

**Greenfield Community Association Call for Artists:
Request for Proposals
Wayfinding Mural Design Competition for Water Pump House
at Greenfield Avenue and Irvine Street**



Original Mural



Primed for New 2015 Mural

The Greenfield Community Association's Public Spaces Stewardship Committee, in cooperation with Hazelwood community, is calling for mural designs for the water pump house at the corner of Greenfield Avenue and Irvine Street. This is where Greenfield and Hazelwood communities meet.

The dual purposes of this mural are beautification and way-finding at this intersection, a gateway to our communities. Designs should name both communities and direct travelers by vehicle/bike. (See original mural above for example.)

This project is open to City of Pittsburgh Residents; *artists from Greenfield and Hazelwood are especially encouraged to apply.*

Compensation is not provided. However funding for supplies up to \$500 and some labor are provided by community volunteers, and the selected artist or group will be identified in all literature.

The selection process will be by community vote. The artist or group selected must also present their proposal to the Pittsburgh Public Art Commission according to the requirements of their review process and gain approval before any work can begin.

The deadline for the application to this RFP is December 1, 2016. Designs meeting criteria and approved by the Public Spaces Committee will be published online by January 15 for a community vote selection process. Notification of winner will be made by March 1. Implementation of work will be summer 2017.

Intent and Overview:

This location of this water pump house, the base of Greenfield Avenue at Irvine Street, is at an intersection of two high-traffic city corridors, seen by approximately 5,000 daily. It is along three different PAT bus routes , and is near the entrance to the Eliza Furnace bike trail. Designs should be highly visible as the pump house is seen from street level through chain link fencing. The structure is round/cylindrical, stands about eighteen feet high, **(55 feet round x 18 feet high)**, an ideal site and for this mural. The current design names Greenfield and Hazelwood and directs travellers with arrows to these communities. *Proposals for designs for this project should retain this way-finding feature, prominently naming both Greenfield and Hazelwood, and directing travellers accordingly through some aspect of the design. Designs should reflect the richness and vibrancy of the location and the communities this corridor serves, welcoming pedestrians, cyclists, and travellers by vehicle alike with a joyful aesthetic experience worthy of our dynamic neighborhoods surrounding.*

Paint and supplies will be provided, up to \$500. If the selected artist or community group intend to paint the mural with no assistance from the GCA Public Spaces Stewardship Committee, complex designs are permitted. If the artist or group would like assistance in the painting process, designs should be simple enough to be implemented by community volunteers, with flat color-shape areas that volunteers can paint without blending colors. Colors should be limited to a six color maximum.

A template of the structure with windows, doors, and other fixtures will be provided, and applicants are required to submit designs on or according to this template. Only the masonry of this pump house may be painted. Any steel fixtures on the masonry, windows, and doors may not be painted. There are three large areas that can be seen from the intersection whose travellers this way-finding mural directs. The words Hazelwood and Greenfield must be featured in the design according to either of the two patterns presented on the templates, to ensure visibility and the way-finding function of this project. The font must be clear and easily readable, with letter height at a minimum of thirty inches, but preferably three feet or larger. If desired, lettering may be stacked, as in the original design (with “Green” above “field” or “Hazel” above “wood” to compensate for the interruptions of the paintable surfaces by windows, steel structures, etc., to the design.

Overly complex designs which do not “read” from afar should be avoided. Simplicity or directness and “readability” are preferred for this location. Community identity, beautification, and readable wayfinding should guide artists’ considerations in creating designs that reflect the richness and vibrancy of our communities for the benefit of our residents and to welcome others to our great neighborhoods.

Eligibility:

All City of Pittsburgh Residents are eligible to apply, however artists from Greenfield and Hazelwood of every age are especially encouraged to apply. This project is open to all residents and is *not limited to professional artists*. Neighbors in our communities are encouraged to express their creativity and apply for this project!

How to Apply:

Please submit the following to publicspace@gcapgh.org. Subject line: **Pump House Mural Submission: Your Last Name**

•Proposal for Design:

Proposals should include a color rendering of the water tower painted with your design, and may include a written statement as well. Please see photo below of what you will be working with. Please submit all designs according to the provided template.

•Letter of Interest

Please describe your interest in this project, and any additional pertinent information, limited to no more than one page in length. Also include your name, mailing address, email address, and phone number.

If desired, you may also submit a resume, artist's statement, references, and/or samples of your work in JPEG format.

Selection and Notification:

Primary criteria for selection are beautification and way-finding as described in the Intent and Overview above. Designs will be reviewed by Greenfield Community Association's Public Spaces Stewardship Committee, and designs that meet criteria will be published online for a final selection by an online community vote. Artists will be notified by March 1, 2017.

If no designs are submitted that meet the criteria above according to the timeline presented in this RFP, the GCA Public Spaces Stewardship Committee will select from and proceed with designs previously submitted or create a new design.

For more information about our community, please visit the Greenfield Community Association's web site at <http://gcapgh.org>. Any specific questions may be directed to publicspace@gcapgh.org.

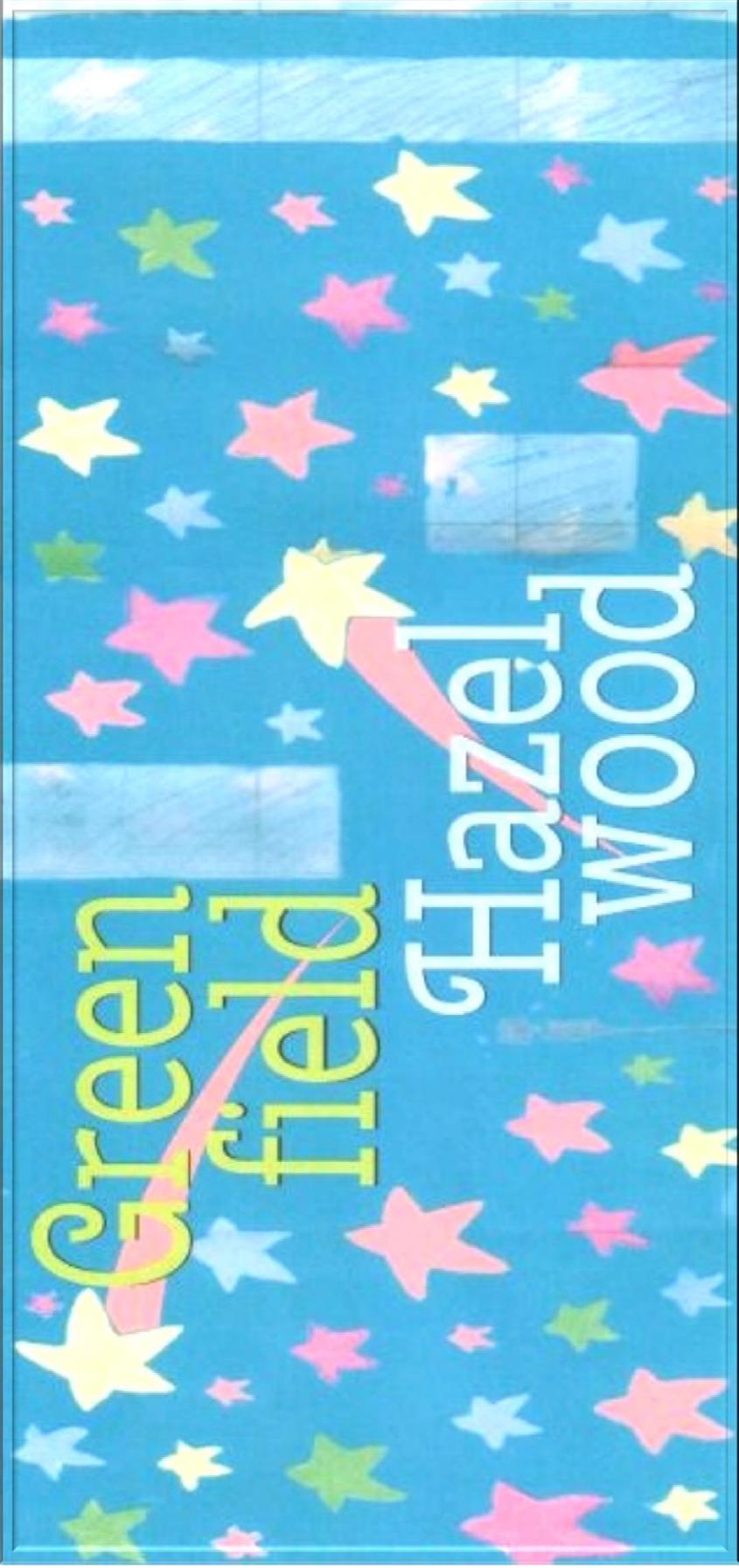
Examples and Template:

The following four pages provide examples of suitable way-finding designs, submitted according to the template.

The subsequent three pages provide examples of the two sets of appropriate locations for the words "Greenfield" and "Hazelwood" which would be visible from the intersection. *Taking the time to view the Pump House from the point of view of the intersection under the underpass will allow you to see the locations suitable for lettering and may help guide your design.*

The final page provides a blank template with all fixtures in place, for your use. One square equals one foot. The size of the building is 55 feet round by 18 feet high.

We look forward to seeing your designs!



Green field

Hazel
Wood





**Green
field**

**Hazel
wood**

