- Feature and collaborate with a professional mural artist.
- Recognize the 16th Alley Art Project mural in Corning, NY.
- Support public art projects and overall community aesthetics in Corning.
- Demonstrate the importance of community collaboration: The Rockwell Museum, guest Teaching Mural Artist, the High School Learning Center and SUNY Corning Community College.

Overview and History of the Alley Art Project:

The Alley Art Project is a special collaboration between The Rockwell Museum, the High School Learning Center (HSLC) of the Corning-Painted Post Area School District and SUNY Corning Community College (CCC).

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. There is emphasis on developing citizenship skills and civic pride by sharing public art with the wider region. The holistic program integrates using the arts for exploration and expression without judgment, fostering safe dialogue and developing a stronger sense of self. More information is available at <https://rockwellmuseum.org/alley-art/>.



About The Rockwell Museum, A Smithsonian Affiliate

Originating with a gift from local business owners and collectors Bob and Hertha Rockwell, the Museum's permanent collection of American art has grown to comprise approximately 2,200 items that fall within the broad categories of Native American objects of material culture, American Paintings, Drawings, and Works on Paper (circa 1840-1940), Illustration, Cowboy Artists, Modern and Contemporary Art (post WWII – present day), Sculpture, and Photography. More information about the Museum and its surrounding region is available at <https://rockwellmuseum.org/about-us/jobs-at-the-rockwell/work-culture/>.

Previous Mural Projects:



Worlds Collide, 2022 mural



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 students to be clearly recognized in an aesthetic design that complements the building wall. 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 their 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 CCC for approval. Additional edits and adjustments may need to be made; this process can take several weeks and several rounds to finalize. The mural artist is then responsible for the execution and completion of the mural with students within the given time frame.

Alley Art Project Dates & Timeline:

December 2023 – January 2024: Mural Course Preparations

2 – 4 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 2024.
- 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 and college students (maximum of 12 students is typical). The lesson plan is connected to artwork in The Rockwell's collection and to the 2024 Museum annual theme focusing on the idea that things are often better together.
- The artist works with the Rockwell educator to order and prepare class materials by early February.

March – early April 2024: Mural Design Course with 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, Feb, March and/or early April, TBD.**

- **2-hour class duration, actual class time is TBD and will align with CCC semester schedule of classes.**
- **Classes will be held in an art classroom at Corning Community College with a couple of field trips to The Rockwell Museum.**
- The artist collaborates with the Rockwell educator and CCC art professor in teaching mural design classes to 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.

Early April 2024: Mural Draft

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.
- Students can respond and provide feedback. Students and guest artist discuss the overall concept and collective interpretive narrative of the mural design.

Mid-April 2024: Final Mural Design Draft Due & Approval Process

The exact mural design due date will be determined at the beginning of the project with the Rockwell educator and artist. The final design draft will need to be due mid-April to allow time for review and approval.

- The artist creates a completed mural design that will be presented to Rockwell Museum and Corning Community College staff and administration.
- The Rockwell presents the mural design for all the city and partnering agencies to review and approve.
- 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 final mural design will be included in an Alley Art Project student exhibition.

May 2024: Student Exhibition Reception & Mural Design Unveiled to the Public

**Alley Art Project student exhibition will be on view May – September.
Reception date and time TBD.**

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

July/August 2024: 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://goldenartistcolors.com/)
- Spray paint is not allowed on the interior Maker Space wall due to limited building ventilation. Paint brushes will need to be used to apply paint.

September 2024: Mural Painting & Community Ribbon Cutting Ceremony

7 – 10 days in September. Dates/Times TBD.

- Artist will work with Rockwell educator and CCC art professor to outline the mural design on the building façade. This task is usually done at night using a projector to trace the design.
- 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.

- 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 5/6pm).
- Local news stations and public media are invited to attend the community celebration. The Corning Mayor and school district administrators are typically in attendance.

End September 2024: Clear Protective Coat & Mural Plaques

- Artist works with Rockwell educator to coordinate the application of a 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:

**ALLEY
ART
PROJECT**

WORLDS COLLIDE | 2022
 MURAL SITE #14

Student Designers: Sarah Coluccio, Salem Estrada, Dom Filomeno, Neila Goldwyn, Will Heffner, Cheyanne Houghtaling, Ariell Ormsby, Menelek "Simba" Prosser, Atticus Santilli, Fianna Wright and HSLC Coordinator Dave Quackenbush

Painted by: 2022 HSLC students & CCC students

Teaching Mural Artist: Tori Burdick with support from Corning Community College Art Professor, Hiram Cray

Rockwell Educator: Amy Ruza, Youth and Family Programs Educator

Worlds Collide features a young woman and a great horned owl framed by a glowing sunset and the deep growth of a forest. The imagery tells a story of worlds colliding and creative sparks of ideas intersecting. The sunset fades to a starlit night sky illuminating our human connection to our local landscape and fostering a sense of place in the Corning community. Each student's work is represented as a tree in the mural design, growing together to form an interconnected forest.

This mural is inspired by artwork in The Rockwell Museum's collection. Students studied *Navigating by Our Grandmothers* by Rosalie Favell (Cree Métis) and thought about family heritage and how artists use symbols in art to represent different aspects of culture and identity. Students also viewed Robin Tichane's woodblock print series that explores color and color theory. The visible galaxies, sky, earth and water scenes in the art prompted students to think about their connection to nature.

Nature can ground us and provide an escape to process emotions. How does spending time outside in nature make you feel?

The 2022 Alley Art Project is supported in part by The Triangle Fund, by Guthrie and by John and Sue Tobin.



Photo: Sarah Coluccio, Salem Estrada, Dom Filomeno, Neila Goldwyn, Will Heffner, Cheyanne Houghtaling, Ariell Ormsby, Menelek "Simba" Prosser, Atticus Santilli, Fianna Wright and HSLC Coordinator Dave Quackenbush

Photo: Robin Tichane, "Color and Color Theory" woodblock print series, 2015. Color woodblock print, 12x12 in. Gift of David and Deborah

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rockwellmuseum.org/alley-art #AlleyArtProject #RockwellMuseum #ExploreCorning

Please submit the following information to Amy Ruza at ruzaa@rockwellmuseum.org to be considered for the 2024 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**
- Website URL where you are featured as a muralist and/or social media accounts**
- Answers to the following four questions**

Questions:

- 1) Why do you think you would be a good fit for the Teaching Mural 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)

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