



In Partnership with



PORT RICHMOND MURAL **REQUEST FOR PROPOSALS**

- 2024 / 2025 -

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WHO WE ARE

Founded in 2014, La Colmena is a non-profit, immigrant and worker rights center based in Staten Island, NY. Our mission is to empower immigrant workers through education, culture, organizing, and economic development.

La Colmena is looking for an artist to create a mural in Port Richmond as part of the Public Realm Grant initiative. The mural should be culturally competent and reflective of the Port Richmond community with the potential to become a destination spot in the neighborhood. The mural creation process will be documented and the video screened at a mural unveiling celebration scheduled following the completion of the mural. The selected artist will receive an honorarium of \$5,000. La Colmena will fund up to \$1,500 in material and supplies, and work in close collaboration with the artist.

ABOUT THE PUBLIC REALM GRANT

The Public Realm Grants are designed to enhance public spaces through improved lighting, creative signage for improved navigation in commercial corridors, and public art installations across all five boroughs. The Commercial Canvas is a category of the Public Realm grants which aims to celebrate the unique culture and character of New York City's neighborhoods through the production of public murals.

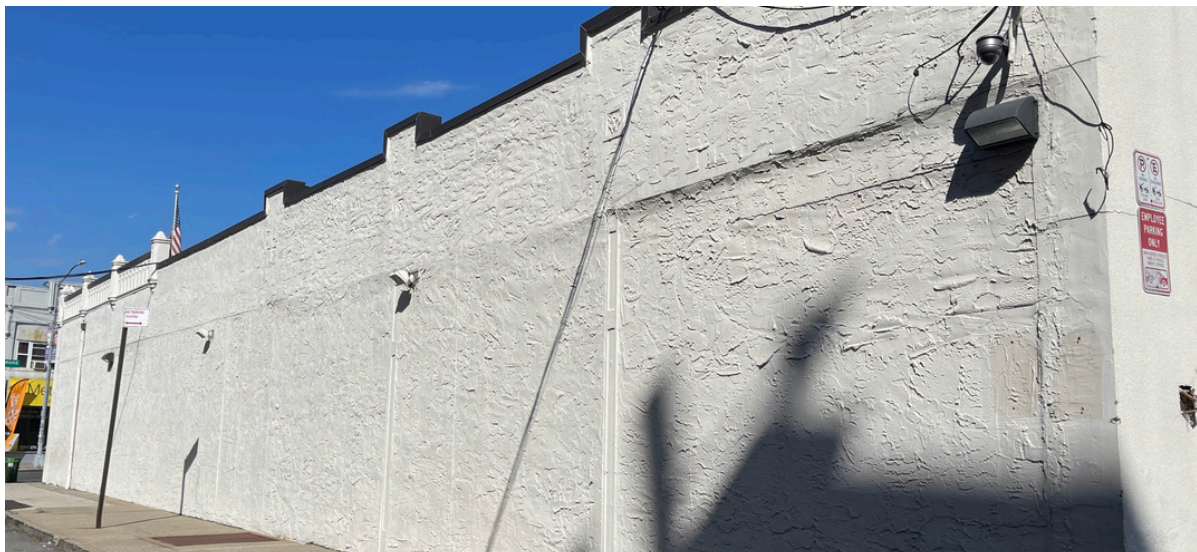


COMMUNITY INCLUSION

La Colmena has requested community input to learn about elements community members want to see incorporated into this mural. Below are some of the ideas given by Port Richmond community members:

- Traditional Mexican elements, community specified that they want Aztec elements, Alebrijes, papel picado, and pan dulce.
- Indigenous art of the Americas or folk art.
- Elements of nature such as trees, colorful flowers, marigolds, and butterflies symbolizing migration.
- Engaging mural, whether through a 3D mural design or incorporating an interactive element.

A strong proposal integrates some of the community feedback into the mural's iconography.



Mural Location: 235 Port Richmond Ave, Staten Island NY 10302





ARTWORK GUIDELINES

1. Artwork must maintain integrity of proportions and color when scaled and printed; and
2. Artwork must comply with the following criteria:
 - a) No obscenity or hate speech;
 - b) No sexual content;
 - c) No advertisements, including commercially recognizable symbols or logos; and
 - d) No depiction of illegal activity.
3. Artwork may not contain text, except for permitted credits and/or an information panel. Permitted credits may include credits to the artist, sponsor, and property owner.
4. Artwork must be wholly original, and cannot violate any copyright, trademark or other applicable law or constitute a defamation or invasion of the right of privacy or publicity, or an infringement of any kind, of any rights of any third party.

SUBMISSION REQUIREMENTS

1. The name, address, and phone number of the contact person.
2. Artist's portfolio of at least 3 and no more than 10 pieces of previous work. All images must be clearly labeled with the name of the artist, title of the work,
3. Project budget of \$1500 for materials and supplies which is separate from the artist honorarium of \$5,000.

PROJECT TIMELINE

- 1/16/25 Mural Selection Committee Meeting - Primary Selections
- 1/21/25-2/14/25 - Public Vote
- 2/20/25 Mural Selection Committee Meeting - Final Selection
- 5/15/25 Finalize Artwork
- 5/30/25 Finish Mural Painting
- 6/15/25 Outdoor Screening & Block Party Celebration





SELECTION PROCESS

A selection committee panel will review the submissions and artist portfolios to determine the mural design that will be chosen. There will be a primary selection by the committee followed by a public vote. Then, there will be a final selection by the committee. The artist is also subject to approval by the NYC Department of Small Business Services.

DESIGNER/ARTIST AWARD AND PROJECT BUDGET

The designer/artist will be awarded \$5,000 as a fee for design development, painting and maintenance of the mural. La Colmena will contribute up to \$1,500 for direct costs related to design, prototyping, fabrication, and painting.

La Colmena commits to monitoring and maintaining the mural beyond its creation for 12 months in consultation with the artist.

Designer/artist must provide a detailed budget showing that their proposal can be done with the allotted funding.

[Public Realm Budget Template \(Make a copy to add your own values.\)](#)

DEADLINE

The deadline for submission is **January 13, 2025 11:59PM EST**. All proposals must be submitted by the deadline electronically via [google form](#). If there are any questions about the application, please contact La Colmena's N360° Project Manager, Evelin Caballero at evelin@lacolmenanyc.org or call 929-701-8015.

