

CALL FOR QUALIFICATIONS

BUDGET:

\$20,500

ELIGIBILITY:

Open to artists or artist teams, with priority given to those regional to Cuyahoga Falls, OH, or residing in the state of Ohio.

DEADLINE:

December 31, 2024, 11:59 pm EST

OPPORTUNITY:

Cuyahoga Valley Art Center (CVAC) is committed to fostering an appreciation of visual art through education, exhibitions, and community enrichment. By creating accessible opportunities for artistic engagement, we strive to make art a meaningful part of everyday life. We believe that art has the power to inspire, connect, and enrich our lives. Public art, in particular, reflects our community's values, celebrates shared experiences, and enhances the cultural landscape of Cuyahoga Falls.

In alignment with our mission and core values, CVAC seeks to commission an artist or artist team to create a dynamic mural that captures the vibrant colors and textures of the Cuyahoga River, celebrating the local environment. The "Pantone of the Cuyahoga River" project will transform the urban landscape along Riverfront Parkway in Downtown Cuyahoga Falls by enhancing the back of the Cuyahoga Valley Art Center's building. Visible from both Route 8 and the newly revitalized Riverfront Boardwalk, the mural will serve as a striking visual landmark and a focal point for the community. It is envisioned not only as a celebration of the surrounding landscape but also as a photo-worthy attraction that fosters community pride and enriches the cultural landscape of Summit County.

Installation is scheduled for Summer 2025, with the goal of unveiling the mural alongside the city's Riverfront boardwalk renovations. This is a unique opportunity for artists to leave a lasting mark on the heart of Cuyahoga Falls and contribute to a project that will resonate with the community for years to come.

PROJECT BACKGROUND:

The "Pantone of the Cuyahoga River" mural project is part of an initiative to revitalize the urban landscape along Riverfront Parkway in Downtown Cuyahoga Falls. The mural will be installed on the east-facing wall of the Cuyahoga Valley Art Center (CVAC), located at the heart of the city's cultural district. This highly visible wall, spanning approximately 31 feet by 16 feet, offers an ideal canvas for a large-scale public artwork that will engage both residents and visitors. The mural will be seen prominently from Route 8 and the newly rejuvenated Riverfront Boardwalk, which is undergoing a multi-million dollar renovation designed to enhance the area as a vibrant destination for the community.

The wall where the mural will be installed is constructed of non-historic textured plaster, ensuring that the installation aligns with local historic preservation guidelines. Before the mural is applied, the plaster will be repaired for artwork to ensure a durable surface that can withstand weather and wear over time. The mural will cover approximately 550 square feet, including the flat wall space, a door, doorway, window sill, and any protruding architectural features.

The theme of the mural seeks to celebrate the vibrant colors and textures of the Cuyahoga River, symbolizing the natural beauty that flows through the city. The project will offer a unique opportunity for the selected artist

“Pantone of the Cuyahoga River” – Call for Qualifications or artist team to collaborate with the community and create artwork that reflects the significance of the location to the region. The mural is intended to be a photo-worthy attraction and a source of pride, contributing to the broader cultural landscape of Summit County.

The chosen artist will work with CVAC and local stakeholders to develop a design that aligns with both the community's vision and the technical specifications of the site. This project will mark a significant addition to Cuyahoga Falls' public art portfolio, enhancing the city's aesthetic appeal and strengthening its identity as a center for creativity and cultural engagement. Installation of the mural is planned for the summer of 2025.

PROJECT DETAILS:

Site:
The mural will be installed on the east-facing plaster wall of the Cuyahoga Valley Art Center, covering a flat area of approximately 31' by 16'. The project will include the flat wall space, door, doorway, window sill, and any protruding architectural features.

Cuyahoga Valley Art Center
Pantone of the Cuyahoga River Project



Location: East-facing exterior wall of the Cuyahoga Valley Art Center, visible from Riverfront Parkway and Route 8



SCOPE OF WORK:

The "Pantone of the Cuyahoga River" mural project involves the design, creation, and installation of a large-scale mural on the east-facing wall of the Cuyahoga Valley Art Center (CVAC) in Downtown Cuyahoga Falls. The selected artist or artist team will work closely with CVAC and the community to develop a concept that celebrates the natural beauty of the Cuyahoga River and enhances the urban landscape along Riverfront Parkway.

The mural will cover an area of approximately 550sf extending over a door, doorway, around a window sill, and incorporating other architectural features. The mural must be designed to integrate these elements while ensuring safety, durability, and aesthetic harmony with the surrounding environment.

Key tasks include:

Design Phase

- Develop a full-scale design proposal that aligns with the project theme, "Pantone of the Cuyahoga River," celebrating the vibrant colors and textures of the river.
- Ensure that the design incorporates the entire mural space, including flat wall areas, the door, doorway, window sill, and other building protrusions.
- Collaborate with CVAC and community stakeholders to refine the concept as needed to reflect community input.

Budget Preparation and Adherence

- Work within the allocated project budget of \$20,500, ensuring that all aspects of the mural, including design, materials, travel, insurance, and installation, are accounted for.
- Provide a detailed breakdown of anticipated expenses (e.g., artist fee, materials, travel, assistant costs, contingency).
- Manage and track project expenses to ensure adherence to the approved budget, making adjustments as necessary to avoid exceeding the allotted funds.

Material Selection

- Propose materials suitable for outdoor installation, including high-quality exterior paints or vinyl, that can withstand weather conditions and environmental exposure.
- Recommend a protective coating or sealant to preserve the vibrancy and longevity of the mural.

Site Preparation

- Coordinate with CVAC on the timeline for surface preparation. CVAC will repair the plaster on the wall before the mural installation.

Installation

- Lead the installation of the mural on-site, ensuring proper application of the design across the entire wall area.
- Address any challenges posed by the doorway, window sill, and other building features, ensuring a seamless integration of the artwork.
- Complete the installation between June and July 2025.

Community Engagement

- Participate in 3 community events related to the mural, including two community outreach events and a ribbon-cutting ceremony upon completion.

“Pantone of the Cuyahoga River” – Call for Qualifications

- The artist or artist team may be required to attend a Public Arts Board meeting or additional meetings with the City of Cuyahoga Falls as needed.
- Engage with the community throughout the design and installation phases to ensure the artwork reflects local pride and values.

Maintenance Plan

- Provide a long-term maintenance plan for the mural, including recommended cleaning, touch-ups, and protective measures.
- Coordinate with CVAC on any future repairs or maintenance to ensure the mural remains a vibrant community asset for 5-10 years, or longer.

NOTE: The Cuyahoga Valley Art Center is not seeking a formal artistic proposal or creative strategy at this stage of the application process, as these will be developed in collaboration with project stakeholders.

BUDGET:

The budget for this commission is \$20,500, which will be allocated to the selected artist or artist team. This amount is inclusive of all costs associated with the design and creation of the mural, including, but not limited to, the artist's design fee, assistant costs, materials, surface preparation, the artist's time for site visits and consultation, travel to and from the location, per diem expenses, project documentation, attendance at community events and public meetings, a contingency for unforeseen expenses, insurance, and any other costs related to completing the mural. Cuyahoga Valley Art Center will cover the cost of initial plaster repair and any strictly necessary site preparation prior to installation.

SUBMISSION REQUIREMENTS:

Artists interested in the "Pantone of the Cuyahoga River" mural project must submit an electronic copy of the required documents by **11:59 p.m. on December 31, 2024** to:

Danielle M. Dieterich, M.A.
Executive Director, Cuyahoga Valley Art Center
director@cvaltcenter.org

Please ensure all documents are submitted by the deadline. The proposal should include the following:

- Letter of Interest: A brief letter describing your interest in the project and why you or your team are a suitable candidate(s).
- Resumes: Provide resumes of all personnel who will be involved in this project.
- Response to Scope of Work and Preliminary Budget: Detail your approach to the project's scope of work, including an initial breakdown of your proposed budget, and how you plan to stay within the allocated \$20,500 budget.
- Artist Background and Work Experience: Provide an overview of your background and experience, particularly any experience relevant to public art and large-scale murals.
- Previous Public Art Projects: Include at least three (but no more than five) examples of previous public art projects, including images and brief descriptions of each project.
- References: Provide contact information for at least three clients or organizations familiar with your work.

All documents should be submitted in a single PDF file for electronic submission.

For any questions regarding this submission or the project, please contact:

Danielle M. Dieterich, M.A.
director@cvaltcenter.org
330-928-8092

SELECTION PROCESS:

All applications will be reviewed by a panel of representatives from the Cuyahoga Valley Art Center. Applicants will be evaluated based on the following criteria:

- Artist Resume and References
- Quality, creativity, and strength of past work examples
- Demonstrated experience, interest, and qualifications to design and execute a large-scale mural within the provided budget, timeline, and technical constraints
- Alignment with project goals, particularly celebrating the Cuyahoga River’s natural beauty and fostering community pride

The selection panel will conduct the initial interviews, either in person or virtually. Based on these interviews, one or two will be chosen as semi-finalists and will be asked to complete initial renderings and design concepts. Each semi-finalist will receive a \$750 honorarium for this work. The submitted designs will then be reviewed in an interview, either in person or virtually, and a final artist or team will be selected for the project. The goal is to have an artist or artist team selected before January 31, 2025.

QUESTIONS:

Please submit questions concerning this announcement to Danielle M. Dieterich, M.A., Executive Director, at director@cvaltcenter.org. Every effort will be made to respond in a reasonable timeframe.