



PUBLIC ART OPPORTUNITY: MURAL FOR WILD WALLS

REQUEST FOR QUALIFICATIONS, JACKSON HOLE, WYOMING

SUMMARY

JH Public Art is seeking a muralist to create one large mural for Snake River Brewing that highlights the beauty of our scenic and wild Snake River, Teton glaciers, and water sheds unique to our area. The mural will depict how a healthy watershed is connected to a healthy ecosystem that benefits people, plants, animals, and fishes. We seek murals that are inspiring, eye catching, and add to the beauty of the built environment.

This mural will be the cornerstone artwork of an event called Wild Walls, and murals will be paired with augmented reality features that promote a greater understanding and awareness about local water quality issues by providing educational content and proactive solutions that demonstrate how individuals can help to preserve and protect local water quality. By siting profound artworks in iconic public settings Wild walls aims to reach broad audiences with conservation messages through public art.

Artists located in the United States are invited to apply, however, artists in the states the Snake River flows through (Wyoming, Idaho, Oregon, and Washington) may be given preference.

MURAL COMMISSION: \$13,000

One – three finalists will be identified based on the selection criteria listed herein and will receive a \$400 stipend to develop a site-specific concept. One finalist will be selected to receive the commission.

The total budget for one mural of approximately 650 square feet is \$13,000. The budget includes refinement of the design, materials (including paint and scaffolding), travel, shipping, fabrication, installation, contract labor, insurance, final documentation, contingency, and any incidental expenses.

TIMELINE *The timeline may be subject to change.*

RFQ released January 21, 2020

Qualifications due February 17, 2020

Finalists announced by the end of February 2020

Final Concepts Due March 15, 2020

Finalist announced on April 1, 2020

Installation May – June 1, 2020

Opening celebration June 4, 2020



SNAKE RIVER BREWING MURAL

JH Public Art is seeking a muralist to create one mural for Snake River Brewing that highlights the beauty of our scenic and wild Snake River, Teton glaciers, and water sheds unique to our area. The mural will depict how a healthy water shed is a crucial component of a healthy ecosystem that benefits people, plants, animals, and fishes. We seek murals that are inspiring, eye catching, and add to the beauty of the built environment.

WILD WALLS

The Snake River Brewing mural will be a cornerstone feature of *Wild Walls* - an art exhibit and a participatory art event in Jackson Hole, Wyoming that opens during the second week of Old West Days (May 22 - June 1, 2020). Wild Walls will include 1-3 new permanent murals and 10 temporary wheat paste murals. The opening celebration of Wild Walls will include music, food trucks, and guided tours of the murals, live artist demonstrations, and in some cases public participation. Wild Walls will be promoted in a public relations campaign designed to reach students, families, residents, arts patrons, and thousands of annual visitors.

AUGMENTED REALITY

Wild Walls murals aims to position artists as agents of change and we will leverage

the impact of the murals with augmented reality that integrates educational and interactive features into the murals. The augmented reality portion of this project will show scientific data, practical solutions addressing water quality issues, and holograms of scientists explaining what individuals can do to preserve and protect local watersheds in addition to artistic elements ie. music, photographs, and other visuals.

Selected artists will be given the option to work with augmented reality developers to develop an augmentation for their mural, or they can chose to work only on their mural. Artists who do not participate in developing the augmented reality portion of their mural will be given the opportunity to review the augmented reality installation associated with their work. Artists who do work on the augmented reality portion of their mural will be asked to include messages about issues facing local water quality, solutions for how we as individuals and a community can improve water quality, and data relevant to water quality issues. Artists will work closely with regional scientists working in this field who will provide content for the scientific information in the augmented reality features.

ABOUT SNAKE RIVER BREWING

Albert and Joni Upsher opened Snake River Brewing in 1994. As a former Anheuser Busch distributor in McMinville, Oregon Albert knew the beer business. He took notice of the expanding microbrewery scene in Oregon and decided to open a brewery in his favorite ski town, Jackson Wyoming! Snake River Brewing started as a family owned business, and in 2008 a local family took over the ownership of the brewpub.

Our beginning seemed pretty simple. We bought an old cinder block building that was previously the base of operations for a Coca-Cola distributor. It seemed to be the perfect spot for Wyoming's first brewpub. We wanted an open industrial look, with lots of light and exposed steel beams. The brewing equipment and wood-burning oven would be our artwork.

The concept was to create a restaurant and brewing space that was open to our customers, to draw guests into the process of making beer. We wanted a simple and unpretentious neighborhood watering hole for locals to gather and Jackson Hole tourists to taste beer from the Great State of Wyoming. From the beginning we were determined to create a brewpub building that was both excellent in style architecturally and offered excellent food and beer. We felt strongly about the quality of workmanship in the restaurant, from its beautiful windows and ceiling to its mahogany curved bar.

We decided to plan for quality, substance and longevity. We knew that Jackson Hole's citizens would judge us on the quality of our beers and food. Our mission statement became, "The world doesn't need another beer, but a better beer!"

ABOUT THE TOWN OF JACKSON

The Town of Jackson is located approximately 60 miles south of Yellowstone National Park and 12 miles south of Grand Teton National Park. The headwaters of the Snake River are located in Teton County and offer white water rafting, kayaking, fishing and scenic floating. In the winter, visitors come to ski at Jackson Hole Mountain Resort, Grand Targhee Resort or Snow King Resort. The Tetons attract climbers from all over the world and many miles of hiking; mountain biking and horseback riding trails are located throughout the valley and complimented by 33 miles of pathways.

Jackson, Wyoming sits at 6,500 feet above sea level. The population of the Town of Jackson and Teton County is over 20,000 with 74% percent under the age of 44. We have a strong western heritage rooted in ranching and a growing Hispanic community that comprises 12.2 percent of the population and the median household income is \$72,696. Ninety-seven percent of the land in the county is owned by the Federal government leaving very little left for private development. The population is well educated, with 94.7 percent of residents having a high school diploma and 45.8 percent have a bachelor's degree or higher.

Over 200 valley non-profit organizations exist to provide social services. The Center for the Arts and it's resident organizations, the National Museum of Wildlife Art, Grand Teton Music Festival and the retail arts businesses (that generate 8 times the average national revenue WESTAF: CVI Index Report) all contribute to a vibrant creative community.

ARTWORK LOCATION/CONTEXT

Snake River Brewing is centrally located in downtown Jackson within walking distance to the Center for the Arts, Snow King Mountain, the parking garage, and public parks. The artwork will be located on the EAST face of the building.

PROJECT GOALS

The artwork will celebrate and highlight the beauty of a healthy water shed (after all fresh, clean water is an important ingredient in delicious beer).

- Highlights the beauty of our scenic and wild Snake River, Teton glaciers, and water systems unique to our area
- Depict the interconnectedness of how a healthy water system benefits people, plants, animals, and fishes.
- Create a destination and wayfinding point of interest
- Contribute to the identity of Snake River Brewing
- Demonstrate a commitment to conservation through use of materials, and or messages
- Appeal to all ages and abilities

MEDIA/STYLE/SIZE

The wall size for the mural is approximately 650 square feet. The location for the mural is above a busy delivery bay. Painting times may vary and will be subject to delivery schedules. Weather in Jackson in late May can be cold and wet. The artist may want to paint portions of the mural on Polytab ahead of arriving on site. Painting techniques and materials will be discussed as part of the commission agreement.

ARTIST ELIGIBILITY

Artists located in the United States are invited to apply, however, artists in the states the Snake River flows through (Wyoming, Idaho, Oregon, and Washington) may be given preference.

PROJECT BUDGET

The total budget for one mural of approximately 650 square feet is \$13,000. The budget includes concept design, refinement of design based on stakeholder input, materials (including paint and scaffolding), travel, shipping, fabrication, installation, contract labor, insurance, final documentation, contingency, and any incidental expenses.

Snake River Brewing will power wash and prime the wall in preparation for the painting. JH Public Art will coordinate all review, communications, site and installation logistics, and permissions for the artist. Lodging will be provided.

SELECTION PROCESS

A selection panel of stakeholders specific to the project will review artist's qualifications and identify one – three finalists based on the selection criteria listed below. From the pool of finalists the selection panel will review site-specific concepts and identify one artist to receive the commission.

1. Submit Qualifications: Applicants will submit qualifications through the Western States Arts Federation website called CAFÉ.

2. Identification of 1-3 Finalists: One – three finalists will be identified based on the selection criteria listed below to receive a \$400 stipend to develop conceptual designs. Artist will enter into conceptual design contracts with the Snake River Brewing.

3. Conceptual Designs: The selection panel will review site-specific concepts and recommend one for approval. If approved, the artist will enter in a commission agreement with Snake River Brewing.

SELECTION CRITERIA

The Selection Panel will refer to the criteria listed below while evaluating qualifications.

- Artistic merit, originality, and creativity as evidenced by prior artwork.
- Excellence in technical execution of past work.
- Professional experience delivering projects of similar scale, scope, and budget.
- Demonstrated ability to undertake the design, fabrication, and delivery of the artwork within the timeline.
- Demonstrated responsiveness and understanding of the goals specified in the RFQ through their Letter of Interest.
- Ability to appeal to a diverse audience.
- Past experience using proposed materials.

Snake River Brewing reserves the right to accept or reject any or all proposals and to accept the proposal deemed to be in our best interest and may recommend non-funding if they do not receive proposals that meet the goals of the project. Snake River Brewing reserves the right to alter the make-up of the Panel or re-issue this RFQ and may recommend non-funding if they do not receive proposals that meet the goals of the project. Snake River Brewing is an equal opportunity employer.

CONTRACT REQUIREMENTS

The selected artist or artist team will enter into a contract with Snake River Brewing.

The selected artist will carry Commercial General Liability Insurance and an All Risk Installation insurance policy naming Snake River Brewing as an additional insured during the development project and for a period of one year thereafter. If the artist employs additional people in connection with this work, the artist must carry a workers compensation insurance policy or sign a waiver. Artists must carry an automobile insurance policy if necessary.

Snake River Brewing will own the artwork and reserves the right to remove the work for any reason including deterioration from weather, new construction, or other unforeseen reasons. The artwork should be installed and is expected to last 3-5 years in the harsh climate of Jackson Hole, Wyoming. If Snake River Brewing elects to remove the work before it has been on display for 3-5 years, the artist will be notified at the earliest time possible. The artist retains all copyrights to the artwork. Snake River Brewing agrees to acknowledge the artist with a plaque on site. The artist agrees to allow Snake River Brewing to use images of the artwork in general promotional materials for Snake River Brew Pub provided the artist is acknowledged.

In the case where an artwork is in need of repair, Snake River Brewing agrees to contact the artist first. If the artist is not available to fix the artwork, then Snake River Brewing can use its discretion to correct the issue.

The selected artist will be given the option to (1.) work with augmented reality developers to develop an augmentation for their mural, in which case an additional fee will be negotiated or (2.) The artist can elect to work *only* on the mural painting. Artists who do not participate in developing the augmented reality portion of their mural will be given the opportunity to review the augmented reality installation associated with their work.

Artists involved in developing an augmented reality installation will use content provided by regional scientists working in the field of water quality and will collaborate closely with the scientists on developing the augmentation. The augmented reality portion of the mural will include messages about local water quality, solutions for how we as individuals and a community can improve water quality, and data relevant to water quality issues.

PROPOSAL REQUIREMENTS

Jackson Hole Public Art will facilitate a selection process using the Western States Arts Federation CAFÉ site. There is no cost to register your profile and you can update it at anytime. To register, visit www.callforentry.org. CAFÉ provides artists with an easy-to-use system to create a profile with contact information, to upload digital images of their artwork, and to apply to a number of open calls for entry at one time.

Please label your attachments with **your name**, not the name of the project.
For example: Smith.Tom_Reference1.pdf

Letter of Interest (labeled as *Artist Statement* on CAFÉ): The letter should articulate the artist's interest in this project in particular. The artist should describe how his/her work, process, and experience relates to this project. Please limit the letter to 500 words or less.

Resume: A two-page (maximum) current, professional resume. Artist teams should submit resumes for each team member compiled into one document.

References: Please submit up to 3 current references. Check with your contact to ensure their information is up to date. Please make sure you include the reference name, phone, alternate phone, email, title and one sentence describing your professional association.

Images of Work: Please provide up to 6 images of previously created art that relates to this opportunity. Submit JPEG format, 1920 pixels maximum on the longest size, 72 dpi, and with compression settings resulting in the best image quality where the file size remains under 2MB.

Please note: due to the fact that we are working with a volunteer selection panel, we may limit the number of applications accepted through the CAFE website to the first **250 received**. The exact number accepted will be listed on the first page of the call description on the CAFÉ site. This may result in the application process filling up before

the announced deadline. CAFÉ does not notify artists as the available number of application spots fill up. If you are starting an application close to the submission deadline, we suggest you contact Carrie Geraci before you proceed to determine if the opportunity has reached capacity. We may elect to increase the posted number of submissions we accept.

WATER QUALITY PARTNERS

Please review information located on these website to understand local water quality issues.

[Protect Our Waters JH](#)

[Teton Conservation District](#)

Contact Jackson Hole Public Art

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