



Downtown South Orange Mural Project - #SOPublicArt
CALL FOR ARTISTS

DOWNTOWN SOUTH ORANGE MURAL PROJECT

The South Orange Village Center Alliance (SOVCA) is seeking proposals for a mural to be completed on Valley Street in downtown South Orange. SOVCA is dedicated to revitalizing downtown South Orange by creating art throughout the town and to making art central to the daily life of the community. The murals will be painted, can be any style, and should represent “Harmony.” The selected mural will serve as a community celebration for years to come.

Project Description

SOVCA will commission a qualified artist or team of artists to design and install work that local residents can enjoy and that attracts visitors. The goal of the Downtown South Orange Mural Project is to create public art that *conveys harmony and illustrates how all people are connected to each other and the world around us.*

South Orange Community

South Orange is a place rich in history and community pride. The charming downtown offers historic architecture, unique shops, contemporary restaurants, and exciting entertainment. The South Orange community is known for its proximity to New York City, access to South Mountain Reservation, progressive attitude, and family friendliness. It is home to a diverse mix of people and the nationally recognized Seton Hall University.

Project Specifications

SOVCA is issuing this Call for Artists for a mural project on Valley Street (location details below). Proposals should be for 2D murals suitable for all weather. We are open to all 2D art forms and mediums as long as it is suitable for existing in the elements including harsh New Jersey winters.

Additional specifications include:

- Proposals should be distinctive through use of design, color and subject matter.
- The overall length and height will be determined by the location and artist concept. Artwork does not have to cover the entire surface area.
- Artist is required to apply a protective coating/sealant.
- Design should be suitable for public viewing of all ages and all members of our community.
- Design should not be political in nature.
- Design should not use reflective materials.

Proposal Guidelines

All proposals must contain the following components saved as PDF documents (a single PDF is preferred but not required) that are printable on 8.5 x 11 paper. Components should be labeled with the artist's name and the title of attachment (ie Name_Resume, Name_Narrative, Name_Budget, etc).

Proposals should be submitted via file upload here: [Valley Street Mural Upload](#)

1. **Artist's resume** with contact information, artist statement, two professional references with contact information, and website, social media link, and/or photos of 3 - 5 relevant pieces of original art.
2. **Project narrative** not exceeding 500 words.
3. **Full-color image** illustrating design/concept.

Selection Criteria

A selection committee composed of creative professionals, community members, and representatives from SOVCA will choose the finalists based on their mural proposals. SOVCA will have final approval of the mural design.

Designs should effectively convey the theme of the project *harmony and illustrate how all people are connected to each other and the world around us* and reflect the character of South Orange.

Preference is given to artists in Essex County.

Project Compensation

The artists chosen to paint the murals shall receive an honorarium of up to \$4,000.00. The artists also will be reimbursed up to \$1,000.00 for materials and supplies.

Project Timeline

- Jan 31, 2021 Call for Artists issued
- March 15, 2021 Proposal deadline
- Mar 16 - April 15, 2021 Review of proposals, artist may be contacted for interview
- April 16 - May 1, 2021 Artist contract development and complete
- May 1 - Aug 1, 2021 Project start date to occur during this timeframe
- Sept 1, 2021 Public unveiling of work

Contact Information

Complete proposals should be uploaded here: [Valley Street Mural Proposal Upload](#)

Questions should be submitted to: Melissa@sovillagecenter.org

Project Location

20 Valley Street, near Scotland Road

- Dimensions: Valley Street Frontage 58' L x 10' H. Optional: Wall extends around the southern corner and can be incorporated into the mural as desired.
- Building Material: Concrete wall

Valley Street Retaining Wall - with dimensions



Valley Street Retaining Wall - from across the street

