



Meet **Minneapolis**
City by Nature

NEW OFFICE SPACE MURAL

REQUEST FOR PROPOSAL



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MEET MINNEAPOLIS ORGANIZATION OVERVIEW

Meet Minneapolis is all about promoting the City of Minneapolis and its assets. It's not only our mission — it's our passion. Since our beginning (formerly the Greater Minneapolis Convention & Visitors Association) in 1987, we've had the enviable job of selling and marketing a proven product that we genuinely believe in. The mission of the Meet Minneapolis, Convention + Visitors Association, is to market, sell and maximize the visitor experience of Minneapolis for the economic benefit of our community.

ARTISTS WANTED: MURAL PROJECT BACKGROUND

Meet Minneapolis will be moving into a brand new office space at 801 Marquette Ave and is searching for an experienced large format artist (or a group of artists) to help bring our "product" – the rich diversity of iconic scenes, venues, landmarks, community residents, and things that make us unique and memorable to visitors – into our work space for our employees and partners to enjoy and feel proud of while we do the work we love.

New Office Design Aesthetics: The historic building features exposed brick, concrete, and original terrazzo flooring that will be preserved as part of the new office interior. The design team pulled inspiration from Minneapolis's urban and natural landscape as the foundation for the design and palette. An integral part of the story and character of the new space will feature a number of local makers and artists from the area.

VISION & THEME

YOU'VE NEVER MET A PLACE QUITE LIKE THIS – MEET MINNEAPOLIS

Here, “Minne” is an understatement

Meet the biggest underestimated place in the north. A dramatic riverfront skyline, three professional sports stadiums within 1.3 miles, so much art you're literally surrounded by it and a theater on almost every corner. A culture committed to perfecting the craft of the brew, the best park system in the nation, and a foodie paradise where you can get Nordic cuisine for breakfast, Ethiopian for lunch and this thing called a “Jucy Lucy” for dinner – and oh yeah, cocktails on a Ferris wheel. A place to bring your dancing shoes and party at festivals all year round, enjoy four gorgeous seasons surrounded by 13 lakes, the Mississippi River and a waterfall, and meet friendly locals who can't wait to show you why they love living here.

But enough about us - what do you want to do?

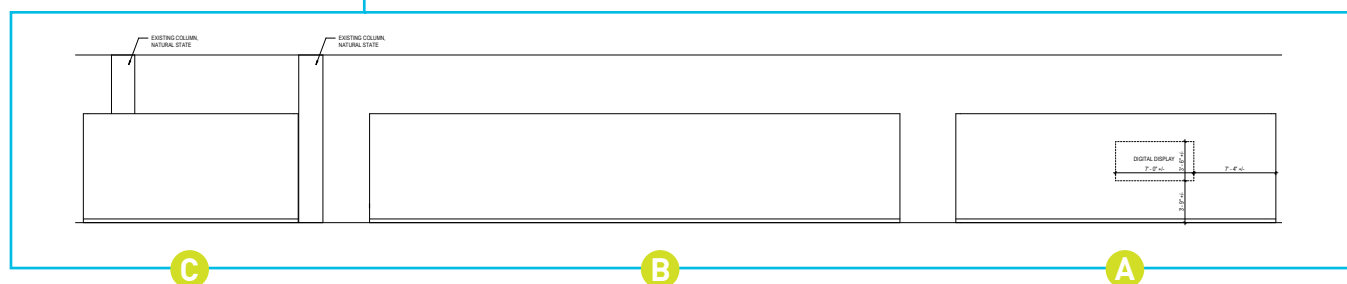
The Meet Minneapolis mural will be the flagship of our new office space and it will be an exciting and inspiring reflection of all the diverse assets that make Minneapolis such a special place to visit.

We envision the mural being a journey through the iconic Minneapolis landmarks, sites, experiences, annual festivals, attractions, parks, neighborhoods, people, and community gathering places that we all love to show off to visitors during all four of our gorgeous seasons. From the well-established theaters on Hennepin Ave to our favorite neighborhood brewery ... cheering at our world class sporting venues to biking our fat tire bikes across the lake in January. The only way to experience Minneapolis is like a local and this mural should evoke that strong sense of city by nature, community, diversity and vibrancy.

DESIGN CONSIDERATIONS

- Mural inclusive of Minneapolis neighborhoods, and incorporate ideas from community engagement crowdsourcing via Meet Minneapolis social media (asset list TBD)
- Mural must celebrate and reflect the diversity and dynamic variety of our city, communities, residents and visitors
- The mural should fill the majority of the space, but does not have to cover the entire surface area of the walls
- The mural must integrate with the new office aesthetics

SPECIFICATIONS: MURAL SIZES



Gallery Reception Wall
W: 19' 2-5/8" x H: 9' 9" High

Gallery Long Wall
W: 47' 5" x H: 9' 9"

Gallery Reception Wall
W: 28' 7" x H: 9' 9"
(Includes TV Display)

SPECIFICATIONS: FINAL INSTALLATION

The preference for the installation would be hand-painted vs. vinyl or other final installation but we are open to the artist's preferred method of creation and potential budget/timeline limitations.

COMPLETION TIMEFRAME

The mural completion timeframe is between:
OCTOBER 30 - NOVEMBER 19, 2018

SELECTION PROCESS & PROPOSAL GUIDELINES

PHASE I

Phase I requires a proposal that must include the following elements:

- Artist's resume and/or CV, complete with contact information and artist statement
- Photographs or scans of 3-5 supporting relevant pieces of original art completed by the artist
- Project narrative on the approach to the project based on the outlined mural vision and considerations
- Supplemental project information, including materials/medium to be used and process of completion
- Itemized budget: This should include quotes for paint or vinyl, supplies, artist fees, equipment rental, and any other associated costs
- Estimated timetable with a completion/installation date no later than **November 19, 2018**
- All components of the proposal should be saved into a single PDF document that is printable on 8.5" x 11" or 11" x 17" paper

Phase I proposals are due no later than **5:00 pm CST on August 17, 2018** and should be submitted via email to nickl@minneapolis.org

PHASE II

Phase II will be a panel interview where the selected finalist will be given the opportunity to present their proposal in person and be interviewed for additional information on the artists vision and creative process

KEY DATES

WEEK OF JULY 23, 2018

Mural RFP/Scope of Work available and distributed

AUGUST 17, 2018

Phase I Proposal Submission Deadline

- Internal review of initial proposals, artists may be contacted for additional information

WEEK OF AUGUST 20, 2018

Artist finalists selected and notified for Phase II

WEEK OF AUGUST 27 or SEPTEMBER 3, 2018

Phase II Panel Finalist Interviews

- Panel interview of finalist proposals

SEPTEMBER 10, 2018

Selected artist chosen and notified

OCTOBER 30 – NOVEMBER 19, 2018

Artwork to be installed between these dates (exact dates subject to change)

CONTACT

Please contact Nicholas Leiferman with any questions.

nickl@minneapolis.org