



City of Laguna Beach

2010 Temporary Mural Competition

"Postcards from Laguna"

364 Ocean Avenue, Laguna Beach



Request for Proposals

Deadline: Monday, September 20, 2010

Eligibility

Open to artists who are residents of the State of California.

Budget

\$ 2,000 per mural

Location Description

The selected murals will replace existing murals at 364 Ocean Avenue. This is a centrally located site that is highly visible in downtown Laguna Beach at the transit connection center for both Laguna Beach Transit and OCTA. The murals will be viewed primarily by pedestrians, up close and from a distance of 30 yards. The four murals will be vertically mounted above existing benches. The murals will be on display for up to 5 years.

Project Description

The proposed designs should be imaginative, colorful and include the theme of postcards. The proposed design should convey a positive reference to Laguna Beach and may include a simple message, not to exceed 25% of the surface area. Imagery should draw from aspects unique to Laguna Beach's past, present or future.

Materials

Selected winners will be provided with a 7' x 5' exterior grade stretched canvas. All primers, paints and clear coats must be of exterior grade.

Laguna Beach Public Art Program

The City of Laguna Beach 2010 Temporary Mural Competition is a project of the Arts Commission. The purpose of the annual competition is to add to the City's public art collection with high quality artwork. It is the primary responsibility of the City of Laguna Beach Arts Commission to preserve and protect the collections under its management for the people of the City of Laguna Beach. Deaccessioning is the process by which the Arts Commission recommends to the City Council that an object be removed from the City's collection. The City shall deaccess works of art in its collection only in the public interest and as a means of improving the quality of its collections. The selected design will be subject to City Council approval.

Selection Process

The seven members of the City of Laguna Beach Arts Commission will judge the entries. Judging of the winning design will be based on creativity and appropriateness for the location.

The City of Laguna Beach Arts Commission reserves the right, as its interest may appear, to reject any and/or all applications or proposals, to reject any finalist, to waive informalities in applications or proposals, or to terminate the selection process for any project without prior notice. The Arts Commission reserves the right to make selections for this project from the Arts Directory if insufficient applications are received, or to terminate the project at any time. Application to any project advertised by the City of Laguna Beach Arts Commission constitutes agreement with all applicable rules and guidelines.

Timeline

September 20, 2010	Deadline for receipt of design proposals.
September 27, 2010	Judges will review and select designs and/or finalists.
October 19, 2010	City Council approval.
January 30, 2011	Proposed installation date.

Application Delivery

Prospective design proposals must be delivered to City Hall, Cultural Arts Department, 505 Forest Avenue by **Monday, September 20, 2010**.

Application Presentation and Content

Please do not staple any materials together. All submitted materials must be typed on 8 x 11 paper. All pages of your application should clearly indicate your name, date, and the project submitting for.

Please submit the required materials in the following order:

- Professional resume (maximum 2 pages)
- Proof of CA residency
- Color rendering scaled 2"=1' (14" high x 10" wide) Artists may submit 1 (one) design.
- Artwork title
- Artist statement of how the design supports the theme
- 3 photographs of previous related artwork
- Completed application form must be mounted to the back of the design.

Inquiries

Sian Poeschl, Cultural Arts Manager
515 Forest Avenue, Laguna Beach, CA 92651
(949) 497-0722
spoeschl@lagunabeachcity.net



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APPLICATION FORM

NAME: _____

ADDRESS: _____

TELEPHONE: _____

E-MAIL: _____

DESIGN TITLE:

IDENTIFY PAINTS/MATERIALS:

BRIEFLY DESCRIBE THE DESIGN AND HOW IT SUPPORTS THE THEME:

I, the undersigned, agree to all conditions and eligibility requirements of the 2010 Temporary Mural Competition. Permission is granted to the City of Laguna Beach to use images of my art work for publicity purposes.

Signed: _____
Artist

Date: _____