Call for Mural Artist
Niagara Falls State Park
Public Art Project

Arts Services Inc. (ASI), on behalf of Moey, Inc., invites artists in all appropriate mediums from throughout Western New York to submit proposals for an outdoor public art project located on the upper level of the new Welcome Center at Niagara Falls State Park.

Project Background and Goals

The new Niagara Falls Welcome Center will be the centerpiece to tell the story of Niagara Falls State Park. In addition to a modern and efficient building, the interpretive content will be a compelling look at the past, present, and future of not only the state park, but of the greater Niagara Falls community and the important role it has played in history.

Perhaps most importantly, for the first time, the State of New York will formally be recognizing the true owners of the land upon which the park has been built – the Haudenosaunee people who were the first to see Niagara Falls and keep watch over its raging waters.

In addition, the state is doubling down on its connection to the city and recognizing there is more to this community than the water falling over the cliff. Important things happened here that shaped events globally. Niagara Falls played a vital role in the Underground Railroad. Love Canal is the first place in the United State designated as a Superfund site because of the action of a community. Echota is a neighborhood designed by famed architect Stanford White to house the workers of Adams Power Plant and was the prototype for planned communities when it was built. And, of course, we recognize the important natural world that encompasses the park and the water.

The mural is a part of the outdoor exhibits and will be a place where visitors can get a quick look at the past, present, and future of Niagara Falls in an artistic, creative, and new way.

The large lenticular mural will be located on a blank wall on the side of what is to be a washroom facility, but it will face the main entrance area as thousands of people each day approach the Welcome Center, Grand Staircase, and the Falls themselves. It will be a centerpiece of an area we expect people to congregate.
Thematic Considerations

The mural and its theme must fit within the overall interpretive goals of the Niagara Falls Welcome Center. These are twofold: the first is to feature and elevate community voices, placing people and communities within the landscape and connecting them to this international landmark. The second seeks to help visitors situate themselves in the landscape by encouraging exploration and connection with nature.

**The chosen work should:**

- Be presented as a two-sided lenticular outdoor mural.
- Reflect the past, present, and future of Niagara Falls State Park and ties to the greater community.
- Indigenous representation is encouraged.
- Should not be overly abstract.

Visitor Experience

The lenticular graphic sits on the east wall of the new Welcome Center block in the new Upper Plaza of the Niagara Falls State Park. Primarily viewed from the ellipse entrance, visitors will first see this exhibit from around 80 feet where it will visually read as a single, cohesive image. As visitors approach, it becomes clear that there are two separate, but harmonious images shown as the backdrop to a large geographical model of the Falls. If visitors choose to head left, either toward the Falls or towards the new Visitor Building, they see one of the images in full as the angled faces of the lenticular align. If they head right, toward the car park or administration building, they see the other image in full.

Physicality

The exhibit is comprised of 20 folded steel elements, each displaying a section of both images. Viewed from above, the shape of these folded elements in a right-angle triangle, with each image displayed perpendicular to the other. Each face will be approximately 9” W x 90” H, making each of the two images 180” W x 90” H in total. The images will be printed directly to the steel elements based on the artwork provided.
The folded elements that make up the mural are fixed to a dark blue powder coated metal structure (Pantone Reference PMS 2965CP) at 16” from floor level. To the left of the mural, also mounted to the metal structure, is an exhibit graphic panel that will contain an artist credit and either a bio for the artist or an artist statement for the work.

The exhibit is mounted to the exterior wall of the parks new WC building, which is clad with vein-cut Algonquin Limestone panels. The roof of the building, which is finished with blackened steel, overhangs the mural and provides a wash of light down the front face during hours of darkness. The floor below is a poured concrete with exposed aggregate. Surrounding the mural are areas of lawn, limestone seating blocks, and sycamore trees.

**Budget**

A commission of up to $7,500 will be available for the chosen artist to refine their concepts and prepare the final artwork.

**Timeline**

- **Proposals due:** June 2, 2022 no later than 5:00 pm
- **Concept review period:** June 10, 2022
- **Revisions:** June 17, 2022
- **Award Announcement:** June 30, 2022
- **Final artwork due to Moey, Inc.:** August 1, 2022

**Proposals should include:**

- A description of the work including concepts being portrayed;
- Sketches or mockups of the work;
- Links to examples of past work; and
- Contact information (including email, phone, and address)

Proposals should be sent electronically (in PDF form) to info@asiwny.org with the subject line Niagara Falls State Park, as can questions.
The Park is open and available to the public; however, the Visitor Center is presently under constructions. Renderings of the site are included in the RFP package, as are the construction drawings for information.

**Selection Process**

A panel of state park representatives, exhibit designers and fabricators, and community members will review proposals for the eligibility and appropriateness for the project.

Upon selection, the selected artist must review the final requirements with Moey, Inc. before beginning the artwork. Contact information will be provided to the selected artist.

Files for final work must be in one of the following formats:

- Adobe Illustrator (.ai); outlined w/ Files embedded OR provide fonts with links to images; Pantone+ solid coated spot colors with their original Pantone name
- Adobe Photoshop (.pdf); image at minimum of 220 ppi at final size; embedded color profile for RGB/CYMk image

Artwork must have a 0.5 in. bleed on each edge. The final files should be 181” W x 91” H.
UPPER TERRACE: COMMUNITY WALL
Site Plan of Niagara Falls Visitor Center illustrating likely visitor paths through complex. The lenticular mural is mounted to the “Restroom Building” wall.
Overview of exhibits on Upper Terrace of the Visitor Center. The lenticular mural (also known as the Community Wall) is 1.2.2
DESCRIPTION

Exact content still TBD, but bathroom wall will contain both wayfinding signage to the Falls, and some reference to communities of Niagara Falls, either through public art or interpretive strategies.

Graphic sizes under development. Sizes of cylinders will change to suit internal mechanisms.
In addition to wayfinding signage the restroom wall will incorporate a bold visual referencing Niagara communities.

**COMMUNITY WALL PLAN VIEW**

**CONTENT SUMMARY**

**INTERPRETIVE HIERARCHY**

- 0 - Teaser
- 1 - People
- 2 - Context
- 3 - Other Voices
- 4 - Deeper Exploration

**Option A: Community Art Wall**

**Option B: Interactive graphic with three sides. Each side can be used to represent either past or present communities of Niagara or landscapes of the Falls.**
OPTION 1: COMMUNITY MURAL

A community mural would be a way to provide space not only for public art but for the communities doing the art to participate in shaping the new VC, the painting of the Mural could be an event coinciding with the opening.
OPTION 2: INTERACTIVE WALL

A 360° graphic with three sides. Each side can be used to represent either past or present communities of Niagara or landscapes of the Falls.
NOTES:

1. JOINT LINES IN THE OVERALL CONSTRUCTION TO ALLOW FOR EXPANSION DURING SUMMER AND CONTRACTION DURING WINTER MONTHS. TO ALLOW FOR THE DIFFERING EXPANSION OF MATERIALS BETWEEN THE CLADDING AND STRUCTURE

2. ALL SHARP CORNERS TO BE AVOIDED IN THE EXTERNAL CONSTRUCTION.

LOCATION TO BE VERIFIED IN FIELD BEFORE CONSTRUCTION OF EXHIBIT FURNITURE AND THEN

3. TYPICAL TEMPERATURE RANGE THROUGH THE YEAR.

A. NORMAL TEMPERATURE RANGE WITHIN -8°C TO 27°C (17°F TO 81°F)

B. WITH HISTORIC RECORDED TEMPERATURES OF -13°C TO 38°C (17°F TO 101°F)

4. INTERNAL METAL FRAMEWORK - POWDER COATED WHITE

1/2" = 1'-0" PLAN

DRAWINGS AND CONFIRM ALL DETAILING WITH HSD PRIOR TO CONSTRUCTION.

This drawing shows 'Design Intent' only.

RESTROOM BUILDING WALL GRAPHIC STRUCTURES

1. X0893-(L)-01-801 - UPPER TERRACE ELEVATIONS AND 3D VIEWS SHEET 1 OF 2

2. SPACERS ARE TO BE USED BETWEEN ALL FIXING OF FRAMEWORK AND CLADDING TO ALLOW

3. BOLT FIXED TO MAIN FRAME TOP AND BOTTOM.

4. ANGLED GRAPHIC MODULES TO

5. CENTER BUILDING

6. RESTROOM BUILDING WALL GRAPHIC STRUCTURES

PRINCIPLE OF CONSTRUCTION

1. POLISHED STEEL PANELS OVAL COVERED SECTION PROOF TO THE MODULE

2. MODELS TO BE ARRANGED IN LINE WITH THE PARALLEL LINES OF BUILDING TO ALIGN WITH BUILDING FRAMEWORK TO ALIGN WITH BUILDING FRAMEWORK TO ALIGN WITH BUILDING FRAMEWORK TO ALIGN WITH BUILDING FRAMEWORK TO ALIGN WITH BUILDING FRAMEWORK TO ALIGN WITH BUILDING FRAMEWORK TO ALIGN WITH BUILDING FRAMEWORK TO ALIGN WITH BUILDING FRAMEWORK TO ALIGN WITH BUILDING FRAMEWORK TO ALIGN WITH BUILDING FRAMEWORK TO ALIGN WITH BUILDING FRAMEWORK TO ALIGN WITH BUILDING FRAMEWORK TO ALIGN WITH BUILDING FRAMEWORK TO ALIGN WITH BUILDING FRAMEWORK TO ALIGN WITH BUILDING FRAMEWORK TO ALIGN WITH BUILDING FRAMEWORK TO ALIGN WITH BUILDING FRAMEWORK TO ALIGN WITH BUILDING FRAMEWORK TO ALIGN WITH BUILDING FRAMEWORK TO ALIGN WITH BUILDING FRAMEWORK TO ALIGN WITH BUILDING FRAMEWORK TO ALIGN WITH BUILDING FRAMEWORK TO ALIGN WITH BUILDING FRAMEWORK TO ALIGN WITH BUILDING FRAMEWORK TO ALIGN WITH BUILDING FRAMEWORK TO ALIGN WITH BUILDING FRAMEWORK TO ALIGN WITH BUILDING FRAMEWORK TO ALIGN WITH BUILDING FRAMEWORK TO ALIGN WITH BUILDING FRAMEWORK TO ALIGN WITH BUILDING FRAMEWORK TO ALIGN WITH BUILDING FRAMEWORK TO ALIGN WITH BUILDING FRAMEWORK TO ALIGN WITH BUILDING FRAMEWORK TO ALIGN WITH BUILDING FRAMEWORK TO ALIGN WITH BUILDING FRAMEWORK TO ALIGN WITH BUILDING FRAMEWORK TO ALIGN WITH BUILDING FRAMEWORK TO ALIGN WITH BUILDING FRAMEWORK TO ALIGN WITH BUILDING FRAMEWORK TO ALIGN WITH BUILDING FRAMEWORK TO ALIGN WITH BUILDING FRAMEWORK TO ALIGN WITH BUILDING FRAMEWORK TO ALIGN WITH BUILDING FRAMEWORK TO ALIGN WITH BUILDING FRAMEWORK TO AL