

Pilot Mural Program (2010/2011): Evaluation/Review Criteria

Who May Apply:

An individual or group of artists
Residents of Michigan

Funding Criteria:

Funds will be determined and awarded based on the Ann Arbor Mural Program Task Force's evaluation of the mural projects. Criteria will include (but not be limited to): artistic merit, community impact and feasibility. This evaluation is subject to the Ann Arbor Public Art Commission's approval.

Review Criteria:

As part of the RFQ process, mural/artist selection will be determined by Artistic Merit, Community Impact and Support, and Feasibility. Artists are asked to provide sketches and/or examples to illustrate their ideas/vision for the mural. This will help the task force match the artist to the right site and ensure that any thematic considerations are properly attended to.

The Mural Program Task Force will select 4 to 6 respondents from the RFQs. From those respondents the candidate(s) best suited to the individual mural project sites will be selected.

1. Artistic Merit includes (but is not limited to):

Concept and execution- Demonstrated strength of artist's concept and craftsmanship as well as originality/innovation of proposed mural
Scale - Appropriateness of scale to the surface upon which mural will be painted/attached and/or to the surrounding neighborhood
Context - Architectural, geographical, socio-cultural and/or historical relevance to site

2. Community Impact and Support includes (but is not limited to):

Visibility and accessibility to the public
Accessibility to a broad audience
Ability to be seen as a community "place-maker" or destination
Identified in the site master plan or appropriate in parks, gateways, and street or identified green corridors, downtown or in neighborhoods

3. Feasibility includes (but is not limited to):

Consistent with AAPAC funding priorities
Not at a complexity too great to implement
Artist(s)' demonstrated ability to complete the proposed mural on time and within budget
Appropriate media proposed to ensure mural's longevity and durability, structural and surface stability

Commitment to prepare mural surface as necessary before painting and to use acceptable graffiti/UV coating* on finished mural that provides resistance to vandalism and weather

Compliance with city codes for safety, accessibility and lighting

**As determined by the city of Ann Arbor.*

SELECTION PROCESS

Screening Interview:

This will include a review of the following:

Artistic Ability

References

Vision

Technical Ability + Competence

Past Experience/Past Work

Proposed Ideas – sketches, treatments or examples to support this would be helpful.

Will the proposed mural be unique to Ann Arbor or more an extension of the artist's trademark style?

Interview Scoring:

1. Understanding of site constraints 10%

2. Ability to translate, innovate and create 50%

What is their vision?

How does it fit thematically with the site?

What is their approach? Media?

Understanding of scale and surrounding context

Ability to convey ideas successfully

3. Willingness/ability to work collaboratively 15%

Ability to take public criticism, respond to concerns or questions

Imagination and Creativity

Displays innovative thinking, understanding of community identity

4. Effective work Style/plan 15%

Timeline and timeliness

Attention to detail

Work/ Maintenance Plan

Demonstrated proficiency in their medium

5. Previous Experience

10%