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Call for Artist/Designer/Muralist
THE LOVEJOY POOL IRON ISLAND MURAL PROJECT

Arts Services Inc. of Western New York (ASI), on behalf of former Assemblymember Monica Wallace and the East Lovejoy Coalition of Neighbors Block Club, Inc. (ELCON), invites experienced mural artists to submit proposals for a large-scale outdoor public mural on the exterior of the Lovejoy Pool Building, located at 1171 E. Lovejoy Street in Buffalo, NY 14206.

This project will transform the east-facing exterior wall of the Lovejoy Pool into a vibrant public artwork celebrating the Lovejoy neighborhood's rich railroad history and distinct identity as "Iron Island." The selected mural will serve as a bold visual landmark along the Lovejoy business corridor, drawing residents and visitors into the neighborhood while fostering pride and connection.

This call prioritizes artists living within the five counties of Western New York, including Allegany, Cattaraugus, Chautauqua, Erie, Genesee, Livingston, Niagara, and Wyoming counties. Artists may apply as individuals or collaborative teams. Experience with large-scale outdoor murals is strongly preferred.

Project Background and Goals

The Lovejoy neighborhood, known as "Iron Island," earned its name from the railroad tracks that surround it on all sides. For generations, this defining feature has shaped the identity and character of the community. The *Lovejoy Pool Iron Island Mural Project* seeks to honor that history while introducing a bold, welcoming visual landmark that strengthens neighborhood pride.

The mural will be installed on the east-facing exterior wall of the Lovejoy Pool, a highly visible site along the Lovejoy business corridor and adjacent to vacant lots. Because the wall can be seen from multiple blocks away, the artwork has the potential to serve as both a gateway and a destination within the neighborhood.

Artists are asked to propose a design featuring a train and train station as central imagery, symbolizing Lovejoy's railroad heritage as well as themes of movement, connection, and community. The mural should be celebratory, accessible, and visually compelling from a distance. Artists are encouraged to thoughtfully incorporate the existing exterior platform as a space for community interaction and engagement with the mural.

The final design should create a sense of place that is recognizable, meaningful, and rooted in the neighborhood's history.

Site Specifications & Measurements

Artists should plan for the following:

- Location: Exterior east-facing wall of the Lovejoy Pool
- Address: 1171 E. Lovejoy Street, Buffalo, NY 14206
- Wall Measurements: Approximately 30 ft. x 135 ft. (specifications in images below)
- The wall surface is concrete block - the mural design should not extend beyond this surface or cover the surrounding tiled wall perimeter



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- The surface will require cleaning and preparation prior to installation
- The application of an anti-graffiti protective coating on the lower portion of the mural is required

Artist(s) may propose painting directly onto the wall, or painting on Polytab (or similar material) to be adhered to the wall to enhance longevity. Final installation methods will be coordinated with the City of Buffalo Parks Department and ELCON.

An access agreement will be issued by the City of Buffalo Parks Department for the selected artist(s) or contractor.

Budget

A commission of \$31,800 is available for the selected artist or artist team. The commission includes:

- Artist design fee
- Materials and supplies
- Surface preparation
- Fabrication and installation costs
- Equipment and rentals
- Application of required protective coatings

Artists must use high-quality, exterior-grade paints appropriate for Buffalo's climate and apply a clear anti-graffiti coating to all areas reachable from the ground.

Artists are responsible for detailing what materials, labor, and equipment are included in their proposal and what, if any, assistance may be required from the project partners.

Timeline

- Call Opens: June 8, 2026
- Deadline to Submit: Wednesday, July 15, 2026
- Panel Review & Selection Meetings: July 16, 2026 – July 31, 2026
- Artist Notifications: Early August 2026
- Project Installation: August – September 2026
- Project Completion: Early October 2026

The timeline will adhere to weather conditions and site-specific considerations.

Proposal Requirements & Submission Process

Proposals must be submitted electronically through an online Jotform, which will collect basic contact information and proposal details.

Within the Jotform, applicants will be prompted to upload a single PDF document that includes:

- A written description of the proposed work, including materials and approximate dimensions
- Concept sketches or visual references



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- A detailed budget outlining artist fees, supplies, materials, and project-related costs
- Images or links to examples of past work

Applicants will also provide contact information (name, email address, phone number, and mailing address) directly within the Jotform.

A panel of qualified arts professionals, community representatives, and project partners will review proposals for artistic excellence, relevance to the theme, feasibility, durability, and appropriateness for the site.

Questions & Site Visits

- Questions about the call, application requirements, deadlines, or submission process can be directed to Arts Services Inc. (ASI) at info@asiwny.org or (716) 833-3004.
- Artists interested in visiting the site or learning more about the physical space may contact the East Lovejoy Coalition of Neighbors at elconboard17@gmail.com. The site is located in a public area and may be viewed at any time.

Photo of the Site of Installation





Material



Arial Illustration with Measurements

