



Little Caribbean, NYC



caribbeing.com
littlecaribbean.nyc



Made in Brooklyn
100% Caribbean
Black Owned

Project: "Little Caribbean Community Mural Project"

Introduction & Company Background

CaribBeing is a thriving cultural organization that stands at the crossroads of film, art, and culture. Based in Brooklyn, AKA the "Little Caribbean," CaribBeing spans contemporary culture and is a hub for creativity and collaborations with some of the Caribbean's most visionary talent and innovative brands. Now in its eleventh year, CaribBeing has grown into a global movement.

Little Caribbean is home to the largest and most diverse Caribbean-American-LatinX community outside of the West Indies, making up 20% of New York City. Located on the corridors of Flatbush, Church, Nostrand, and Utica Avenues, Little Caribbean is home to people, restaurants, and small businesses that come together to share social and cultural histories and futures.

Description of the Project:

CaribBeing is looking for an artist/collective to produce a mural that encapsulates the essence that is "Little Caribbean". CaribBeing is accepting proposals in response to this Request for Proposal (RFP) to find emerging to experienced visual artists for the aforementioned services. CaribBeing's goal with the "Little Caribbean Community Mural Project" project is to:

- Drive traffic, engage community, attract visitors and promote Caribpolitan culture & heritage in Brooklyn's Little Caribbean
- Capture the *essence* of "Little Caribbean" and Caribbean immigrants via mixed media to showcase the neighborhood's people, businesses and everyday life
 - Suggested Themes: Food, Music, Caribbean Icons, Caribbean Life, Environment/Nature, Climate Change

Submission Guidelines & Requirements:

The following submission guidelines & requirements apply to this Request for Proposal:

1. Statement of Interest: Explain why you are interested in this project, why you would be a good candidate and how your experience will inform how you respond to the themes and goals of the project.
2. Previous Work: Submit at least three (3) jpeg images of existing artwork that demonstrates an ability to complete a project of this style and scope.
3. Artist Resume(s)/Social Media: Resumes should reflect artistic experience and include any social media handles featuring your work.



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4. Concept Design: This initial concept design should reflect the overall theme in the design aesthetic the artist would like to submit. Concepts that are submitted will not be considered the final design as they may be altered and changed during the design development phase.
5. Conceptual Statement: Each concept should be accompanied by a brief description detailing how the artist will be incorporating the overall theme, any historical reference to the area including natural, architectural, humanities, etc. and how the artist would like the public to interpret the design.
6. Budget and Materials List: Provide a preliminary budget and materials list for the initial concept design.
7. Timeline: Provide a proposed timeline for the mural.

Selection Criteria:

Selection criteria are outlined below and will be used to evaluate proposals. Selection of the successful proposal will be made by CaribBeing based upon the artist:

- Demonstrated experience and expertise in similar projects
- Artistic credentials and creativity
- Implementation plan and proposed timeline
- Budget and cost effectiveness
- Willingness to complete necessary paperwork for Caribbeing & NYC Small Business Services (i.e. completing a subcontractor form and signing up for PIP)

Delivery of Proposals:

Proposals should be addressed and delivered electronically via PDF file format to:

Attention: Kenya Cummings, N360 Program Manager

Email: Kenya@caribbeing.com

Subject Line: Little Caribbean Community Mural Project RFP

Deadline for Submission: March 31, 2023

7. Budget

During the project inquiry process, we will discuss budget parameters for the disciplines of inquiry

CaribBeing Contacts:

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