

# AGENDA

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PUBLIC ART COMMISSION

JUNE 6, 2023

2:00 P.M.

*100 E First St, 3<sup>rd</sup> Floor Conference Room  
Winston-Salem, NC 27101*

**I. CALL TO ORDER**

**II. APPROVAL OF SUMMARY MINUTES**

- March 7, 2023
- April 4, 2023
- April 10, 2023
- May 2, 2023

**III. WSNC MURAL PROJECT**

**IV. “5” ROYALES MURAL**

**V. OPEN CALL**

**VI. PROJECT REPORTS:**

- Artistic Bus Shelters
- 9<sup>th</sup> Wonder Mural
- Carver Library Mural
- Sprague Street Park Community Center Mural
- Salem Parkway Bridge Art
- Clemmons Library

**VII. PUBLIC COMMENT PERIOD**

**VIII. ADJOURN**

*Next Meeting:*

*July 11, 2023, 2:00 p.m.*

*100 E First St, 3<sup>rd</sup> Floor Conference Room  
Winston-Salem, NC 27101*

REQUEST FOR QUALIFICATIONS  
**CALL FOR ARTISTS**  
Winston-Salem, Forsyth County, NC



## **“5” ROYALES MURAL**

**Deadline:** July 31, 2023, by noon, EST  
**Total Projected Budget:** \$19,999

### **Overview**

The Winston-Salem/Forsyth County Public Art Commission is seeking artists to design and paint a full-color mural of the “5” Royales, the early rock & roll band from Winston-Salem that was highly influential in the evolution and birth of rock & roll in the 1950s and ‘60s. They had two number one R&B hits in 1953: “Help Me Somebody” and “Baby Don’t Do It.” Some of their more memorable hits were brought to wider popularity by more famous musicians. “Tell the Truth” was covered by Ray Charles, “Think” was a hit not just once, but twice, when sung by James Brown, and “Dedicated to the One I Love” was wildly successful when sung by The Shirelles and the Mamas and the Papas. The “5” Royales were inducted into the Rock & Roll Hall of Fame in 2015.



### **Project Budget**

This project is being funded by the City of Winston-Salem. The budget of \$19,999 is intended to pay for artist-design fees, paint and painting supplies, wall preparation, insurance, transportation, lodging, lift equipment rental, and painting the mural. Up to three finalists will be paid \$1,000 to design and present a proposal.

### **Artist Eligibility**

This competition is open to artists who are residents of North Carolina and are over 18 years of age, or teams with one member over the age of 18. Winston-Salem artists, as well as minority and women artists will be given priority consideration during the selection process. The City of Winston-Salem's contracting practices are guided by federal, state, and local rules and regulations guaranteeing employment opportunities to all persons without regard to and prohibiting discrimination or harassment on the basis of race, creed, color, sex, sexual orientation, pregnancy, age, religion, political affiliation or beliefs, national origin, or handicap.

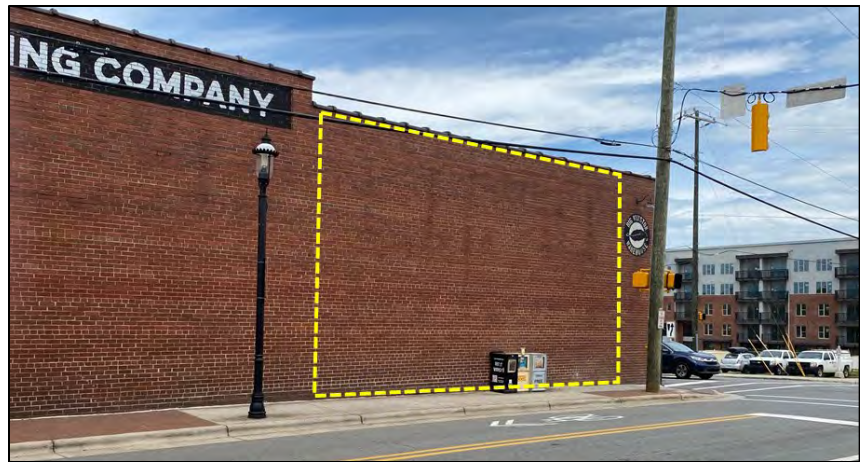
### **Evaluation Criteria**

The artist's statement of interest, professional work history, and submitted work examples will be evaluated by the selection committee. The committee will review applicants on the basis of:

- Artistic excellence.
- Past success in large-scale portrait field. The selection committee is requesting that interested artists submit samples of past portrait work with reference photos to show capability.
- Demonstrated ability to execute a project of this scale under the criteria developed and within the budget set forth.

## Location

The artwork will be located on the east-facing exterior wall of the Big Winston Warehouse building at 724 N. Trade Street in the Arts District of downtown Winston-Salem. The artwork will be painted on a brick wall facing the sidewalk. The final artwork will measure approximately 34 by 18 feet.



## Artist Selection Process

The review committee is composed of Winston-Salem/Forsyth County Public Art Commission members, family members of the “5” Royales band, and other stakeholders. The committee will evaluate all applications and recommend up to three finalists to create and present a mural design at a later date. Finalists will be paid \$1,000 for their design work, regardless of whether they are chosen as the final artist. One artist proposal will be recommended to the full Public Art Commission, which will vote on whether to approve the artist. Final artists will be asked to enter into a contract, which outlines project milestones and a payment schedule, with the City of Winston-Salem.

## Tentative Schedule

**July 31, 2023:** Deadline for submissions, due at noon

**August 2023:** Up to three finalists selected

**Summer 2023:** Finalists interviews and selection

**Fall 2023:** Final design review and approval

**Fall 2023/Spring 2024:** Artwork installation

## Required Submission Materials

- **Name, Mailing Address, Email Address, and Phone Number**
- **Portrait Samples**
  - Photos of past large-scale portrait work with reference photos to show capability.
- **Resume or CV**
  - A resume or CV that includes relevant education and professional experience, including past commissions.
- **References**
  - Names and contact information of two professional references. Letters of recommendation are not required.

## Submission of Artist Proposals

Submissions may be submitted through Dropbox (preferred submission method):

<https://www.dropbox.com/request/36bAv7Gh9B5tE1pf6LiT>

Or submitted by email to [publicart@cityofws.org](mailto:publicart@cityofws.org)

**\*\* Submissions must be received by July 31, 2023, noon EST. \*\***

**\*\* No exceptions. \*\***



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### **WSNC Mural Project Report**

<https://www.wsncmuralproject.com>

Logged Murals, Sculptures, and Previous Murals on map: 124 and growing

Hours related to those data points, researching addresses, messaging community members, taking photos, uploading photos, researching artists, creating short informational bits: at least half an hour per entry, for a total of 80 hours so far since 2021. Assembling and illustrating the walking map: 8 hours. Contacting community and finding homes for brochures: 12 hours.

Map hosting costs: \$6.54 per month since June 2021, for a total of \$156.96

Website hosting costs: \$12/annual domain, \$12 monthly subscription for additional business features

Map hosting upgrade cost: \$20/month. Upgrading to a business account allows us to download all currently programmed data points into a CSV file, will allow data gathering for map visits. There is also an Enterprise feature to the map hosting at Maphub that will give the map a dedicated server, custom logo on website and allow embedding, custom

subdomain support (custom URL, i.e. [maphub.net/WSNCMuralProject](http://maphub.net/WSNCMuralProject) ) and will remove item limits per map.

Contact points: Email ( [wsncmuralproject@gmail.com](mailto:wsncmuralproject@gmail.com) ) , an Instagram ( <http://www.instagram.com/wsncmuralproject> ) and a Facebook ( <http://www.facebook.com/wsncmuralproject> )

### **Original Vision:**

This project began in response to a need to see exactly how many public art pieces existed in Winston-Salem, and where they were. Each data point was either gathered by myself or John Armbruster, who has downgraded his time with the WSNC Mural Project but retains himself as a founding partner. John's concern was finding a path to work towards the preservation of murals, especially ones that have been around since the 90's or early 2000's and need a little love due to general wear and tear. We have seen, in the past couple years, several murals go by the wayside (read: painted over) and we have also documented these in the WSNC Mural Project.

### **Extensions and goals for this project:**

*-Walking or riding tours. Partner with either the trolley folks, Ebikes or the Segway folks. Create attractive map handouts for these, but also find other locations throughout the city to host maps for WSNC Mural Project Tours, self-guided.* This goal has been reached since the initial writing of this report. We will be doing reprints of our walking map. An app with this information is a long term goal.

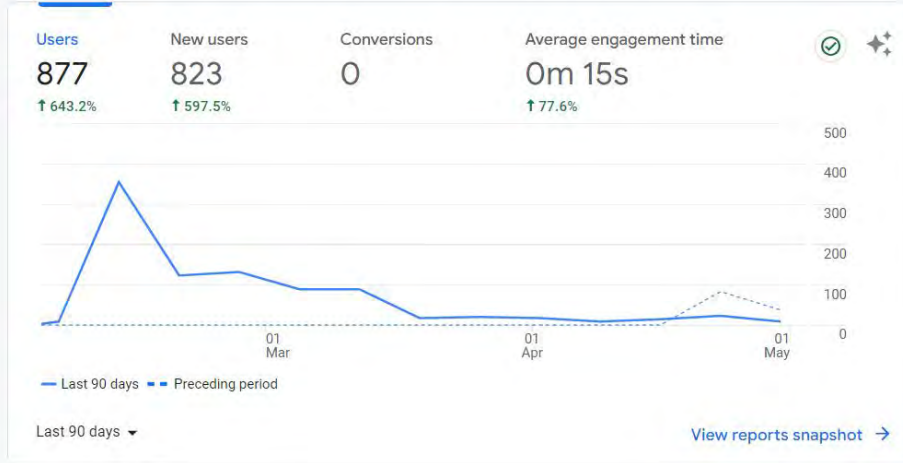
*-QR Codes at most art locations that can be scanned and direct the viewer to a website that can give more information about the art.* These QR codes can be pointed at an index site so that in the event that the mural or art changes at that location, these websites can be updated to reflect those changes. (I.E. Art Park Mural Wall, which changes annually.) QR codes can be made out of metal and we can work with a local metal fabricator to get these done.

- Long term, it would be nice to have an app to integrate this information.

Engagement reports since project hard launch (webpage, social) on next page.



### Home



### Your last week in review

Take a moment to review activity and insights for WSNC Mural Project from Apr 23 - Apr 29.

#### Your activity

You published 1 piece of content this past week.

- Facebook posts
- Instagram posts
- Facebook stories
- Instagram story

#### Your goals

Set your business goals, track progress and find tips on how to achieve them. [Get started](#)



#### Your results

See your Facebook Page reach and Instagram reach from last week.



#### Your audience growth

Congratulations! You received new Page likes and Instagram followers. Interact with your community by sharing today.



#### Your messaging activity

Track your progress toward your business messaging goals.



[View all insights](#)