



## CALL FOR ARTISTS

### Request for Qualifications - Muralists

**CALL ISSUE DATE:** January 27, 2022

**CALL DEADLINE:** Ongoing

The City of Milpitas invites qualified muralists to submit their qualifications to be considered for various mural projects as part of its new Mural program. The program is expected to produce four murals per year, with at least one of those being painted by a Milpitas resident.

#### **BACKGROUND:**

The City of Milpitas is in Silicon Valley, along the eastern foothills between Fremont and San Jose, on what was Muwekma Ohlone land, prior to the arrival of Spanish rancheros. A small agricultural community and crossroads rest stop for travelers, Milpitas' character changed rapidly in the 1950s when a Ford Motor Assembly Plant opened (now the site of the Great Mall). Not only did the auto plant fuel Milpitas' growth through the late 1950s to 1970s, it also helped cement Milpitas reputation as a socially progressive community after its union workers successfully convinced the City to allow the first planned racially integrated housing development in the country.

Milpitas is now one of the fastest growing cities in California and one of the most ethnically diverse, but its residents remain proud of its welcoming, small-town vibe. Milpitas is a home to advanced manufacturing and technology corporations, including the semiconductor firm KLA-Tencor, cybersecurity firm FireEye, and electronics manufacturer Flex Ltd. Milpitas is in the process of revitalizing its Main Street district and developing the Milpitas Metro district, a neighborhood of modern, high-density housing and retail within walking distance of a transit hub that includes a new BART station.

Additional information about Milpitas diversity is available on the [US Census website](#).

#### **ANTICIPATED PROJECTS:**

The Milpitas City Council has a great interest in using mural art to beautify the City. Murals could range in size from very small projects on utility boxes to very large projects coordinated with other public agencies. They could be on City-owned property or in partnership with private property owners. Members of the public are invited to nominate mural sites for consideration. Proposed sites are evaluated by the Arts Commission and recommended for City Council approval.

The Milpitas Arts Commission will review qualifications this fall with the goal of developing an extensive portfolio of prequalified muralists. The Arts Commission has expressed interest in prequalifying muralists of diverse cultural backgrounds, artistic styles and experience levels, to provide potential artists for projects of all sizes and budget levels.

Some projects may request or require artists to involve the public, in design or painting.

#### **PREQUALIFICATION PROCESS:**

Staff will review applications for completeness. The Arts Commission will begin reviewing applications at its September meeting and will complete prequalifying muralists list in November. Artists interested in the Main Street industries and occupations mural and Holiday Magic on Main Street temporary project are encouraged to submit early.

Prequalified artists will remain on the list through June 30, 2023. Prequalified artists may be considered for any mural project initiated prior to that date.

Prequalified muralists invited to submit a design idea for a specific mural receive a stipend. Details will be provided if/when a muralist is short-listed for a specific project.

#### **SUBMISSION PROCEDURE:**

Qualifications shall be submitted electronically in written form via email, file transfer or on a thumb drive. Acceptable file formats are .pdf, .jpeg, .doc, .ppt, .htm, .mp4, .mov, .wmv, and .xls.

Your packet must include:

- 1. Cover Sheet**
  - Fill out completely, including rate information.
- 2. Professional Artist Resume/Reference**
  - If you are emerging artist, you may list student projects.
- 3. Portfolio Images**
  - Up to 10 photos of past murals.
  - For each mural, please provide artwork title, year, price, commissioning agency.
  - For any mural with public involvement in the design or painting, please add a sentence or two about the public involvement you facilitated.

#### **YOUR CITY OF MILPITAS CONTACT PERSON:**

**Tegan McLane** (she/her)  
Community Engagement and Inclusion Administrator  
office - (408) 586-3212  
cell- (408) 209-5321  
[tmclane@ci.milpitas.ca.gov](mailto:tmclane@ci.milpitas.ca.gov)

**PROPOSAL COVERSHEET:**

**REQUEST FOR QUALIFICATIONS - MURALISTS**

**Proposals are accepted on an ongoing basis and will be reviewed for prequalification as the Arts Commission's schedule allows.**

Muralist: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail Address: \_\_\_\_\_ Website: \_\_\_\_\_

What type of projects may we consider you for?

- Small projects - under 50 square feet
- Medium projects - under 600 square feet
- Large projects - over 600 square feet
- Temporary projects
- Projects involving the public in the design process
- Projects involving the public in the painting process

What price range of projects may we consider you for?

- Under \$1,000
- \$1,000-\$4,999
- \$4,999-\$9,999
- Above \$10,000