



Call to Artists: Mural Art

Submissions Deadline is May 26, 2023

Overview

Destination Cleveland and Graffiti HeArt are seeking proposals for a project that will consist of up to six (6) murals located at multiple locations in the city of Cleveland. Up to six artists will be selected. Proposals should embody the principles of what makes Cleveland Cleveland, including the values of connection, creativity, and determination and a fun and unpretentious attitude. Proposals should also express the city's commitment to diversity, equity, inclusion and belonging. Artist commission is \$14,000 per mural. Artists are expected to purchase materials. Selected artists should plan to install the murals from June-October 2023.

Destination Cleveland

Destination Cleveland is the non-profit destination marketing and management organization for Cuyahoga County. Our primary job: We spend every day helping more people discover the real Cleveland. As unapologetic promoters of Cleveland, we work to fulfill our mission to stimulate economic growth by attracting people and connecting them to experiences that illustrate Cleveland's diversity, creativity and contagious passion.

Racial Equity & Inclusion Commitment

As an initial response to the 2020 call to dismantle systemic and structural racism, Destination Cleveland acknowledged our role in unintentionally perpetuating systemic racism through our work. We took inventory of diversity efforts already underway and started building on what we were doing as an organization.

In August 2021, we shared Destination Cleveland's [Racial Equity & Inclusion Roadmap](#), a set of initial pragmatic actions to ensure our work equitably, inclusively and intentionally grows the travel and tourism industry, improves Cleveland's narrative and enhances visitors' experiences

This project is funded by Destination of Cleveland.

Project Logistics

This call seeks selected artists to create photo-worthy expressions of the Destination Cleveland brand throughout the City of Cleveland. Within each mural, artists will be required to apply one (1) Destination Cleveland brand phrase as the focal point of the work. Artists are to design around and behind this typographic design according to their own style, interpretation of the brand phrase, and/or the neighborhood context. The brand phrase will be provided via stencil in a typographic

lockup to ensure consistency of application. Additionally, each mural must include the application of the Cleveland Script logo (a stencil or other means will be provided).

Brand Phrases

- Always Unmistakably Cleveland
- The Land Where Anything is Possible
- The Land of Exceeding Expectations
- The Land of Keeping It Fresh
- The Land of Blazing Your Own Trails
- The Land of Redefining City Limits
- World-Class Experiences Without the World-Class Ego

Brand phrases will be provided via stencil in a typographic lockup, as pictured here: [Attached](#)

Project Eligibility

This call is open to any artist at any stage of their artistic career. Destination Cleveland and Graffiti HeArt strongly encourage submissions from artists residing in the city of Cleveland.

Application Requirement and Submission

Artists should submit their application materials (see below) to murals@DestinationCLE.org by May 26, 2023.

Application Materials

All applications should include the following:

- Name of Artist / Artist Team with contact information (email, phone, and mailing address)
- Website and Social Media Handles
- Artist / Artist Team Biography
- Artist Statement of Interest (1 page maximum, double spaced)
- Resume / CV (if a team, one for each member)
- A single (1) PDF document containing images of past work
- Optional: Professional References from past projects

Within the PDF document, please include up to 15 images of previous work alongside a corresponding, numbered, annotated image list with title, media, dimensions, location, brief description, date of work, and project partners if applicable.

PLEASE NOTE: Design proposals will not be accepted at this point in the process.

If you need assistance developing your proposal, free workshops will be held at Graffiti HeArt (4829 Superior Ave.) on Sunday, May 7; Sunday, May 14 and Sunday, May 21 from 1 to 3pm.

Selection Process

Artists will be selected from this call as a pool of eligible artists/teams. Selected artists/teams will be paid an \$800 stipend to develop a site-specific project proposal. Information will be sent to the

selected artists/teams with details of the proposal process and contracts. Design proposals will only be considered after the selection of artists/teams.

Project Timeline

May 3: Call to Artists released

May 26: Responses due

June 5: Artists selected to produce site-specific designs

June 19: Site-specific designs due

June & July: City review processes

Late July – September: Installation

Project Contact

If you need assistance with your application, please contact Max McMillen, Program Manager of Graffiti HeArt: max@graffitiheart.org