

Request for Proposal:

Greenway Arts Alliance and the Melrose Trading Post 20th Anniversary Public Art Portable Outdoor Mural Project at Fairfax High School in Los Angeles

Greenway Mission

Greenway Arts Alliance unites communities through art, education and social enterprise. Through our professional theatre productions at the **Greenway Court Theatre**, educational programs through **Greenway Institute for the Arts** and the **Melrose Trading Post**, Greenway builds a vibrant artistic community.

History

Greenway Arts Alliance is a community-based partnership of professional artists working with the community of Los Angeles for 20 years. Greenway Arts Alliance was founded by professional artists committed to forging a deep connection with the surrounding area including the public school community.

Since its inception, Greenway Arts Alliance has modeled an innovative partnership with the Fairfax High School campus to leverage community resources that connect the professional artistic and public education communities around a commitment to learning and creation in the arts.

About Us

The Melrose Trading Post

Every Sunday, the Melrose Trading Post offers a constantly evolving experience, with a curated selection of handcrafted artisan goods, eclectic art and craft, vintage fashion, antique furniture and one-of-a-kind treasures.

Through admission and vendor fees, the Melrose Trading Post has grown to become the most successful ongoing social enterprise program in the history of Los Angeles Unified School District, awarding grants to Fairfax High School organizations for sports equipment, beautification projects, teacher programs, theatre productions, and more since the Melrose Trading Post's humble beginnings in 1997. Through Greenway Arts Alliance, the Melrose Trading Post provides formal job and life skills training to large numbers of paid and volunteer students from Fairfax High School – the first real-world job experience for many. The market also serves as an incubator to promote small community businesses and budding entrepreneurs, many of them professional artists, by providing affordable retail opportunities in a prime, high-traffic location.

Additionally, the popular weekly market has always featured local musicians. In 2014, the market expanded to include even more opportunities for local artists through an outdoor, year-long series of music, dance, theater and spoken word events via the MTP Main Stage, as part of the Greenway Go! Initiative - making the arts easily accessible to the community at large.

Every Sunday, 4,000-5,000 people visit Melrose Trading Post, which is consistently listed as a top Los Angeles destination stop by numerous tourist websites and featured in publications and media all over the world.

Greenway Court Theatre (GCT)

Greenway Court was initially built by Fairfax High School students in 1939 as a class project and used as a Social Hall by both students and faculty. It sat virtually unused for many years until it was finally renovated into a professional 99-seat theatre by Greenway Arts Alliance in 2000, to benefit both the school and the surrounding community.

Greenway Court Theatre has a rich history of presenting and producing diverse bodies of work. Greenway has opened its door to many main-stage productions, weekly open mic poetry, festivals and world premieres that have moved to larger venues and toured across the country. Greenway also hosts student productions, internships and workshops through the Greenway Institute for the Arts.

Greenway Institute for the Arts (GIA)

GIA promotes arts education though both in-class and after-school programs in theatre, dance film. Through the generosity of our funders, classes and workshops are provided free of charge to Fairfax High School students. Presented with opportunities to engage with professional artists, young people are able to discover their individual voices and passions that can lead to careers in the arts.

Artist Eligibility

Any artist or team of artists interested in creating 4 outdoor, portable panels/murals, to be completed in Summer 2017, may complete a proposal in accordance with the guidelines provided below.

Goals

- Create portable pieces of public art for an outdoor environment that reflects the spirit of Greenway Arts Alliance and the Melrose Trading Post. Creatively using 20 years of digital photos on large portable panels, to honor the organization's 20th Anniversary.
- Engage our local artist community through educational programming organized by Greenway, including, but not limited to, volunteer participation, meet the artist opportunities, workshops, demonstrations, etc.
- Select a dedicated and qualified artist or artist team that can demonstrate artistic excellence while completing this project on time and within budget.



Location

The space designated for this portable mural is twofold, during the week it will live at the Greenway Court Theatre porch and on Sundays displayed in the Food Court and at each entrance of the Melrose Trading Post.

Policies

Artists will retain the ownership of design ideas submitted with this application until a selection has been made and contract signed between the artist and the Greenway Arts Alliance. At the time a contract is awarded, the ownership of the design and the artwork produced, in this case the public art mural project, will become the property of the Greenway Arts Alliance.

A complete proposal must include the following:

- **Name, address, phone number, website**
- **Project description**

A narrative and design illustrating the concept is required for each submission. Include supplemental information such as medium, timeline for completion, and approximate dimensions of the proposed mural.

- **Images of previous work**

Supporting materials, including images and reviews of previously completed works, are required. Examples should describe size, materials, cost, and location of other public works. References for earlier projects are encouraged.

All components must be in digital format

- **Color representation of the proposed mural**
- **Itemized budget, including time and materials**

The project budget (required) is not to exceed \$10,000 for an artist or team of collaborative artists. The budget should include the artist(s) fee, supplies, travel-related expenses, and other associated costs.

- **Maintenance Plan**

- **Submission deadline is March 1, 2017**

As an applicant for the opportunity to complete this public art project Greenway Arts Alliance, I certify that all works submitted represented as my work are the product of my creation and no other. I further certify that all statements made in this application are true to the best of my knowledge.

I understand that the Greenway Arts Alliance may make duplicates of my images and application materials for the purpose of the consideration of my application, the upcoming exhibition, and for promotional materials concerning the project.

I understand that any liability for loss or damage to my application or images is not the responsibility of Greenway Arts Alliance to review applications.

Applicant signature: _____

Date: _____

Send complete application to mural@greenwayarts.org