



# MURAL PROJECT CALL FOR ARTISTS

The Village of Spring Lake is continuing to bring art to life in our community. With the help of local property owners and artists we have installed murals on unexpected, yet obvious canvases—the backs of three of our Village businesses! We are continuing this effort in spring 2022.

The Art in the Park Project not only aims to beautify our public spaces and introduce art to a community but to capitalize on the value of crime prevention through environmental design (CPTED). Studies indicate that murals would add a level of “natural surveillance” to the trail, the pocket playground that faces it, and the community at large. By adding people and eyes to the design, whether impressionistically or realistically, safety levels have been shown to improve at an even greater rate by creating the illusion that the area is being watched.

We consider these particular locations ideal sites as well as provide neighborhood connectivity and beautification as they have the potential to be shared with so many residents and visitors. The trail also provides for a natural progression of this concept, as well as plentiful areas where we would like to pursue alternate mediums, such as sculptures in Tanglefoot Park.

**Project Description:** The Village of Spring Lake is looking for creative, vibrant and engaging design proposals for outdoor murals to be painted. It is highly recommended that artists visit the locations before submitting their design proposals.

**Compensation:** The chosen artist will be commissioned to paint their mural for an established price of \$10/sq. foot. The Village of Spring Lake will then provide the artists with a TBD stipend for the most sustainable materials and equipment available. The stipend will be calculated based on the size, scope, and detail of the project as well as by best practice standards known for mural painting in our geographic area. The total budget for the commission will be dependent on the size and scope of the project. The cost of materials and equipment that goes beyond the agreed upon stipend will be the responsibility of the artist.

**Artwork Location Description:** *(See Visual Support Materials below for wall diagrams)*

- 1. Location A: Tanglefoot Park Sewer Lift Station; 312 W. Exchange, Spring Lake, MI**  
Brick building with an eave. Artists can choose to include or not include the eave in their submissions. The brick part of the building is 30' x 7' and the section under the eave is 29'6" x 16". The Art in the Park committee would like to see a Spring Lake postcard theme for this location.  
**Commission Budget:** \$2,100 bricks only or \$2,483.50 with the eave
- 2. Location B: Spring Lake Fine Wine & Spirits; 606 E. Savidge, Spring Lake, MI**  
Newly remodeled building on the corner of M-104 & Lake Ave. The final say on the mural selected will be made by the building owner. The identified mural area is approximately 20' x 13'.  
**Commission Budget:** \$2,550

**Selection Process:** All eligible applications will be evaluated by three groups, the Selection Committee, the Village of Spring Lake Community, and the Village Council. All will consider each artist's design proposal and approach to the project. In the case of Spring Lake Fine Wine & Spirits, the owner retains the final say in the artwork. Mural content should not contain political or religious themes and should not include business names or logos that would represent advertising. All artists or artist teams from the Tri-Cities area are encouraged to apply. Artists from outside areas will be considered but the preference is that the artists be local. If artists are applying as a Team, the Team should be listed on the application form, specifying a Team leader to receive notifications.

**Selection Criteria:** Artists will be selected based on the following:

- Aesthetic Excellence - the aesthetic quality of the artwork upholds the principles of art and design excellence, originality, and innovation
- Artist Experience in creating public art of similar scope and scale
- Relevance/Theme - Design must be appropriate for the site and contextually clear and legible when enlarged to the final scale dimensions of the site location as well as translatable to the final media.

**Project Timeline:**

1. **Deadline to Submit Application:** Friday, April 22<sup>nd</sup>, 2022
2. **Notifications sent to Artists:** Friday, May 6<sup>th</sup>, 2022
3. **Anticipated Execution of Minor Design Review:** Friday, May 13<sup>th</sup>, 2022
4. **Timeline for Selected Artist(s) to Start and Execute Project:** Monday, May 16<sup>th</sup>, 2022 through Friday, June 3<sup>rd</sup>, 2022.
5. **Special Events:**
  - a. **Tanglefoot Park Ribbon Cutting:** Date TBD (estimated end of May 2022)
  - b. More may be forthcoming

**Application Requirements:** All artists must fill out the online application form before the deadline on April 22<sup>nd</sup>, 2022 to be considered: [www.VisitSpringLakeMI.com/ArtistApplication](http://www.VisitSpringLakeMI.com/ArtistApplication)

**Call to Artist deadline to apply:** Friday, April 22<sup>nd</sup>, 2022 at 5:00 pm

**Additional Information:** For questions about the Art in the Park project and application process please contact Stefanie Herder, Village of Spring Lake DDA Director: [stefanie@springlakevillage.org](mailto:stefanie@springlakevillage.org) or (616) 842-1393

See the next page for **Visual Support Materials** for both locations.

**Visual Support Materials: Images and Diagrams of the wall dimensions for each mural location**

**Location A: Tanglefoot Park Sewer Lift Station; 312 W. Exchange, Spring Lake, MI**



**Location B: Spring Lake Fine Wine & Spirits; 606 E. Savidge, Spring Lake, MI**

