



The City of
PERTH AMBOY
Helmin J. Caba, Honorable Mayor
& City Council Members



PERTH AMBOY MURAL PROJECT

Introduction

The Perth Amboy Mural Project is an initiative led by Mayor Helmin J. Caba, funded by the Perth Amboy Neighborhood Preservation Program and Perth Amboy Business Improvement District, supported by and Arts Council, to bring new public art of high artistic quality and enduring value to our downtown district. The primary purpose of this project is to beautify downtown Perth Amboy; to revitalize the arts and cultural identity while encouraging economic development through the creation of inspired spaces that make the downtown district an exciting area for residents and visitors to shop, dine, work, live, and connect.

Project Description

Perth Amboy is seeking a creative, vibrant and engaging design proposal for an outdoor mural in Downtown Perth Amboy. The building's side façade faces the Perth Amboy shopping district which has a high level of visibility, and pedestrian and commuter traffic. To create a more inviting and vivacious area, the City with the support of the property and business owner are commissioning an original mural inspired by "**Generations of Hope.**"

Project Location: 272 Smith Street, Perth Amboy, NJ. The wall is concrete and is approximately 16ft tall x 70ft long

Artists are welcome to submit a proposal on their own or as a group. The selected artist will be contracted to paint a mural on the exterior concrete wall. The mural must be original and unique to the site. The mural must be two-dimensional with no protrusions from the wall surface. The mural may be a single overall image or multiple images that create an overall composition. Interested applicants are encouraged to visit the site before submitting an application. Proposed designs will be reviewed by a committee (City staff, Arts Council members and the property owner), the finalist will be submitted to the Perth Amboy Arts Council and Perth Amboy City Council for approval in accordance with the mural approval process as outlined in Perth Amboy Mural Ordinance #1741-2014.

Perth Amboy: City of History, City of the Future

Perth Amboy is a place for history buffs, foodies, art lovers, weekend sailors, makers, music fans, outdoorsy types, entrepreneurs, and anyone who enjoys the intimacy and friendliness of a walkable, small city. During the day, learn about Perth Amboy's rich history. From the historic train station in the center of town to the beautiful Victorian-era houses from when Perth Amboy was a manufacturing powerhouse, to the only remaining official Royal Governor's Mansion, where Governor William Franklin, son of Ben and loyal to King George, lived while ruling from this former capitol. See the historic City Hall where the first African-American voter in the United States cast his ballot and take in magnificent views of the Raritan Bay, home of the 2nd oldest Yacht Club in the country and the Ferry Slip nautical museum.

When you get hungry, have fresh seafood on the water or go to the city center, where you can enjoy foods from all over the globe or just a really good empanada. If you're feeling more adventurous, you can hop aboard the Cornucopia Cruiseline and relax as you take in one of the best sailing bays in the country. As the afternoon unfolds, join Perth Amboy residents, workers and visitors who liven up Smith Street, Perth Amboy's shopping center, for a great dinner and live music at one of the several great venues.

The City of Perth Amboy is known as the "City by the Bay" referring to its location to the adjoining Raritan Bay. The City has a population of 55,291 residents, 24.7% of whom are under the age of 18. There is a diverse culture in the City, 77.8% of residents identify as Hispanic or Latino; 14.8% identify as White alone; 7.9% identify as Black or African American and 1.2% identify as Asian alone. According to the U.S. Census Bureau, the median household income in the City is \$54,188.

Project Timeline & Important Deadlines

Call to Artist	August 31, 2022
Deadline to Submit Proposal	September 16, 2022 by 4:00 p.m.
Proposal Review	September 19, 2022
Artist Selected	September 23, 2022
Submission to Arts Council	September 23, 2022
City Council Approval	October 12, 2022
Proposed Project Start Date	October 17, 2022
Potential Project Completion	Pending Artist Timeline
Mural Unveiling/Mixer	TBD

Selection Process

All eligible applications will be screened by a Selection Committee. The Selection Committee will consider all approaches to the project, including traditional and street art painted designs. Mural content should not contain political or religious themes. If artists are applying as a Team, the Team should be listed on the application form, specifying a Team leader to receive notifications. One artist or team will be selected pending Perth Amboy Arts Council and City Council permit approval by resolution—to be approved before starting the project.

Selection criteria will include:

- Aesthetic Excellence – the aesthetic quality of the artwork upholds the principles of art and design excellence, originality and innovation.
- Artist Experience – Experience in creating public art of similar scope and scale.
- Relevance/Theme – Design must be appropriate for the site, contextually relevant to the community. The application may include a written description describing the relevance of the theme or clarifying thematic references. The design must be clear and legible when enlarged to the final scale dimensions of the site location as well as translatable to the final media.
- Budget – A clear, line-item budget and a suggested commission appropriate to the scale of the project and commensurate with the experience of the artist will strengthen an application. Please include your rate per square footage.

Artist Eligibility

- Artist (s) must be 18 years or older to apply.
- This call is open to all artists who legally reside and are eligible to work in the United States. Proof of residency/work permit documentation may be requested.
- Artists must sign an agreement to participate. Per the agreement with the city of Perth Amboy, after a 3 year period the property owner will be free to replace the mural if so desired. An additional 2 years may be added if mutually agreed upon by the property owner and the City.
- Selected artists are strongly encouraged to attend and participate in events engaging the public in the project.

How to Apply

All artists must submit application requirements via email to Tvazquez@perthamboynj.org. Applications requirements can be found form online using the following link: www.perthamboynj.org/community/mural_project Applications must be submitted by the deadline to be considered. Applications should be submitted as a PDF document formatted to letter size paper.

Application Requirements

1. Application Cover Sheet – must include project name, artist name and contact information, and date of submission.
2. Letter of Interest – Short narrative expressing your creative approach, relevant comments on the visual material you are proposing, and your interest. Can include an artist’s statement.
3. Proposed Design Mock Up - The design must be clear and legible when enlarged to the final scale dimensions of the site location as well as translatable to the final media.
4. CV of relevant experience as a professional artist, with up to 3 professional references that can be contacted.
5. Images – Provide up to 3 images of previous relevant work, with an annotated list detailing work Title, location, and date completed.
6. Project Maintenance – Detail how the project will be maintained i.e. touch ups or protective coat etc.
7. Budget – A line item proposed budget including supplies, materials cost, and commission rate (\$/sq. ft). Proposals with competitive and realistic budgets will be given priority.