



**CALL FOR ARTISTS
OLDE TOWN SEGUE - MURAL**

SUBMISSION DEADLINE: March 22, 2024

The Olde Town area may well be Altoona's best-kept secret!

Help us turn that secret into a fun & inviting, social environment for the public to enjoy by designing a mural(s) in our newest pocket park area. The mural(s) is intended to spread the story and history of Olde Town and be an anchor point to bring people together, figuratively and literally.

The mural(s) will be found in the newly created plaza between the bike trail and 2nd Street SE in the heart of Olde Town. If you were to look at the map of Altoona and follow the numbering of streets, you would find that Olde Town is the origin point that Altoona is built around. The mural will be a supporting factor to highlight and bring awareness to those who are passing through, while also serving as a commemoration to the community. Altoona prides itself on maintaining our small town feel even in our rapid expansion and development.

Interested in designing a mural? Review the included packet and be sure to [complete your online submission](#) by the deadline listed. As an artist, you will be recognized for your involvement in the community and commended for your contribution. Local artists from the Greater Des Moines Metro area are particularly encouraged to submit designs.



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FAST FACTS

The process for submitting a proposal is simple!

Create an original design on the mural(s) included in this packet. Artists may submit one (1) application with up to three (3) unique designs. Please note: all submissions become the property of the Arts & Culture Commission and will not be returned.

Proposed designs will be reviewed for compliance with terms and conditions. Approved artwork will then be color-copied for inclusion in portfolios created for sponsor selection. Therefore, please provide a 2-D (flat) submission, as materials other than paints, markers, colored pencils, etc., may not reproduce well. Note: watercolor paints will not work on the surface of the mural(s).

Artist applications and designs must be *received* no later than 5pm on March 22, 2024. Submissions must be submitted online using the online form available by [clicking here](#).

Please note: the above date is **NOT** a postmark date. All dates/times are subject to change.

Chosen artists will be notified by April 17, 2024. Said artists will be hired by the City of Altoona's Arts & Culture Commission on a contractual basis and will receive a three-tier honorarium for this project. First payment will be paid upon execution of the artist's agreement to cover costs and initial work; the second payment will be paid at the 50% completion mark; the third and final payment will be paid within 7 days of successful completion and acceptance of mural(s). Additionally, a plaque will be permanently affixed to the mural(s) listing the artist's name and hometown, and title of work.

All questions regarding this Call for Submissions should be directed to the Altoona Arts and Culture Commission at altoonaartsandculture@gmail.com.



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General Guidelines

The mural(s) will be outdoors and be fully accessible to the public. This is an interactive showcase that invites viewers to get close and to touch the completed pieces. Designs must be created with durability and public safety in mind. The audience will be broad-based and of all ages; the design must be appropriate for public display. Artists are encouraged to incorporate facts of area history and community culture into their designs.

Vandalism has the potential to occur. Repair of vandalized mural(s) will be evaluated on a case-by-case basis.

The mural(s) wall is approximately 32 feet tall and 61 feet long with a square foot area of 1,952. Potentially allowing for 2 parts: a pedestrian level & upper portion visible from streets on either side, or one continuous story.

Design Submission & Selection

Artists may submit up to three designs. A committee made up of organizers and local business partners will evaluate all submissions and may reject a design if it does not adhere to the standards outlined in this document.

Some but not all the selection criteria will be based on

- Historical value
- Interactive points within the mural where a QR code will send the viewers to details on the historical point of reference
- Abstract twist to show history

Location of Mural(s) Wall

Location of the Mural wall is at 111 2nd St SE, Altoona, IA 50009 on the east side of the building.

Completion & Delivery

The mural(s) wall will have the tuck and point done ahead of the turnover to the artist, along with having a primer coat applied to the wall. May be painted and adorned, as long as the structural integrity remains intact. The mural(s) must be completed by **June 28th, 2024**. The mural will then have an isolation coat and UV sealant. This process is not the responsibility of the artist.

Touch-up Work

The chosen artist may be requested to provide possible touch ups on the mural. Artists will be contacted at such time to determine availability; if unavailable for necessary touch-ups, the committee may select another to perform the work.



Artist's Agreement

Should your design be selected for the mural(s) you will be required to sign an artist's agreement. The basic components of the agreement are:

- The artist waives all rights to designs and mural(s). Submitted artwork proposals and completed mural(s) become the property of the Altoona Arts & Culture Commission.
- You (the artist) agree that you are the original creator of your design. You will carry out the submitted design as accurately as possible on the mural(s) itself and will be responsible for the safe and secure application of the mural(s).
- Proof of certification will be required as needed for the operation of equipment, harness, or other special equipment needed for Mural completion.
- The Artist will be notified when the mural(s) area is ready to start work. We anticipate June 10, 2024, to be the turnover date.
- The Artist fines an issue with the wall, the Artist will work with the City of Altoona to have the wall repaired. If needed, the completion date may be extended based on repairs needed.
- The Artist will receive payment as follows: First payment will be paid upon execution of the artist's agreement to cover costs and initial work; the second payment will be paid at the 50% completion mark, with the third and final payment paid within 7 days of successful completion and acceptance of mural(s).
- The completed mural(s) will receive the following weatherproofing and upkeep of the mural(s), isolation coat, UV sealant.

We look forward to receiving your designs!

THANK YOU from your Olde Town Segue Mural team

Submissions must be made online by using the submission portal available by [clicking here](#).