Call for Mural Artist
25 Central Avenue, Lancaster NY
Public Art Project

Arts Services Inc. of Western New York (ASI), on behalf of Assemblymember Monica P. Wallace’s Office, invites artists in all appropriate mediums (2-dimensional and 3-dimensional) from throughout Western New York to submit proposals for an outdoor public art project located at 25 Central Avenue in Lancaster, NY off of Central Avenue. This building is owned by Richard “Rich” Sherwood © and the brick wall where the mural will go, faces the historic Lancaster Opera House and will be seen by those who visit downtown Lancaster.

**Project Background and Goals**
The brick building is home to Valint’s Meats and is the first building located on the corner of Clark Street and Central Avenue. The side of the building where the mural will go, has four brick panels. Some sections of the brick are raised higher than the rest of the brick which could offer the mural some dimension and unique attributes.

Assemblymember Monica P. Wallace’s Office is seeking a public art mural that is creative and will draw people to the Village of Lancaster. A designed mural that encourages residents and visitors alike to visit the mural and engage with the piece. This mural is meant to encourage people to engage, take photos, and share the work and inspire people to visit the Village of Lancaster to see it.

The mural will be painted directly on the building. The artist should be aware that there are other businesses nearby including privately owned businesses and Town Hall, in addition to the Central Avenue corridor and its activities. Artists are encouraged to visit the building to inspect dimensions, brick material, and other characteristics of the wall.

**The chosen work should:**
- Draw in individuals who are walking and/or driving through the Village and encourage them to engage, interact, and take photos with the mural;
- Proposed design should convey a welcoming, dynamic, and fun environment within the Village of Lancaster’s central thoroughfare;
- The entire wall is available for use, however not required to be completely used within the proposal (for example, the wall space is two stories high, however a one story high proposal can be presented). Full dimensions of the wall space can be determined by the
artist by doing a site visit or utilizing Google Earth/Maps. The exterior of the building is cinder block.

- Have an expected lifespan of 3-5 years unprotected from the elements.

**Budget**

A commission of $10,000-$12,000 is available for the chosen artist to create and install their work.

Artists are required to provide all supplies and materials to complete the work, including a scissor lift or bucket truck, if needed. Richard “Rich” Sherwood © may be able to arrange storage options on site at the building if needed. **Please include any and all requests in artist proposal. Artist should detail what assistance or materials are provided by his/her/themself and what may be required or needed by building owners or others in their proposal (if applicable).**

**Timeline**

- **Deadline to Submit:** No later than 5 pm on Friday, September 23
- **September:** Selection of Artist
- **October:** Public Announcement of Selection
- **October:** Mural implementation & Planning Meetings; completed and installed work (weather-dependent)

The timeline will adhere to building status and preparation (if needed) to execute a mural when appropriate; including factoring in proper weather conditions.

**Proposals should include:**

- A description of the work including materials and dimensions;
- Sketches of the work;
- A budget including artist fees, supplies and materials, and any other costs associated to create 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 ‘Lancaster NY Proposal’, as can questions. Since the site is open and available to the public, a site visit to see it can be done at any time necessary. Artists can also schedule a visit by contacting Richard “Rich” Sherwood ©, Building Owner at 716-572-2658 (cell) or 716-684-5123 (work).

Proposals are **due no later than 5 pm on Friday, September 23, 2022.**
A panel of qualified, arts and business professionals (including community members of the Village of Lancaster and other Lancaster parties) will review proposals for their eligibility and appropriateness for the project.

Photo Attachments Below: