CALL FOR MURAL ARTISTS
Bronx Community Garden Public Art

FREQUENTLY ASKED QUESTIONS

What is the timeline for the mural?
NYRP is looking to begin the 2021 garden season with a mural and artist selected. That said our goal is to meet the following timeline:

<table>
<thead>
<tr>
<th>November 2020</th>
<th>Call for artists is published/ shared.</th>
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<tbody>
<tr>
<td>November - December 2020</td>
<td>NYRP reviews submissions and narrows down selection to 3 candidates: shares summary with garden group and NYRP senior staff for final selection.</td>
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<tr>
<td>January 2021</td>
<td>NYRP announces the selection of a mural artist</td>
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<tr>
<td>April – May 2021</td>
<td>NYRP, Garden members, and the selected artist finalize a mural design.</td>
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<tr>
<td>June 2021</td>
<td>Mural is painted – allowing for a community participation component</td>
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<tr>
<td>July 2021</td>
<td>Mural is officially revealed*</td>
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*Throughout the selection and planning process NYRP and the garden group will aim to discuss ways to celebrate the garden’s redesign, which includes mural. Any public event is subject to current COVID restrictions. Furthermore, the timeline identified above is also subject to COVID restrictions and changes to NYRP operating policies that comply with larger City and State protocol.

Where is the community garden?
Bathgate Community Garden is located at 1818 Bathgate Avenue in the Tremont section of the Bronx. The garden is 16,000 square feet and is undergoing a complete redesign. The initial phases of construction have been completed; community members are using the garden to grow food for their families, while also hosting activities to support the greater community. We anticipate having an official re-opening in 2021.

How will an artist be selected?
As NYRP receives proposals, we will use the basic criteria below to identify the top three mural candidates. Those three candidates will be presented to the members of the community garden and NYRP senior staff for final selection.

Basic review criteria -
- Artist Quality: strength of the artist’s concept and demonstrated craftsmanship.
- Contemporary Relevance: appropriateness for our time.
- Context: architectural, geographical, socio-cultural and historical.
- Feasibility: budget, timeline, experience, etc.; Originality: uniqueness.
- Permanence: will last a minimum of three years, resistance to vandalism and weather.
- Scale: appropriateness of scale; maximizes the designated mural area.
- Suitability: appropriateness to surrounding neighborhood.
- Technical proficiency: technical skills and artistic experience.

How will a mural design be selected?
Once an artist has been selected, NYRP will work with all stakeholders to decide on the final mural. The current selection process outline includes:

1. **Introduction meeting between artists and members of the community garden group.** The goal of this meeting is to identify a mural concept that the artist will use to present a vision for review. Allowing for a brainstorm session between artist and community. The artist and the community decide on what a community day can look like during the mural production.

2. **Mural design review.** Following the introductory meeting and the proposal submitted, the artist will share a mural design for approval. Taking into consideration any final community and NYRP feedback.

3. **Final approval.** NYRP and community members sign off on garden design.
   - The artist must present a draft timeline of mural production, identify a community component.

Does the mural have to be spray painted/ painted?
No! NYRP encourages a variety of mediums from traditional painted murals to digital prints! The only guiding limitation is the size of the mural and that it considers the basic selection criteria. We encourage all artist to specify their initial vision for the mural in their response to the call for artists.

Will I hear back from NYRP throughout the artist review process?
NYRP will aim to be as transparent as possible throughout the selection process. At a minimum, we hope to confirm submission receipt, final three artist selection, and artist selected.

How will NYRP use mural images in marketing materials?
NYRP will celebrate the mural throughout the process, highlighting the project via our social media channels. In addition, NYRP seeks to establish a positive relationship with all artists, finding ways to continuing to work with artists in our gardens via workshops either in the Bathgate Garden or one of the other 50 NYRP gardens across the city.