



SERRANO'S CENTENNIAL WALL MURAL

Call to Artists: Request for Qualifications

Deadline: 8 a.m. MST Monday, Sept. 30, 2019

Thank you for your interest in *Serrano's Centennial Wall Mural*! This project was established as part of the Serrano family's 100-year anniversary as a small business owner in Downtown Chandler and 40-year anniversary of the Chandler restaurant! **The goal is to provide a space for an artist to share his/her talents, pay homage to the City and Serrano family's history, and beautify a piece of downtown Chandler.** Many people take pictures at the currently blank wall and we expect that tradition to continue and grow with the addition of a mural. The artist who is selected to paint his/her design will receive **\$4,000**, which will cover all project costs including but not limited to: design, materials, installation (including ladders, scaffolding, other means of reaching the top of space), transportation and insurance.

Qualification submittals are **due by 8 a.m. Monday, Sept. 30, 2019**, and can be submitted digitally (please have the entire submission contained in one PDF format document) via email to contactus@serranosaz.com.

ADDITIONAL DETAILS:

- The space allocated is on the east wall (backside) of Serrano's Downtown Chandler location, which is adjacent to an entrance of the Chandler City Hall building.
- The mural space is approx. 22' wide by 16' tall and will be painted directly on the wall.
- **Serrano's values are built on "Faith. Family. Food."** Many celebrations (birthdays, weddings, memorials, special events, etc.) occur in the back banquet room where the wall is. Use this information to inform your submission.



SUBMISSION CRITERIA – All entries must include:

1. Current contact information including email and phone numbers.
2. Artist/artist team members' biographical information. Submit a current resume or CV, including artist(s) accomplishments.
3. Digital images: up to 6 images can be submitted per team of past completed projects. All images should be included in the PDF file and be 1500-2000 pixels in the longest direction. A corresponding image list with all pertinent information is also required. Image list should include size, date completed and materials used.
4. An introduction narrative not to exceed 400 words explaining your previous completed projects and any inspiration for this project.

SELECTION PROCESS AND SCHEDULE

All initial RFQ entries must be received by 8 a.m. Monday, Sept. 30, 2019. All artist submissions will be reviewed by the Serrano family with input from Visual Arts staff from the City of Chandler. A maximum of 3 artists will be named finalists and invited to submit a final proposal with a design concept. **If you are selected as a second or third place finalist**, you will receive a **\$100 stipend** for your proposed design, budget and timeline. The Serrano family will collectively choose the mural design based on the three selected finalists' proposals.

Monday, Sept. 30, 2019	RFQ submission deadline
By Friday, Oct. 4, 2019	Artist finalist notification (max of 3 finalists)
By Monday, Oct. 28, 2019	Proposals due from finalists
By Friday, Nov. 1, 2019	Muralist selected and notified
November 2019	Final design chosen, refined, contracted and painted
December 2019	Project unveiling

SUBMISSION DELIVERY DETAILS

Submissions must be received by Monday, Sept. 30, 2019. Submissions must be sent as a single PDF and should be submitted via email, zip file, Dropbox, Google drive or another online file sharing option. Be sure to include the required documentation listed under the submission criteria above. Submissions should be emailed to contactus@serranosaz.com (please note your last name and *Serrano's Mural* in the subject line). **Any incomplete submissions will be rejected.**

Website: www.serranosaz.com
Email: contactus@serranosaz.com