



2495 Main Street #422, Buffalo NY 14214 * 716-833-3004 * www.asiwny.org

Call for Mural Artist(s)
Aquatic & Fitness Center – Town of Tonawanda
Public Art Project

Arts Services Inc. of Western New York (ASI), on behalf of Assemblymember William Conrad's Office, invites artists in all appropriate mediums (2-dimensional) from throughout Western New York to submit proposals for an outdoor public art project. The selected mural will provide the front and side façade of the building which can be seen by Sheridan Drive and will be the back drop to future outdoor activities in front of the Center, as well as a welcoming indicator into the building.

Project Background and Goals

The Aquatic Center has been a long-standing pillar within the Town of Tonawanda. The inside of the facility is currently under renovation. The Town and AM Conrad's office are looking for a public artwork to welcome and engage the community in this re-imagined space.

Assemblymember William Conrad's Office is seeking a public art mural that provides an attraction from the main road (Sheridan Drive), while setting the tone as the back drop for future outdoor activities which will take place in front of the Center on and near the patio.

The chosen work should:

- Be a design that encourages the next generation to the Fitness Center (not necessarily a design that captures the history of the center);
- Convey the modernization of "health and wellness" – this does not have to be a literal interpretation of recreation and/or health and wellness;
- Have a design that cohesively wraps around the corner of the building;
- Be a design that gives perspective from afar, but also up close (this is due to the distance between the building and the street);
- Cover the entire span of building indicated below in Photos A (59'x16') and B (200'x16' main part, and 20'x11' left lower portion). Building material is dryvit stucco. If the artist proposes an alternative, information as to why an alternative is being presented, should be provided in the proposal. Artists should only provide a design for the upper areas of the building (and not the pillars or block windows on the bottom half of the building). NOTE: Photo A – The trees within this patio space are being removed and will not obstruct the final design; the patio itself will be extended and shade structures will be constructed.



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Photo B - The Town of Tonawanda Logo will be removed from the building and will not remain once the mural is designed.

- As community amenities will be added to the outdoor space, the design will be part of a bigger outdoor project for the center.
- Adjacent to the building is a school yard and playground; the other side is a shopping center. Designs should take this into consideration.
- According to the NYS Department of Transportation and the Greater Buffalo-Niagara Regional Transportation Council, the average daily traffic passing the Aquatic Center exceeds 47,500 passersby.
- Have an expected lifespan of 3-5 years unprotected from the elements.

Budget

A commission of up to \$36,000 is available for the chosen artist to create and install their work.

Artists are required to provide most supplies and materials to complete the work, including proper insurance. The Town is able to provide a scissor lift/bucket truck, storage, and some other accommodations, 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 the Town or others in their proposal (if applicable).**

Timeline

Deadline to Submit: No later than 5 pm on Friday January 27, 2023

February/March 2023: Selection of Artist

March/April 2023: Public Announcement of Selection

Spring 2023: 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).



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Proposals should be sent electronically (in PDF form) to info@asiwny.org with the subject line 'Aquatic Center 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. To view the front wall (surrounded by a patio fence), please enter the Aquatic Center and have staff assist you through the building to that particular area. The Aquatic Center is located at 1 Pool Plaza, Tonawanda, NY 14223.

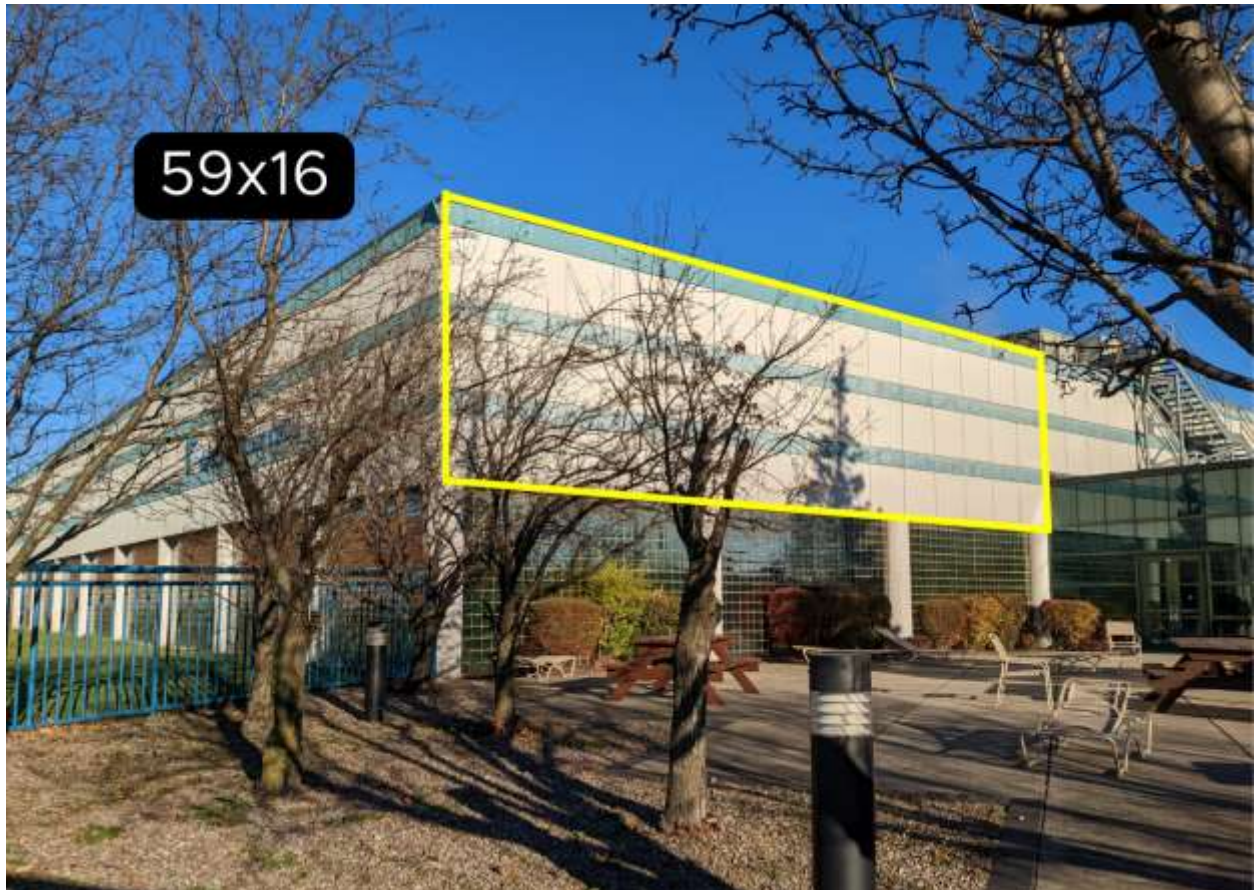
Proposals are **due no later than 5 pm on Friday January 27, 2023.**

A panel of qualified, arts and business professionals (including community members of the Town of Tonawanda and other Tonawanda parties) will review proposals for their eligibility and appropriateness for the project.

Priority will be given to local artists (Town of Tonawanda and/or Western New York region).

Photo Attachments Below:

Photo A





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Photo B

