



# Call For Artist RFQ + RFP

## DANBURY FAIR MALL MURAL PROJECT



### TOTAL PROJECT BUDGET

Up to \$17,000 has been approved for 1800 square foot Wall Mural in the Lord and Taylor corridor at the Danbury Fair Mall.

### REQUEST FOR QUALIFICATION (RFQ) APPLICATION DEADLINE

July 7, 2022

### CONTACT

Questions, via e-mail: Alice Schuette, Programs and Community Outreach Coordinator  
[aschuette@cawct.org](mailto:aschuette@cawct.org)

### PROJECT DESCRIPTION

The Cultural Alliance of Western Connecticut (The Alliance) and Danbury Fair Mall request artists or artist teams to submit qualifications for the design and installation of a wall mural artwork at 7 Backus Ave., Danbury, CT.

Up to three qualified finalists will be selected to develop and submit art proposals and will receive \$300 stipend for their initial design proposals. The artist or artist team with the final selected proposal will be awarded a contract of up to \$17,000. The artist or artist team will be responsible for artist fees, insurance, fabrication, and installation, and any site preparation, permitting, travel, meetings with The Alliance staff as necessary, contingencies, and all related incidental expenses.

## THEME

**Sustainable Environment and Social Emergence** – to inspire balance, hope, and connection.

The Wall Mural's focus is on the environment and appeals to young families but may include ideas on social sustainability through its design, use of materials, color choices, 2D and 3D elements that is highly visible and to promote - **Instagram worthy** interaction. The color palette is modern, uplifting, and in sync with the current trends for sustainability color themes. This project will activate retailers for recycled materials to be used for the Mural.

## ELIGIBILITY:

This project is open to applicants regardless of race, gender, gender identity, sexual orientation, religion, nationality, or disability. Teams of artists are welcome to apply. Artists who live or work in Western Connecticut, Putnam, Rochester, and Westchester counties in NY are strongly encouraged to apply. Incomplete, ineligible, or late submissions will be deemed ineligible and will not be considered.

## ANTICIPATED PROJECT SCHEDULE: \*

June 4, 2022	Call to Artists (RFQ/RFP) issued
June 16, 2022, 3-4 pm	Optional Information session - not mandatory
July 7, 2022, 5:00 p.m.	Application Deadline for RFQ
July 14, 2022	Selection Panel evaluates RFQ responses, selects finalists
July 22, 2022	Finalists notified, invited to respond to RFP
July 27, 2022	Due date for W-9 and finalists' signed agreements with The Alliance to develop finalists' project proposals
August 3, 2022	Optional Pre-proposal onsite meeting, not mandatory
August 24, 5:00 p.m.	Deadline for submission of finalists' project proposals
August 31, 2022	Selection Panel, presentations, evaluations, recommendation/DF approval
Early September 2022	Artists notified of decision
Early/Mid-September 2022	Due Date for selected artist's signed agreement with The Alliance
Late September/Oct 2022	Installation
*Schedule and timeline are subject to change.	

## PROJECT LOCATION

The location for the Mural is at Danbury Fair Mall, 7 Backus Avenue, Danbury CT to cover an 1800 square feet barricade in the Lord and Taylor corridor. *See attached floor plan.*

## DESIRED OUTCOMES

- The Wall Mural should activate the Lord and Taylor corridor and improve overall visual site line and aesthetics of the corridor with vibrancy
- Create opportunity for interaction and engagement
- Generate a positive experience at Danbury Fair Mall

The Wall Mural will create 2D and 3D elements, that amplifies Danbury Fair's values regarding *sustainability*. The desired artwork should function as a visible and memorable landmark for the property. The artwork must be safe and appropriate for the project site. The artwork must conform to all applicable policies, including building and sign codes.

#### **APPLICATION INSTRUCTIONS:**

1. *Application for Request for Qualifications (RFQ)*. To be considered for this project, eligible artists or artist teams must submit the following materials, and materials must be received by The Alliance via email at [aschuetter@cawct.org](mailto:aschuetter@cawct.org) as **a single merged PDF file**, July 7, 2022, at 5:00pm.
  - a. A letter of interest, including: (*2-pages maximum*)
    - i. current contact information,
    - ii. reasons for interest in Wall Mural Project for Danbury Fair Mall
    - iii. a summary of the artist's or team's experience with similar projects;
  - b. List of 3 references with contact information;
  - c. Biography or resume **highlighting experience**: (*2-pages maximum*)
  - d. Up to 7 digital images (high resolution, no larger than 1 MB each), representative of the artist's past projects and artwork. Artworks should be formatted to fill a full page of the single merged PDF; and
  - e. Image list including titles, dimensions, media, dates, and budgets of past projects and artwork.

**Please note:** *Art teams shall submit qualifications under the name of one lead artist. In the cover letter, the lead artist must indicate that he/she plans to work as part of a team and must list the names of the artist(s) within his/her team. Art teams shall submit 7 images of previous artwork but no more than up to 7 images for each team member (if desired) to fill 2-3 full pages of the single merged PDF.*

2. *Application for Request for Proposals (RFP)*. **Open to selected finalists only**. The selected finalists will be invited to prepare proposals in response to this RFP. A stipend of \$300 for preparation of the proposal will be available to each finalist upon execution of a written agreement with The Alliance and submission of a completed W-9 form. To respond to the RFP, finalists must submit all of the following materials via email at [aschuetter@cawct.org](mailto:aschuetter@cawct.org) as **a single merge PDF file** by 5:00 p.m. on August 10, 2022:
  - a. One to two-page narrative describing the artwork and how it meets the project's desired outcomes;
  - b. Budget with line items for things such as: artist fees, materials, insurance, fabrication, installation, any site preparation, rentals, permitting, travel, contingencies, and all related incidental expenses;
  - c. Any drawings, mock-ups, or photographs of the proposed conceptual designs;
  - d. Details of materials to be used, dimensions, anticipated maintenance, and any other significant information;

Materials submitted will not be returned; do NOT submit original artwork. Submitted materials must be received via email, by 5:00 p.m., on specified deadlines. Responses not received, by specified

deadlines will be considered late and will not be considered. Artists will receive all notifications by letter sent via email.

## **SELECTION PANEL**

The selection panel may include project stakeholders representing the Danbury Fair Mall, The Alliance, and an art professional.

## **SELECTION PROCESS**

RFQ Finalists selected. In July 2022, the Selection Panel will convene and evaluate all responses to the RFQ. Following evaluation, the Selection Panel may select up to three finalists, or may reopen the RFQ. Selection criteria will include:

- a. Adherence to the RFQ requirements (10 points)
- b. Artistic quality, craftsmanship, and level of professionalism of artwork represented in images (30 points)
- c. Appropriateness of experience/expertise with similar Mural project sites (30 points)
- d. Professionalism and artistic experience represented in resume or bio (30 points)

**If selected as one of the finalists, the artist or team will be asked to submit a proposal.**

Evaluation of proposals. In August 2022, the Selection Panel will convene to conduct an evaluation of the finalists' proposals to the RFP. Finalists will present their proposals to the panel. Following this evaluation, the Selection Panel will make recommendations to select or improve projects, make recommendations for alterations to project for final evaluation, or may recommend that the RFQ or RFP be reopened. Evaluation criteria will include:

- e. Adherence to the RFP (5 points)
- f. Professionalism of work proposed (10 points)
- g. Timeline and cost (10 points)
- h. Appropriateness and safety of proposed artwork for project site (5 points)
- i. Artwork's ability to address the context of its site location and placement (20 points)
- j. Artwork's ability to address the context, theme, and intended outcomes; (20 points)
- k. Artwork's level of visibility, engagement, and memorable impact (10 points)
- l. Consistency with Danbury Fair Mall's values regarding sustainability (10 points)
- m. Presentation (10 points)



# DANBURY FAIR

Mall Address:

**DANBURY FAIR MALL**  
7 Backus Avenue  
Danbury, CT 06810  
Phone: (203) 830-4380  
Fax: (203) 778-9402

For Leasing  
Information Contact:

**John Kinsella**  
Macerich  
1162 Pittsford-Victor Road,  
Suite 100  
Pittsford, NY 14534  
Phone: (585) 249-4482  
Fax: (585) 218-9846

Note:  
This is a schematic plan only  
intended to show the general layout  
of the shopping center or part  
thereof. This plan is not to be scaled.

Last Updated:  
APR 03, 2022



## SECOND LEVEL LEASE PLAN

