

June 1st, 2022



“WX Mural Museum” - S.A.C.R.A.M.E.N.T.O.

Call for Artists 1 - 6/1/22 to 9/30/22

Phases All 1 - 6th to 24th Street

artners.org | muralexpressions.com

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1A - THE WXM VISION: "The Energy Signature"

To tell a story, a good place to start is at the beginning, especially, in our case, if it's going to contain valued information. The ARTners Nonprofit acknowledges the WX Mural Museum's (WXM) visionary plan lies upon the territorial land of The Nisenan, Miwok, Madui and Patwin People along with other indigenous tribes of existence in the Sacramento region. Occupation with the colonization process has altered the physical surroundings, however the 'ancestral signature' has survived. The WXM vision is to capture the essence of life, from the inception to the current of all lives with inherited claim.

1B - ARTNERS WXM STATEMENT:

*"ARTners Thanks you! We are inviting the artists, sponsors and investors into our WX Mural Museum. We're grateful for you considering being part of our meaningful WXM visionary movement that affects us all. The ARTners nonprofit, City of Sacramento and the State of California, Caltrans are in **an ARTnership** to visually reimagine the WX corridor from I-5 to Hwy 99. This is a historical endeavor and we are appreciative of your belief, connection & commitment to artistically represent our city's diversity!"* We've stayed the course and continue our full commitment to finish our movement of representation, ARTnerships with the artists, communities and the city. **It's S.A.C.R.A.M.E.N.T.O. acknowledged!**

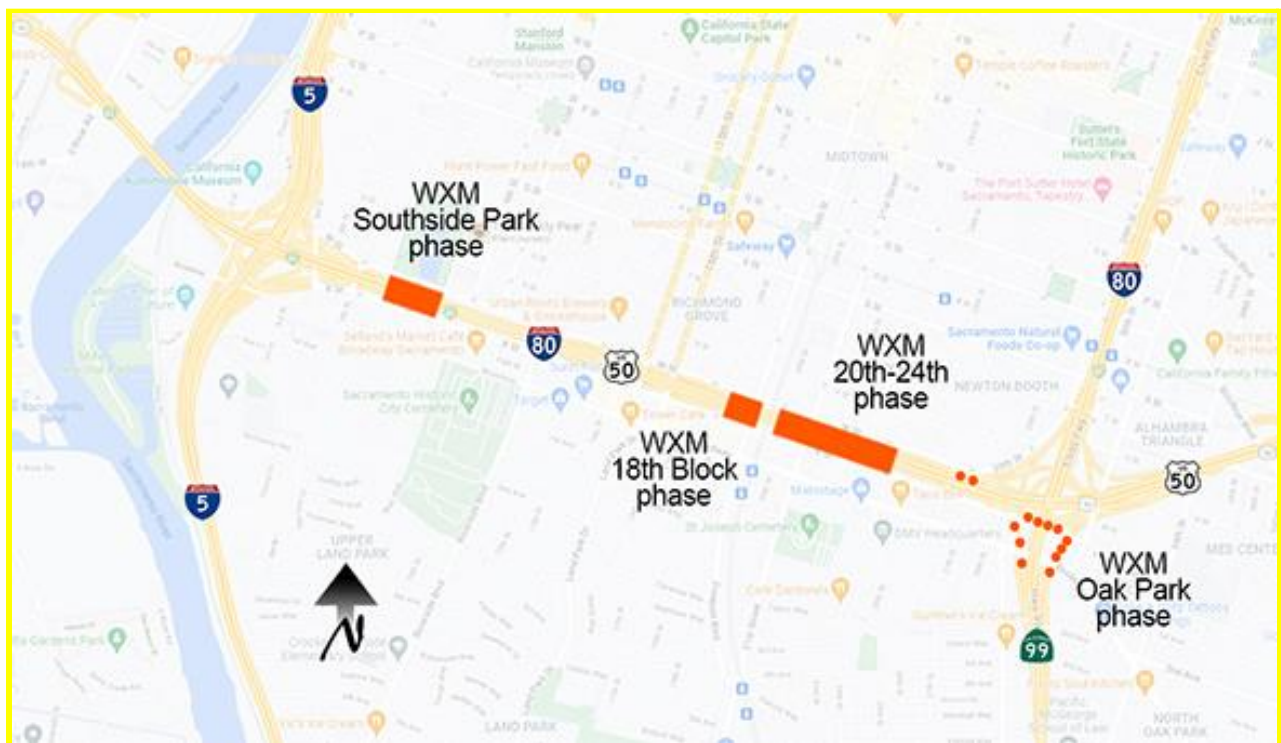


2A - THE WXM OBJECTIVE:

The WXM is an outdoor mural art museum and will become Sacramento's mural center, an inclusive, informative cultural hub attracting regional locals and tourists to know Sacramento. The museum will silently speak volumes for our city's cultural diversity in a way we ought to be, **'Equally Represented' | 'Together Unified' | Building 'Strength as One'** progressively moves all of us forward into the next level while sharing our stories! A catalyst to appreciating our regional historical beginnings, amenities and our diverse integrated communities.

2B - THE WXM SPECIFICATIONS:

The WXM is located on State of California property directly positioned under the I-80 / US-50 freeway bridge, positioned in between W & X streets and I-5 & Hwy 99. The WXM will transform the existing plain dull hue of the structural support columns (pillars) with vibrant colors, patterns and shapes - creative murals 16' to 23' high, 360° ground, mid level to ceiling. Where attendees can surround themselves in a world of imagery giants of mural appreciation, an atheistic enhancement upgrade, viewable 365 days a year, 24 hours a day.



3 - STATE OF CALIFORNIA REQUIREMENTS:



3A - WXM CALTRANS PROPOSAL PROJECT - REVIEW PROCESS:

Public agencies (City of Sacramento) seeking approval of transportation art must first submit a preliminary proposal to the Caltrans district transportation art coordinator. The coordinator reviews the preliminary proposal for safety, aesthetics, maintenance accessibility, message, and proper fit within the context of the transportation corridor. The preliminary proposal will be returned to the public agency (City of Sacramento) for revision if Caltrans recommends changes at any time before final approval.

Preliminary proposals must consist of plans, specifications, artist renderings, and other necessary documents prepared by a licensed landscape architect, architect, professional engineer, or artist, as appropriate. and include: (Guideline Summary)

3B - WXM CALTRANS PROPOSAL PROJECT - CRITERIAS:

Artwork Placement: ARTners Curator Committee (ACC), City of Sacramento and CalTrans will choose artists per selection criteria. ARTners will assign location sites to the selected artists based on their proposal(s), cultural layout and color schematics of the entire open lot/parking structures. **Artwork Selection:** Will be based on artistic themed subject submittal amount, story of themed subject, artistic excellence, story of the submitting artist/artist team, original works of art and past requisite experience in design. Other considerations will be clarity of vision, proposal feasibility (does the work meet the given site specifications?), ability to follow given guidelines, ability to execute (based on the artist's existing body of work and experience can the commission be completed on time), and appropriateness for the public audience, final approval for applicants will be decided by the Department of Transportation, State of California (Caltrans).

Artist/Artist Team: Ability to meet project deadline(s), honoring your scheduled time for equipment usage and to perform work in a timely and professional manner. Area is

identified as a construction zone on the Department of Transportation, State of California (Caltrans) property, activities of your supporters are kept to worksite guidelines.

Agreement & Understandings: Upon receipt of your submission of your application, you acknowledge and agree that you understand all conditions set forth and inferred in this Call For Artists. The City of Sacramento with the ARTners nonprofit is submitting a **preliminary proposal** with many active parts. Noted, our full time efforts and blessings from the many civic regional leadership activities; **The Department of Transportation, State of California (Caltrans)** reserves the right to reject any and all submittals and to decline to award a contract for this project.

3C - WXM CALTRANS PROPOSAL PROJECT - ARTIST PROCESS:

The ARTners/Mural Expressions committee has reviewed all required CalTrans documents. We've identified what is important & believe it is easily understood but that is our ARTners Nonprofit understanding (see Note Caltrans below). Individual artist or the artist team lead must confirm that they have read and signed the **The Department of Transportation, State of California (CalTrans) Documents and Waiver policy:**

- Assignment and Transfer of Usage and Waiver of Moral Rights in Artwork (for State of California protocol mandate).
- Department of Transportation, Landscape Architecture, Chapter 29, Section 9 & 10

State of California: Applicants must submit the following

- **Artist Statement** - 1 page of interest statement (individual or as team), 225 words minimum, about participating in this Transportation Art Mural Column Project - "Sacramento the Land of Many Stories" submittal.
- **Meaning in Art Description** - 1 page of interest statement, 225 words minimum, the vision/description/philosophy or message behind this Transportation Art Mural Column Project - "Sacramento the Land of Many Stories" submittal.
- **Artist(s) Biography/Background** - An artist resume or a 1 page written biography, identifying team lead and each member, 300 word minimum.
- **Proposed Transportation Art Concept(s)** - A completed colorized rendering of column (all four sides), a 3D model replica (if available) and any rendering details necessary to convey messaging of the proposed Transportation Art Mural.

Renderings with your **(1) artist name/team name/art name, (2) title name of artwork and (3) identifying attributes of the culture heritage(s)**

- **Proposed Transportation Art Concept(s)** - A color scheme materials list, paint product medium and protective coating.
- **Examples of Previous Work** - Submit 15 images (details/full/signature) for review of individual artist / artist's team - previous work each example must include: **(1) artist name/team name/art name, (2) title name of mural/artwork**
- **Previous Work Documentation** - **(3) written brief description of work, (4) media/materials, (5) dimensions, (6) location, (7) client or commissioning organization (8) if applicable; Team roles identified in the overall production**
- **File Type** - Documentation & images must be sent electronically in a PDF file format with corresponding image list (template available).
- **References** - Three (3) prior clients for whom work has been conducted.

ARTners Nonprofit: Applicants must submit the following

- **Document:** Transfer of Usage License and Waiver of Moral Rights in Artwork (for ARTners non profit and WXM promotional marketing).
 - **Document:** Damaged Artwork Attention Professional Artist Agreement and Waiver of Moral Rights needed for WX Mural Museum Sustainability (for ARTners non profit and City of Sacramento).
 - **How to Submit:** **(1)** Artist/Artist Teams must register AND submit their Artist Application(s) Agreement digitally online through the Mural Expressions Website. **(2)** Artist application Agreement must be 100% completed. **(3)** All waivers must be signed and submitted at the time of application submission.
- Requested Documents** - All submitted attached must have identified information; **(1) artist name, (2) project name (3) section of form it supports** of every submitted copy (see the Standard Artist Application).

4 - CALL TO ARTISTS - WXM MURAL MUSEUM:

Project: 2022 “WX Mural Museum”

Phase: All Phases

Location: Southside Park | 18th Block | 20th-24th

Surface/Size: 200 support column structures will be painted 360° from the ground level, mid level of columns to the ceiling/roof 16’ to 23’ high.

Theme Main: “Sacramento The Land of Many Stories”

Theme Inspiration: What is your story? Share your vision in the following 20 categories (listed in alphabetical order for clarity):

1. Celebrities (ex: professionals) | 2. Customs (ex: heritage) | 3. Educational | 4. Famous (in town) | 5. Festive (ex: celebrations) | 6. Government Movements (ex: capital marches) | 7. Heroism | 8. Historical Events | 9. Iconic Places | 10. Indigenous Representation | 11. Inspirational (ex: people/places) | 12. LGBTQ | 13. Musical Groups | 14. Multicultural Fusion | 15. Nature | 16. Sacramento Culture Identity | 17. Sports | 18. Uniqueness | 19. Values | 20. Whatever else ETC... (there is more out there to be told, shared and viewed)

Artists/Sponsors/Investors: Consider the themes, subjects, stories and/or individuals who are not normally part of the artistic trope. What moment should be visually captured and seen by everyone, those stories are out there. Research and use resources as the Center for Sacramento History archives to find those amazing untold stories.



5 - WXM COLUMN BUDGETS:

Upon project **'Final Review Approval'** from **Department of Transportation, State of California (Caltrans)**. Selected artist / artist team will receive a stipend awarded towards; the final color rendering conceptual design and on-site mural production action. ***A rate of \$2,500.00 to \$3,500 per each WXM column will be awarded (renderings / production / sealant)***. Column commission rate is based on the column height difference. Artist teams will receive the same payment for their group mural as individual Artists. Artists may hire an assistant at his/her own expense.

Paint: Approved, from the Department of Transportation (Caltrans), industry standard paint will be provided per color scheme material list submitted from the artist / artist team. Only approved authorized paint, top coat & graffiti sealer products may be used in this creative production. ARTners will have products in stock.

Equipment: All lifts, booms, scissor lifts and ladders will be provided by ARTners and scheduled in accordance with your time to paint. Personal equipment brought to site is the responsibility of artists / artist teams including damage, loss & personal rights waived.



6 - WXM APPLICATION ARTIST NOTES:

Application Submittal: Hard copies, emails, and partial document submissions will not be considered.

Renderings Concepts: (please review samples) Conceptual rendering design limits must fit within the shape of a column surface. One 3D model replica **and/or** 4 color renderings for each column are required and must be submitted as one package.

WXM Theme: Artists do not have to be the same cultural heritage lineage as the community represented in artist conceptual design/rendered artwork.

Additional Art Columns: Artist/Artist teams may submit for more than one (1) conceptual design with maximum award limit of three (3) WXM columns. Artist / Artist teams may submit:

- One (1) design for the three (3) center columns close to in distance OR
- One (1) design per the individual phases/city block OR
- One (1) design each for three (3) different themed categories located on the same phase/block (only applicable if needed)

Caltrans: Department of Transportation Art Requirements Must:

Department of Transportation, Landscape Architecture, Chapter 29, Section 9 & 10

- **(#1)** include graphics or sculptural artwork that expresses unique attributes of an area's history, resources, or character.
- **(#7)** be appropriate to its proposed setting.
- **(#11)** conform to the provisions of the California Outdoor Advertising Act.
- **(#19)** not display symbols or icons such as flags, logos, or commercial symbols, except as allowed in Sub-article "Sponsor recognition."
- **(#20)** not display text.

7 - WXM APPLICATION REVIEW LIST:

Requested Documents Titles: All items must be properly labeled name, item name, size, upper right hand corner per template provided - All file attachments must be in PDF format (please see template for reference).

1. **Artist Statement**
2. **Meaning in Art Description**
3. **Artist Biography/Background**
4. **Color Renderings/Conceptual Designs**
5. **Examples Images of Previous Work**
6. **Previous Work Documentation**
7. **Reference References (3)**
8. **ARTners Artist Waivers (2)**
9. **CalTrans Artist Waiver (1)**



FOR MORE INFORMATION:

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2022 WXM ARTIST CALL INFO 1.0