

BALLARD ALLIANCE & BALLARD PUBLIC ART COMMITTEE

# REQUEST FOR QUALIFICATIONS: 1766 NW MARKET MURAL PROJECT



1766 NW MARKET STREET - MURAL PROJECT LOCATION



11TH AND PINE - MURAL PROJECT PRECEDENT

RFQ RELEASE: 7/20/20

DEADLINE FOR SUBMITTAL: 8/3/20

BALLARD ALLIANCE  
5306 BALLARD AVE NW #216  
SEATTLE, WA 98107

# PROJECT OVERVIEW

## OPPORTUNITY

The Ballard Alliance and the Ballard Public Art Committee are working in partnership with Novo Painting and Property Services and the property management of 1766 NW Market Street (former site of Ballard Blossom). This partnership seeks to onboard up to four artists to add murals wrapping this property on two sides, covering the first and second floors, and integrating as much as possible. By covering the currently vacant and tagged property with art, this project will transform the streetscape through art, enhance the pedestrian experience, promote community identity, and deter future graffiti. We understand that murals can help deter graffiti and reduce crime, if not just the perception of crime, and can help rally a community by bringing hope to those who encounter the murals.

The selected artist(s) will cover the south and east-facing sides of this property, painting the first and second floors (some windows will be painted over on the first floor NW Market St side). To be considered for the second-floor level, artists must have lift and/or scaffolding experience. Novo Painting and Property Services will provide selected artists with paint and supplies, and the property manager of the site will provide the lift and scaffolding. The Ballard Alliance will set up a GoFundMe to crowdsource payment for the selected artists and disbursement will be made through the Ballard Public Art Committee. Each artist will receive a one-time payment at the close of the GoFundMe period, with all payments being equal.

## ABOUT THE PROJECT

The Ballard Alliance and the Ballard Public Art Committee are working in partnership with Novo Painting and Property Services and the property management of 1766 NW Market Street. This partnership aims to bring inspiring murals to the community of Ballard. The goal of this project is to enhance the pedestrian experience, deter graffiti, and cover the existing graffiti with art. This property is the former site of long-time Ballard florist, Ballard Blossom, and has been vacant for approximately eight months. It is currently covered in graffiti, aside from one COVID-19 mural that thanks hospital workers at the neighboring Swedish Ballard hospital. The property manager would like to preserve this mural. This building will ultimately be demolished in approximately three years making way for a seven-story hotel. While any mural work will ultimately be temporal, we are excited about having a two-story mural-covered building right on Market Street for the next few years.

Novo Painting and Property Services is a local company that partnered with the Ballard Alliance earlier this year, providing 14 different artists with paint and supplies as part of the Ballard Storefront Mural Program. This program resulted in 25 different storefront murals in Ballard and was a tremendous success. Novo Painting and Property Services continues to be a valued partner in Ballard, helping us advance public arts for the Ballard community.

The property management for 1766 NW Market Street has been a wonderful partner in this process, agreeing to provide the selected artists with the needed lift and scaffolding for the upper sections, and showing flexibility and trust in allowing this partnership to cover the existing building with a larger-than-life two-story mural.

## ABOUT THE BALLARD ALLIANCE & BALLARD PUBLIC ART COMMITTEE

The Ballard Alliance works to promote the unique character of Ballard and to support opportunities for art in the neighborhood through monthly Ballard Artwalk events, Ballard SeafoodFest, Utility Box Beautification Project, the Western Towboat Mural Project, the Ballard Storefront Mural Program, and more. For this project, the Ballard Alliance will be working with the Ballard Public Art Committee—a committee formed by the Ballard Alliance including local business owners, residents, and people who work in the area—to ensure the needs and values of the community are upheld throughout the process

# QUALIFICATION DETAILS

## TIMELINE

RFQ RELEASE:	JULY 20, 2020
DEADLINE FOR SUBMITTAL:	AUGUST 3, 2020 @5:00 PM
ARTIST NOTIFICATION:	AUGUST 10, 2020
ARTISTS MEET WITH STEERING COMMITTEE:	AUGUST 12, 2020 (VIA ZOOM)
DEADLINE FOR FINAL DESIGNS:	AUGUST 17, 2020
PAINTING TO BEGIN:	AUGUST 21, 2020

## INQUIRY CONTACT

All inquiries and external communications must be directed to our and managed by our Point of Contact.

Name: Devin Reynolds

Title/Role: Economic Development Specialist

Email: [Devin@ballardalliance.com](mailto:Devin@ballardalliance.com)

## SUBMISSION REQUIREMENTS

This is an open competitive process. The RFQ outlines the step-by-step process and conditions that apply. To submit your application for consideration please include the following:

- A cover sheet with your name, phone number, email address, and website (if applicable)
- A resume that includes your exhibition history, past projects, and/or experience with cooperative community-driven projects (max 2 pages)
- A minimum of three visual examples of previous work with brief description
- A statement of interest including your vision for your portion of the two-story wrapped mural
- Clearly state if you have lift and/or scaffolding experience

## EVALUATION CRITERIA

- Artistic quality exemplified in previous work
- Ability to think and work in a scale appropriate for outdoor public artwork
- Ability to convey community identity through art
- Ability to relate to multiple audiences (pedestrians, bicycles, transit users, drivers)
- Ability and willingness to create a mural that will integrate well with the adjacent murals being painted
- Finalist entries may be subject to public vote on design

## ADDRESS FOR SUBMITTING QUALIFICATIONS

Please email submissions to our point of contact:

Devin Reynolds - [Devin@BallardAlliance.com](mailto:Devin@BallardAlliance.com)



# SECTIONS TO BE PAINTED

## SECTIONS 1 & 2 (ONE ARTIST)

Section 1 - First floor window section on NW Market Street.

Dimensions are approximately 3' tall by 60' long leaving space at the top of the windows for light to come into the building.

Section 2 - First floor loading dock and cooler at back of property.

Dimensions are approximately 10' tall by 60' long painting the loading dock area.



## SECTION 3 (ONE ARTIST)

Section 3 - Second floor on NW Market Street (leaving windows intact)

Dimensions are approximately 15' tall by 60' long and will require the use of a lift (provided by property manager).



# SECTIONS TO BE PAINTED CONT.

## SECTION 4 (ONE ARTIST)

Section 4 - Second floor on parking lot side (leaving windows intact)

Dimensions are approximately 15' tall by 30' long, painting from street side edge to the right edge of the right upper window, and will require the use of a scaffolding (provided by property manager).



## SECTION 5 (ONE ARTIST)

Section 5 - Second floor on parking lot side over loading dock area (leaving windows intact)

Dimensions are approximately 15' tall by 30' long, painting from right edge of right upper window to the furthest edge of the alley side of the building, and will require the use of a lift (provided by property manager).





# EXISTING MURAL SECTION

EXISTING MURAL TO BE KEPT AS IS  
ARTIST - DOUG REED

