



# **The GIANT Company Mural Project**

**A mural project about Food Justice in Philadelphia**

**Beginning Spring 2021**

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## **REQUEST FOR QUALIFICATIONS**

**Deadline: 5 pm EDT, April 19, 2021**

Please email [cathy.harris@muralarts.org](mailto:cathy.harris@muralarts.org) with any questions or comments.  
No phone calls, please.

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# 1. Introduction

## Theme: Food Justice is Racial Justice

Mural Arts Philadelphia is proud to partner with The GIANT Company on a major project about the intersection between food justice and racial justice. This project seeks to engage organizations, activists and communities working towards equity in Food Justice. We will explore connections between food systems and racial injustice to shed a wider light on a critical question: *How can we transform our food systems into equitable engines for healthy, empowered communities?*

## Project

We are seeking artists to create a **permanent mural** that reflects on the theme of food justice and is explored through a community engagement process. This mural will be installed at the underpass on 23rd St. between Market and Arch Streets and will be approximately 4,000 square feet.

## Eligibility

This project is open to artists or artist teams who have experience in public art and/or community engagement. Both established and emerging artists are encouraged to apply. Artists must be citizens of the U.S. or have U.S. work authorization.

## For More Information

Please send queries to: [cathy.harris@muralarts.org](mailto:cathy.harris@muralarts.org).

## Deadline

**Applications must be received by Monday, April 19, 2021, at 5 p.m. EDT.**

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## **2. Background**

### **Project Goals**

The goal of this project is to explore the intersection of food justice, racial justice and environmental justice in Philadelphia. By engaging with organizations, activists and communities working towards equity in food justice, this project will explore who, where, and why Philadelphians are lacking in access to healthy food; how food insecurity impacts low-income communities and communities of color disproportionately; and how equitable food distribution can be remedied by policy makers and communities working together. Through the community engagement around these topics, we hope that communities will feel empowered and informed about how to make change in their families and communities.

### **About The Giant Company**

The Giant Company is a supermarket chain that operates stores in Pennsylvania, Maryland, Virginia and West Virginia. The chain operates full-scale supermarkets under the Giant and Martin's banners along with small-scale urban stores under the Giant Heirloom Market banner.

Aside from the donation to Mural Arts to create this project, The GIANT Company also has given a contribution to Reading Terminal Market and a round of donations to nonprofits that benefit families in greater Philadelphia, including Philabundance, Project Home's Hub of Hope, and Pennsylvania Horticultural Society Tree Tenders,. The company has also supported the city's schools, police department, and fire department.

### **About Mural Arts Philadelphia**

Mural Arts Philadelphia, founded in 1984, is the largest public art program in the United States. MAP believes that art ignites change. We create art with others to transform places, individuals, communities and institutions. Through this work, we establish new standards of excellence in the practice of public and contemporary art. Our process empowers artists to be change agents, stimulates dialogue about critical issues, and builds bridges of connection and understanding. Our work is created in service of a larger movement that values equity, fairness and progress across all of society. We listen with empathetic ears to understand the aspirations of our partners and participants. And through beautiful collaborative art, we provide people with the inspiration and tools to seize their own future. For most information, visit [muralarts.org](http://muralarts.org).

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### 3. Scope of Work, Budget and Schedule

#### Scope of Work

The artists / artist teams will have two main areas of work.

- Collaborate in designing and participate in a **community engagement process** that supports, connects, and highlights work that is being done to create equitable food justice in Philadelphia. This process will be informed by conversations with our stakeholders, which artists will help develop and participate in. This project will include engagement with our [Guild program](#) participants, our job readiness program for returning citizens, as well as other Mural Arts program participants.
- Create a **work of public art** that highlights Food Justice. Develop concept and design. Collaborate with the Mural Arts production team on the production of the artwork, with specific responsibilities to be assigned when the scope of the artwork is known.

#### Artist / Artist Team Responsibilities

Artists / artist teams will be expected to provide the following services:

##### Artists / Artist Teams Selected for the Proposal Development Phase:

- Conduct research as necessary to understand the topic, the project, community history and culture, and other considerations as necessary to inform the artistic approach.
- Develop a proposal for how you will approach the project.
- Make one presentation of the proposal to Mural Arts Philadelphia, GIANT representatives, and other stakeholders of relevant community organizations.

##### Artists / Artist Teams Selected for the Commission:

- Work with Mural Arts, GIANT, and other stakeholders staff to design and implement a multi-part stakeholder / community engagement process leading up to the creation of the public artwork.
- Create an approved design for the public artwork.
- Collaborate with the Mural Arts project management and production team on the completion of the artworks, with the following specific responsibilities to be assigned at a later date, depending on the nature of the artwork and the experience of the artist.
- Assist Mural Arts staff with marketing, promotion and documentation.
- Secure and maintain insurance necessary for artist design, fabrication and installation services.
- Fulfill artist responsibilities within contracted budget and schedule.

## **Mural Arts Responsibility**

- Manage logistics of public engagement activities.
- Provide creative support to artist(s), drawing on Mural Arts' network of curatorial, artistic and programmatic advisors.
- Facilitate and collaborate on review of artist work (engagement plan, art concept).
- Collaborate with the artist on the completion of the artworks, with specific responsibilities to be assigned at a later date, depending on the nature of the artworks.
- Lead marketing, promotion and documentation efforts.
- Secure funding, manage project funds.

## **Artist Fee and Budget**

The total project budget is \$88,000. This budget is all inclusive, covering artist fees, artist assistant costs, materials, supplies, technical consultants, wall preparation costs and installation costs, as well as Mural Arts project management.

The fee for the artist / artist team will depend on the ultimate scope of responsibility for the artist in the artwork production:

The artist fees for the planning and design phase will be \$2000. The budget for artists in the product phase will be \$40,000, to be allocated among the design artist, the lead artist, and artist assistants, as appropriate.

## **Schedule**

Artist selection is occurring in spring, 2021.

Artist selection will be a two-step process. We expect that finalist artists/teams will be identified in early May. The finalist teams will be asked to produce design concepts, which will be due in mid-June.

Artists/teams will be selected shortly after that and brought under contract in July 2021.

Design and community engagement are anticipated to occur throughout fall/winter 2021-2022.

Design completion and approval is expected by December 2021.

Installation is expected in spring 2022.

Artworks must be completed by June 2022.

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## 4. Artist Selection Process

### Eligibility

We are seeking artists or collaborative artist teams who can make a commitment to working in Philadelphia as necessary to fulfill the responsibilities of this project. For the purposes of this RFQ, “artist” refers to an individual artist or a collaborative team of artists.

### Process

**This is a proposal-based process in which we will receive artist qualifications, select a short list of artists/teams, and ask the shortlisted artists/teams to develop proposals.**

This is an open call. Artist qualifications / portfolios will be solicited by Mural Arts Philadelphia on behalf of this partnership with GIANT. Mural Arts, its artistic advisors and GIANT will review the artist submissions and identify a short list of finalists.

Up to three artists/teams will be short-listed to develop project concepts. Each artist/artist team will be paid a stipend of \$500 to create a proposal for how they would approach the project, including a description of what they think the artistic outcome of the project would be. Each will be invited to take part in exploratory conversations and an interim review with the project team. Each will be required to present their proposals to the Mural Arts and GIANT teams.

Mural Arts will select the artist/teams that will be invited to the short list, and then awarded the final commissions, in consultation with its artistic advisors and relevant stakeholders. The decision will be based on a review of artist / team qualifications and proposals using the criteria that are listed below. Mural Arts is not required to make a selection from the submissions it receives if, in Mural Arts’ judgment, the relevance, quality or the qualifications of the artists are not appropriate.

### Qualifications and Review Criteria

The initial evaluation of artist / team qualifications will be based on a review of projects that have been completed or are currently in progress, considering both engagement processes and creative outputs, and their connection to the subject matter. The review will also consider references and published materials by or about the artist.

The artists’ qualifications shall demonstrate:

- Experience in creating public artwork that helps achieve the transformational goals of the project
- Availability to accomplish projects of similar complexity within the budget, timeline and technical constraints presented, based on examples of prior work
- Experience in research-based art processes
- Experience in art processes that involve collaboration with stakeholders and communities

- Experience in working on programmatic public art strategies
- Connection, interest and/or experience related to Food Justice, Racial Justice, Environmental Justice, and the connections between them
- Ability to create work that engages a wide audience.

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## 5. How to Apply

### Preliminary Consultation / Information Meeting

Artists who are interested in submitting their qualifications are encouraged to contact Mural Arts with any questions about the project or how to complete an application. If enough interest arises, we will arrange an artist information session.

### Submission Requirements

#### Application Narrative (maximum 500 words)

A short written response that addresses your artistic practice and interest in this specific project. The narrative should also explain:

- What motivates you / interests you most about the project?
- How would you specifically explore the theme, *How can we transform our food systems into equitable engines for healthy, empowered communities?*
- Your general availability to complete the project, indicating other professional obligations and any other constraints that might impact your availability.

#### Work Samples

You may submit a minimum of 5 and maximum of 10 work samples.

Images must be:

- Formatted as jpgs
- Less than 1MB each in size
- No more than 2000 pixels on the longest side
- A maximum of 300 dpi and a minimum of 72 dpi

Film, Video, and Production video clips can also be submitted. Submit clips in .mp4, .mov or similar format with a maximum file size of 100 MB. The total combined running time of all submitted clips may not exceed three minutes.

#### Work Sample Description List

Please include a list of work samples, including the following information:

Project name, Artist's name, Title of artwork, Location, Date of Completion, Budget, Medium, Dimensions or duration (if applicable), Brief description.

#### CV / Resume

Maximum of 3 pages, including education, exhibition or project history, and any other relevant professional artistic experience. If applying as an artist team, submit a CV / resume for each artist.



## Submission Instructions

All application materials — except for work samples — must be submitted as PDFs. See below for work sample formatting instructions.

Title all files in the folder with your last name, first name, the type of file, and no extraneous spaces or punctuation. For example: *LastnameFirstnameApp.pdf*, *LastnameFirstnameCV.pdf*, *LastnameFirstnameWorksample01.jpg*.

Materials should be submitted in a single folder titled with your last name and first name. Example: *LastnameFirstname*.

“Application Checklist” page (below) should be your Cover Page.

If you choose to submit all materials via Dropbox or Google Drive, please upload the folder to your Dropbox/Google Drive account and then “share” the folder with [cathy.harris@muralarts.org](mailto:cathy.harris@muralarts.org).

(For help with sharing files on Dropbox, visit: [www.dropbox.com/en/help/19](http://www.dropbox.com/en/help/19))

OR

Drop off or Mail to:

c/o Cathy Harris, GIANT Project  
% Mural Arts Philadelphia:  
1727-29 Mt. Vernon St.  
Philadelphia, PA 19130

If making a drop-off or mailed submission, *please alert us by sending an email to [cathy.harris@muralarts.org](mailto:cathy.harris@muralarts.org).*

*Applications can be dropped off at the Mural Arts office Mon-Thurs, 9am - 5pm. Mural Arts cannot be responsible for mailed entries that do not arrive by the deadline.*

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## **GIANT Project Application Checklist**

**Please complete this checklist and submit as the cover sheet of your application.**

### **Information about you:**

Full Name: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_

Instagram: \_\_\_\_\_

### **Check off all material that you are submitting**

- A CV or resume (up to 2 pages per artist).
- A current artist statement
- A short written response
- Work Samples; up to 10 images of past completed work that you consider relevant to this project.
- Image list
- References who can speak to your creative abilities and capacity to undertake a project like this.