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

THE “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 in the southeastern United States 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. The design will be inspired by the Dedicated to You album cover on the first page of this document. 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
  o Photos of past large-scale portrait work with reference photos to show capability.
• Resume or CV
  o A resume or CV that includes relevant education and professional experience, including past commissions.
• References
  o 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

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