FRESNO ARTS COUNCIL

CALL TO ARTISTS

MURAL PROJECT, FRESH AND EASY
FRESNO.CALIFORNIA

Smaller than the usual supermarket, Fresh & Easy Neighborhood Markets are easily accessible and offer everything from everyday staples to gourmet items. Lots of fresh and wholesome food choices, including prepared meals and organic foods, make healthy eating easy and affordable. In particular, Fresh & Easy™ line of products has no added trans fats and no artificial colors or flavors. The simple packaging and labels on our private brand helps customers see exactly what they're bringing home – great food they can trust.

In order to be a good neighbor, Fresh and Easy has made it a priority to reduce its impact on the environment and better each community in which they join. From a 500,000 square foot solar panel on its distribution center, to using low emissions delivery vehicles and significantly reducing each store energy use, Fresh & Easy is doing everything they can to be environmentally responsible in all facilities and operations.

Parent Company Tesco is one of the world's leading international retailers founded early in the last century.

ELIGIBILITY
Open to artists in the Central San Joaquin Valley

PROJECT DESCRIPTION
The mural will be located on a diagonal wall of the Fresh & Easy Neighborhood Market clock tower facing the intersection of Tulare and R Streets. The working space is 14'6" wide by 15' high which includes an 8" border around the mural. The space is recessed 12" and begins approximately 3' above ground level. The surface is cement block. The building is in construction so it is possible to see the mural location.

MEDIA
Material for the mural may be metal, clay, tile mosaic, glass mosaic, cast concrete, fiberglass, wood, or other durable material. Not paint.

THEME
Celebrating the past and focusing on the future of Downtown Fresno.

BUDGET
The budget for the mural will not exceed $25,000 including cost of design, fabrication and installation as well as travel, insurance and all other expenses associated with the project.

APPLICATION CONTENT
The artist will submit:

- Resume including a listing of completed public art projects (2 copies)
- A brief narrative description of the concept for the artwork. (2 copies)
- A visual representation of the proposed working in any of the following; colored graphic, artist illustration, or electronic image.
- A proposed budget. (2 copies)
- At least five, but no more than ten images of representative past work on a CD, or photographs. Include artist's name, date, titles, media, and size.
- A self addressed stamped envelope for return of materials to those artists not selected.

APPLICATION PROCESS
Proposals may be hand delivered to the Fresno Arts Council, 1245 Van Ness, Fresno, CA 93721 no later than October 23, 2008. Posted entries must be mailed early enough to arrive at the Fresno Arts Council by October 23, 2008. Late submissions will not be accepted.

TIMELINE

Submitted deadline	October 23, 2008
Final decision made	October 31, 2008
Installation completed	January 9, 2009

SELECTION PROCESS
A subcommittee of the Fresno Arts Council will review the proposals with a representative of Fresh and Easy. A final decision will be made by the committee. The committee reserves the right at its sole discretion to reject any and all proposals received without penalty.

SELECTION CRITERIA
Artwork will be selected based on artistic merit and appropriateness of the artwork to the site. Artists who submit a proposal must be active and recognized in their field. Other criteria as follows:

- Durability of the artwork
- Accurate budget
- Ability of the artist to work closely and compatibly with the project committee.

NOTIFICATION
Artists will be notified by November 4, 2008 whether their work has been accepted.

INQUIRES
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