



tyshaun@discoverniagara.org

The Atmosphere Outdoor Mural

Niagara Falls, NY

Request for Proposals

Issued: April 21st, 2025

Issued by: Niagara Falls National Heritage Area

Deadline: May 31st, 2025



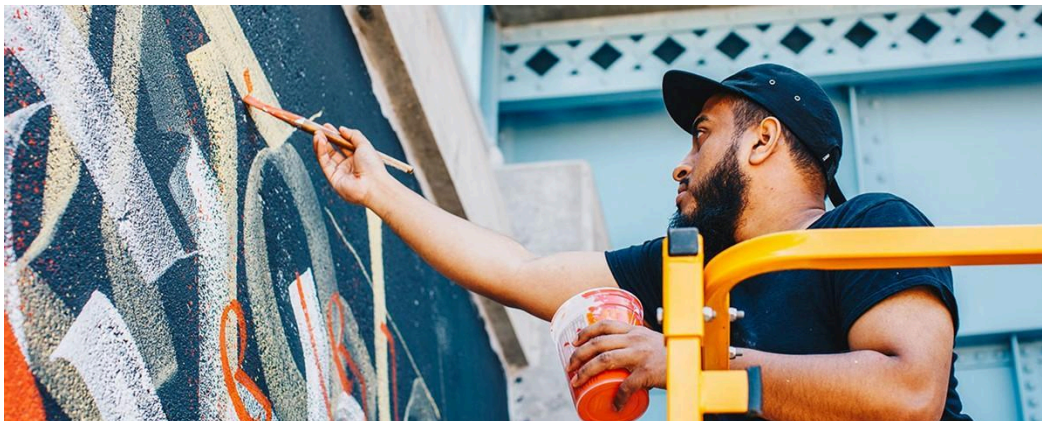
Project Overview

The Niagara Falls National Heritage Area (NFNHA) is issuing this Request for Proposals (RFP) for the design and creation of a mural at The Atmosphere, located at 1414 - 16, Niagara Falls, NY 14305. The budget for this project is up to **\$20,000.00**, with a target completion date by **September 30th, 2025**. *Please note that the budget is inclusive of all costs, including stipend, insurance, medium, lift, and supplies.*

The Niagara Falls National Heritage Area preserves, protects, and promotes historic, natural, and cultural resources in an 11-mile expanse that stretches from Niagara Falls State Park in Niagara Falls, NY to Old Fort Niagara in Youngstown, NY. The NFNHA is one of 55 areas across the United States designated by Congress as a landscape where natural, cultural, and historic resources combine to form a nationally important landscape. The NFNHA tells these nationally-important stories that celebrate the diverse heritage of Niagara Falls.

At the heart of all NFNHA projects is community engagement and collaboration. Over the course of over 30 public art projects over the past five years, the NFNHA has created an inclusive process that prioritizes the input and feedback of community members, particularly in the Highland Community, where the majority of these projects are located. The process employed by the NFNHA offers community input and feedback at each step of the project, from the creation of subject matter and themes, to the selection of the artist, to the proposed designs themselves.

Public art projects foster pride in communities, assist with neighborhood revitalization, and build appreciation for our community, culture, and heritage. The Niagara Falls National Heritage Area has fostered deep relationships within the community, and has proven experience implementing public art projects, including the murals at Main & Depot and along Main Street. The NFNHA will administer this project and work with the community to create a story that reflects the Niagara Falls community.





Mural Specifics

The mural will be located at The Atmosphere. This location looks out onto a parking lot, and the building is directly across from the Niagara Falls Public Library. This location is visible to all pedestrians and cars on the heavily-trafficked Main Street and Portage Road intersection, as well as patrons of nearby businesses. The wall is made of painted brick, and is in relatively good condition.

There are two distinct sections of the wall that are to be painted with one cohesive design. The first section of the wall is 30' high x 39' wide, and the second section is 16' high x 23' wide. The combined width of the wall is 62'.



Mural Dimensions: 30' high x 39' wide, 16' high x 23' wide

Goals

The NFNHA is seeking mural that will celebrate the community of Niagara Falls, and artistically represent the atmosphere of the neighborhood. Our goal is to create a mural that showcases the importance of atmosphere in a community, and honors the roots of this business in Niagara Falls. Specifically, the mural should:

- Create a public art mural overlooking the parking lot at The Atmosphere that artistically represents the atmosphere of this neighborhood.



- The mural should be relevant to the staff and customers of The Atmosphere, and should reflect staff input in the creation of the mural.
- The mural should complement the Niagara Falls National Heritage Area's cultural corridor, creating a well-rounded public art experience in the North End of Niagara Falls.

Eligibility Criteria

Qualifications for The Atmosphere will be reviewed by team members from The Atmosphere and the Niagara Falls National Heritage Area.

Applicants will be judged by the eligibility criteria listed below:

- Complete application submitted by the proposal deadline.
- The submitted application demonstrates evidence of professional competence.
- Eligible artists should have a record of successfully completed permanent and/or temporary public art commissions in public and/or private development.
- Creative approach to the proposed mural concept that is reflective of the listed project goals.
- **AI-based or AI-enhanced artwork not accepted at this time. All artists are required to disclose the usage of AI-enhancements in their final submission, if any.**
- Digital artwork acceptable, and digital artists encouraged to apply. If utilizing digital artwork, please include a brief explanation of your medium in your Statement of Intent. Please note that the budget is inclusive of all costs, including stipend, insurance, medium, lift, and supplies.
- Contracted artist is required to be flexible, accountable and work collaboratively with the NFNHA teams.

Proposal Requirements

- 1.) Artist Statement, that outlines your interests, describes your art practice, provides a summary of your professional experience as an artist, and addresses how that experience may qualify your for public art commissions.
- 2.) Current Resume, including public art commission, exhibition, and publication history. Links to online portfolios are encouraged.
- 3.) Images of previous work, including most recent commissions and realized projects. Please submit only successfully completed projects or renderings for projects that are in process.



- 4.) Statement of Intent, that outlines a proposed approach to this project, including artistic medium and installation plan.
- 5.) Proposed Design, that includes an image, dimensions, and preliminary materials list.
- 6.) Itemized Budget, including artist fee, supplies, travel, insurance, and any other requirements. Please note that the budget must be inclusive of all costs, including stipend, insurance, medium, lift, and supplies.
- 7.) Proposed Timeline, that includes revisions, preparation of mural space, installation of mural, and any additional work needed.

Deadline and Budget

Proposals will be accepted between **Monday, April 21st, 2025** and **Saturday, May 31st, 2025**. Applicants will be notified following the deadline whether or not they have been accepted for the project. **The mural project must be completed by September 30th, 2025.**

The maximum budget for this project is **\$20,000.00**. Please note that the budget is inclusive of all costs, including stipend, insurance, medium, lift, and supplies. Applicants should detail the use of funds in the budget section of their proposal.

Proposal Submission

Applicants should submit their application materials to Tyshaun Tyson, NFNHA Artist Development Manager, at tyshaun@discoverniagara.org by the deadline of **May 31st, 2025**. For additional information, please visit discoverniagara.org.