



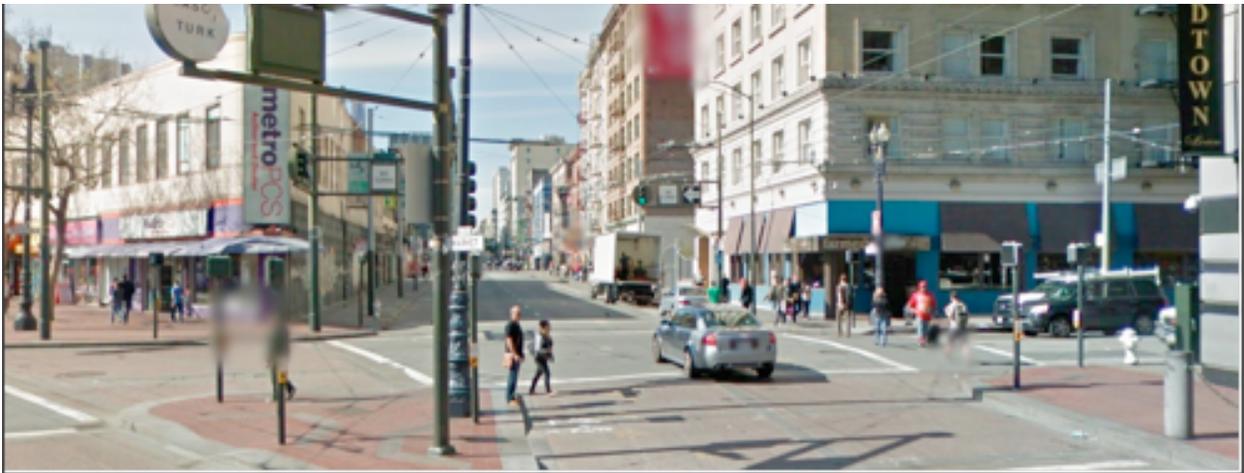
Request for Proposals - Lead Muralist

Turk & Taylor Project: Gateway to the Tenderloin

Issued: November 13, 2017

Application deadline: December 15, 2017, 5PM PST

Installation: January 13-14, 2018



(Intersection of Mason St and Market St, looking towards Taylor St)

With groundbreaking slated for early January, [Group i's 950-974 Market](#) project is nearly upon us as residents, workers, and artists in the Tenderloin. The construction is expected to last for over two years.

CounterPulse has identified a unique opportunity to hire artists to mitigate issues associated with the two-year construction project, while showcasing our Tenderloin pride and the amazing local business, organizations, artists, and neighbors that make up the Tenderloin. Leveraging the unique partnership from Group i, CounterPulse will allocate funds from San Francisco's Office of Workforce Development and Group i directly to artists to design public art interventions that will provide respite, wayfinding, and illumination on the unit-block of Turk Street during the entirety of the construction.

Summary

CounterPulse seeks a qualified Bay Area-based Mural Artist with expertise in high-caliber, public art to produce the main mural on the Turk & Taylor Project. The mural is 108 feet long and will span the length of the unit block of Turk Street. The content of the mural should be

positive and draw inspiration from the surrounding neighborhood. Please see the curatorial framework for more details.

Project Description

The cornerstone of the Turk & Taylor Project (Project) is a world-class art installation that will integrate with and mitigate issues around the construction of the [Group i's 950-974 Market](#), which will stretch along the entire first block of Turk Street between Market and Taylor. The construction barricade will stretch over the sidewalk and parking lane on the south side of Turk Street and remain there for approximately 2 years. The core goals of the project are to: provide illumination, spaces for respite, safety, wayfinding, and to emphasize the community, diverse cultures, creativity, and unique qualities of the Tenderloin, while creating an inviting corridor off Market Street into the heart of the Tenderloin.

The Turk & Taylor Project artistic activation is comprised of these core components:

- A 108-foot mural by a Bay Area-based muralist on the plywood construction barricades.
- A poster gallery from Tenderloin-based organizations, also on the plywood construction barricades, adjacent to the main mural
- An LED light activation that covers the entire span of the plywood construction barricades.
- Seating sculptures down the length of the unit block Turk Street including one “parklet” style seating sculpture in front of CounterPulse, and three shade and light-providing seating sculptures throughout the block.
- Free live events with performance artists and musicians

The first stage of the project—the installation of the murals—will coincide with the groundbreaking of the construction project January 2018. The seating sculptures will be installed in April 2018. All components will remain up for the entirety of the construction period, and will serve as prototypes for permanent installations in the neighborhood.

Curatorial Framework

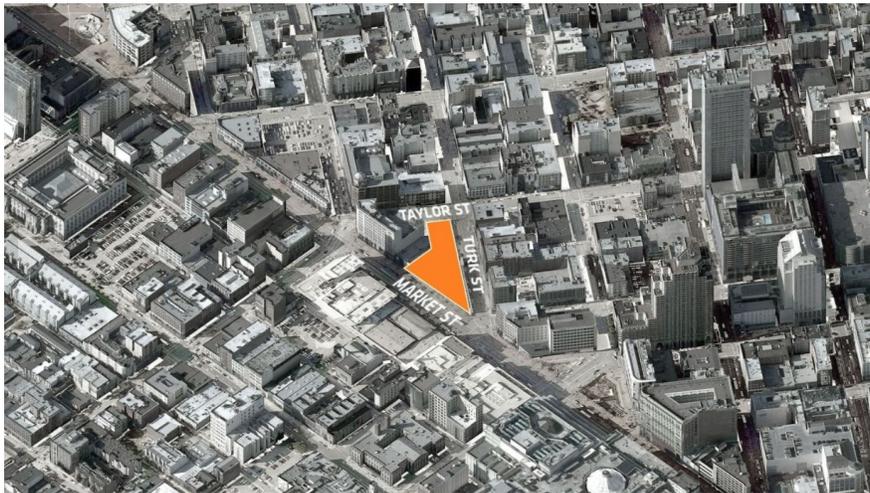
The Turk & Taylor Project Artistic Committee will use the following criteria in selecting artists for the project components:

- Addresses core project goals to: provide illumination, spaces for respite, safety, and wayfinding
- Emphasizes the community, diverse cultures, creativity, and unique qualities of the Tenderloin
- Creates an inviting corridor off Market Street into the heart of the Tenderloin.
- Familiarity with and reference to the unique architectural typologies of the Tenderloin
- Priority to Tenderloin-based artists (community organizations must be based in the Tenderloin and muralists must be based in the Bay Area)

Community Design

At the initiation of the project CounterPulse surveyed Turk Street residents via oral surveys at community meetings as well as a series of paid focus groups. The findings from this research has been used in the overall design of the project and the findings will additionally be made available to selected Artists for guidance in their design process.

Additionally Turk Street residents will be on the Advisory Board and will approve of the final designs.



Context and Background

The lower Tenderloin has a storied history and multifaceted present. The unit block of Turk Street, and surrounding blocks, have long been the city's center for activism, [underground music](#), theater, and arts. The area is proposed to become the nation's first transgender cultural districts as [Compton's Transgender, Lesbian, Gay, and Bisexual \(TLGB\) District](#). With [the highest density of children](#) of any San Francisco neighborhood, the Tenderloin is vital neighborhood to invest in for our future.

The intersection of Turk & Taylor streets was identified by the Mayor's Office of Economic and Workforce Development as one of nine Action Zones targeted for revitalization through the Central Market Economic Strategy (<http://investsf.org/neighborhoods/central-market/>). The goal of the Strategy is to harness new investment in the area to create a diverse, healthy, mixed-income neighborhood that offers safety and well-being to all who live, work, and visit the area. Today there are new businesses, residents, and activities that spark an inspiring vision of the future for the neighborhood. Successful project applications will acknowledge aspects of the Tenderloin's rich history and present.

About CounterPulse

CounterPulse has provided space and resources for emerging artists and cultural innovators, serving as an incubator for the creation of socially relevant, community-based art and culture for over 25 years (1991). CounterPulse serves dance, performance, and multi-media artist and audience, who tend to be younger, lower-income, and diverse in sexual-orientation, gender-representation, and ethnic backgrounds. In Spring of 2016, CounterPulse moved to a fully renovated facility in the Tenderloin neighborhood (in the project area) of San Francisco that includes a state-of-the-art black box theater, two studios, and a gallery space. The facility project has placed CounterPulse on the national stage, most recently receiving a 2017 Inspiration Award from CONTRACT magazine.



(CounterPulse's neon sign lighting, Scott Finn, 2016)

It is CounterPulse's mission to build a movement of risk-taking art that shatters assumptions and builds community. We serve as an incubator for the creation of socially relevant, community-based art and culture. CounterPulse acts as a catalyst for art and action; creating a forum for the open exchange of art and ideas, sparking transformation in our communities and our society. We work towards a world that celebrates diversity of race, class, cultural heritage, artistic expression, ability, gender identity and sexual orientation. We strive to create an environment that is physically and economically accessible to everyone.

CounterPulse has a suite programs including a three track residency and commission program, a co-production program, a fully produced and marketed season of events, a number of place-based programs with local Tenderloin residents, and a fiscal sponsorship program.

CounterPulse will serve as the overall Project Manager for the Turk & Taylor Project, dovetailing the complex, overlapping priorities from plural stakeholders with the logistical execution of all major project elements. CounterPulse will oversee Project budget and funding, timeline and

team, lead artist recruitment, design and implementation, community participation in the Project, and host live events and activation.

Artistic Opportunity: Lead Muralist

Project overview: A 108-foot central mural by a Bay Area-based muralist on the plywood construction barricades. The mural will be painted directly onto the barricades or installed onto the barricades. The barricades are made of black plywood panels and are 4 ft x 8 ft and have a small gap in between each panel. The Lead Muralist will coordinate with the Light Artist to dynamically illuminate the mural.

Project Budget: The budget for Artist Fee, Artwork Design, Materials, Fabrication and Installation is \$10,000.

Scope and deliverables

- Design a mural that has a strong artistic and graphic presence on the street within the parameters and design intent outlined in the present RFP.
- Have a clear understanding of the proposed project timeline and submit intended work schedule based on provided, proposed milestones.
- Coordinate design and installation with a selected LED artist to encourage the main mural to actively engage the street both at night and during the day.
- Work with CounterPulse and the General Contractor to coordinate application of the mural or paint onsite. For onsite painting and installation we will have January 13-14, 2018 reserved.
- Additional Scope : Artist will submit recommendation for process and budget

Parameters for main mural

- 27 panels measuring 4'-0" x 8'-0" each (total dimensions: 108' x 8')
- Application method that can be completed with two days on site.
- Coordinate LED integration (LED scope and design is defined in separate RFP).

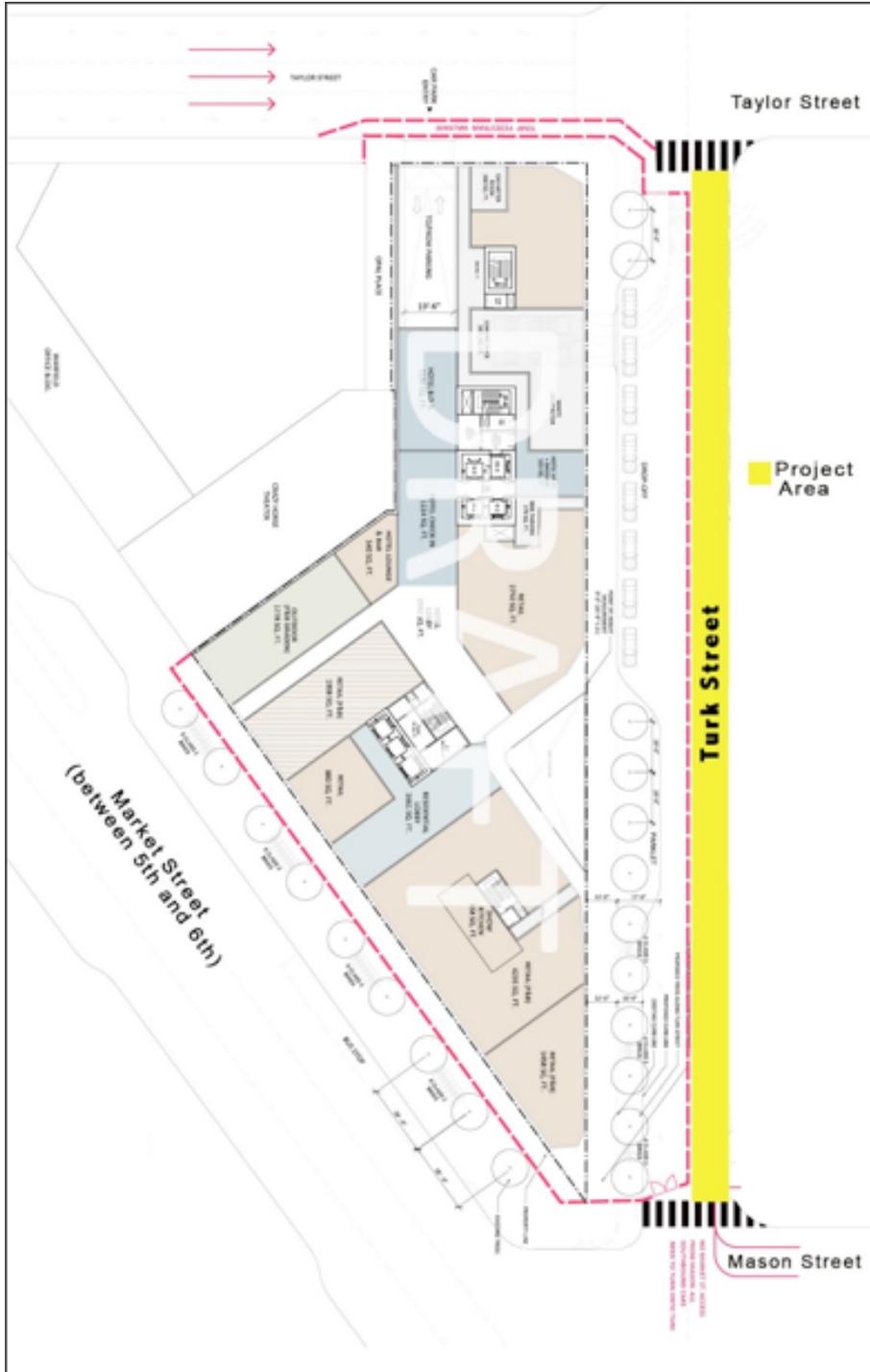
Timeline

RFP Issued	November 13, 2017
Lead Muralist Proposal Deadline	December 14, 2017
Notification of selection	December 19, 2017

Meet with CounterPulse to discuss and define project scope	December 20, 2017
Coordination of Phase 1 design concept with CounterPulse and Light Artist:	January 5, 2018
Murals Installed	January 13-14, 2018

Project Area

The Murals will be applied to barricades along Turk Street.





SHADE & LIGHT SEATING STRUCTURE AT TURK AND TAYLOR

October 23, 2017

GROUP i |  see arch.

How to apply

Please send the following documents to erica@counterpulse.org with the subject header “Your Name, Lead Muralist RFP” no later than 5pm on December 14, 2017

- Proposal statement of approx 500 words, with photos or sketches as necessary
- Resume or CV
- Three examples of past work (photo or video)
- Any other documents that will support the hiring team in making a decision