

# City of Rochester, New York Public Art Equity Project: Call for Concepts February 14, 2023



Public Art Equity Project: My Rochester (Murals)  
Call for Concepts  
[www.cityofrochester.gov/arts/](http://www.cityofrochester.gov/arts/)

[Phase 1: Call for Concepts Submission Form](#)

## **Introduction and Background**

On behalf of the City of Rochester, Aria Strategies LLC in partnership with Blaque/OUT Consulting, is seeking art concepts from established and emerging artists, and from the Rochester community to create public murals in identified neighborhoods. Funding for this important community arts opportunity comes from the City of Rochester's Percent for the Arts program. 2023 is the inaugural year for this funding, and up to \$80,000 has been allocated for two or more public mural projects. Funding can be used for artist's fees, materials, equipment, insurance, and any subcontractors required in the execution of the artist's vision. We encourage submission of concepts from historically, currently and/or intentionally excluded communities.

## **Theme**

Aria Strategies LLC and Blaque/OUT Consulting invites mural artists and City of Rochester residents to submit concepts for murals under the theme *My Rochester*, an exploration of what Rochester means and has meant to artists and communities from different backgrounds and lived experiences, their hopes, hard work, losses, and victories. There are many Rochesters; depending on lived experiences, Rochester is a

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different city to each of us. This project invites artists and the community to showcase their lived experiences with and in Rochester, and share their experiences through their personal lens.

## Contact Information

All questions, comments and inquiries must be submitted no later than March 3, 2023 at 11:59 PM to Aria Camaione-Lind and/or Tamara Leigh at [MyRochesterMurals@gmail.com](mailto:MyRochesterMurals@gmail.com).

## Timeline

### *Phase 1: Call for Concepts*

February 13, 2023	Call for Concepts released
February 14, 2023	2:00 PM, City of Rochester Press Conference, 30 Church Street
March 1, 2023	Public Information Session (via Zoom), <a href="#">register in advance</a>
March 3, 2023	11:59 PM, Deadline for questions. Submit to <a href="mailto:MyRochesterMurals@gmail.com">MyRochesterMurals@gmail.com</a>
March 8, 2023	Responses to questions distributed to interested individuals and posted online
March 17, 2023	11:59 PM, Concepts ( <a href="#">submissions via form</a> ) due
April 4, 2023	Finalists notified; Phase 2 begins

## Eligible Locations

### East Side

- Lincoln Branch Library (851 Joseph; closed for renovations, reopening Aug 2023)
- Avenue D R-Center (212 Avenue D)

### West Side

- Clara Barton School 2 (Exterior)
- Troup Street Playground (Wall)

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- Lightfoot R-Center for Equity and Justice- Flint St. (Exterior)
- Dr. Charles T. Lunsford School 19 (Exterior)
- West High Park (Building; 200 Arnett Blvd.)
- Verona Street Park (Building)

Final installation locations will be based upon applications received and feedback from community partners and the City.

#### Call for Concepts

The City of Rochester is launching an exciting effort to bring access to art to every city neighborhood. This project seeks to beautify Rochester and ensure every Rochesterian is not only able to experience the incredible benefits of art in museums and at festivals but also in the neighborhoods they live, work and play in every day. We encourage submission of concepts from historically, currently and/or intentionally excluded communities.

We are seeking submissions of art concepts from 2 distinct communities:

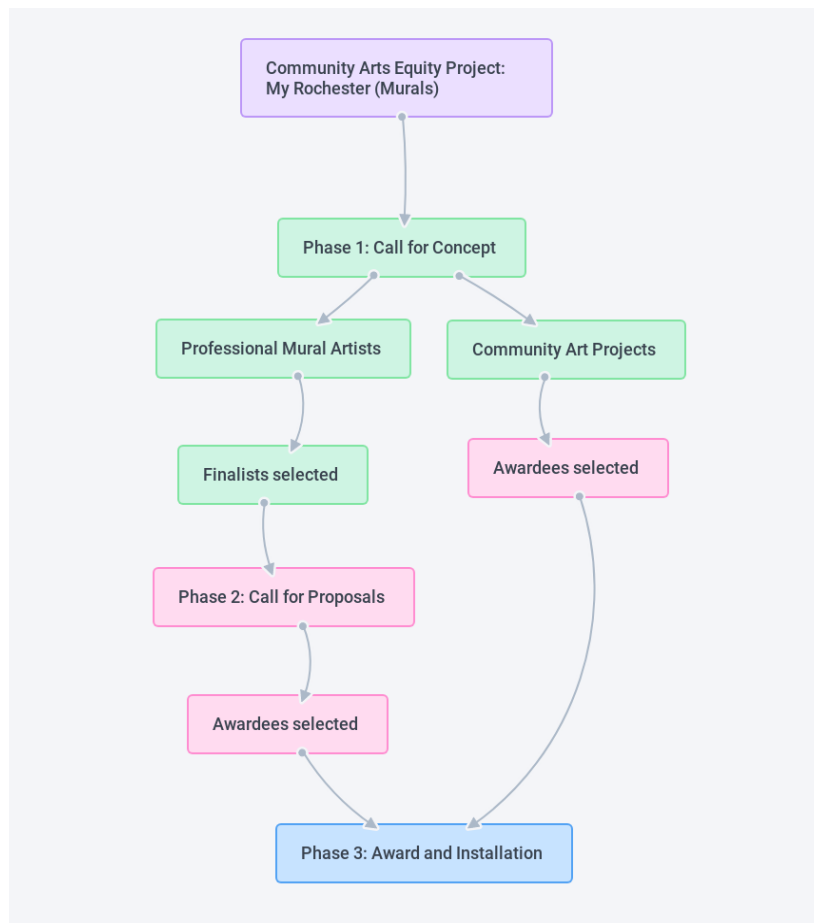
- *Mural Artists:* We are inviting established and emerging artists to submit a concept for art for public murals. This track is for artists who have designed, installed and completed public mural projects in the past, on their own or as part of a team. A panel of judges will select finalists who will then be invited to submit mural proposals.
- *Community Art Project:* This track is intended for Rochester residents to develop an idea for a public mural artwork in the City. Whether you are a Rochester City School District art class, a baker, a basketball player or a business person- we are looking for YOU. The *Community Art Project* CAN be a collective project proposed by a group or a single artist. There is no experience requirement, just creativity and a desire to develop the “My Rochester” theme. Applicants can be any age and from any City of Rochester neighborhood. A panel of judges will

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select the concepts that will be transformed into a mural by professional mural artists.

Please Note:

- Mural Artists and Community Members may submit multiple concepts though only one concept per artist or community member/group is eligible for selection by the panel of judges.
- Finalists will be notified on April 4, 2023.



Community Arts Equity Project Map

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#### **Concept Submission Requirements**

Please submit your materials via our [Phase 1: Call for Concepts form](#).

If you cannot access the submission form, please [use this checklist](#) to compile your submission and email it to [MyRochesterMurals@gmail.com](mailto:MyRochesterMurals@gmail.com).

The form will ask for the following materials:

- Contact information
- Description of relevant experience (applies only to Mural Artists track)
- Preferred location(s) for mural art
- A description of your concept for this mural and what it represents, related to the theme *My Rochester*
- An original piece of 2-dimensional art (Permissible formats include document, PDF, or image)
- [Submissions will be made via Google Form](#)

Aria Strategies LLC, Blaque/OUT Consulting and the City of Rochester are under no obligation to select a work from this process and reserve the right to extend or alter the call.

#### **Phase 2: Finalist Submissions**

Phase 2 is by invitation only and it **only** applies to *Mural Artists track*. Phase 2 will begin on April 4, 2023. Please do not submit any Phase 2 materials unless you are asked to do so. You can learn more about Phase 2 here:

[Phase 2: Finalist Submission Details](#)