

DOWNTOWN RED WING ALLEYWAY PUBLIC ART MURAL

REQUEST
FOR
QUALIFICATIONS

The Anderson Center at Tower View and Red Wing Shoe Company invite professional artists to submit their qualifications to be considered for an alleyway mural on the southwest-facing wall of the flagship Red Wing Shoe Store at 315 Main Street in downtown Red Wing, MN.

This public work of art will:

- Engage the community of Red Wing, MN in its design and/or creation.
- Reflect the Red Wing Shoe Company's values of respect, integrity, community, & excellence.
- Help foster a community of diversity, equity, inclusion, and belonging.
- Be site-specific.
- Encourage viewer interaction and/or participation.

The application deadline is **Wednesday, October 19** at 12:00pm noon CST. The contracted artist will have until September 1, 2023 to complete the mural. Total budget is \$8,500.

BACKGROUND: Anderson Center at Tower View is partnering with Red Wing Shoe Company to facilitate an artist selection process for a community mural on Red Wing Shoe's flagship retail store. The mural wall is located within an attractive alleyway with high foot traffic within the heart of downtown Red Wing. This mural project aims to align with Red Wing Shoe Company's legacy of stewardship in downtown Red Wing by contributing to community momentum around walkability, placemaking and inclusion.

Features immediately adjacent or in close proximity to the wall include a parking lot with another mural, a busy rear entrance to the Red Wing Shoe retail store & museum, public alleyway entrances to other businesses, and a restaurant's outdoor patio area. A portion of the wall is viewable from Bush Street, the closest public road. Historic buildings and Red Wing Artwalk sculptures are located nearby. The town is settled on the traditional and sacred land of the Mdewakanton and Wahpekute bands of the Dakota people.

Red Wing Shoe Company is looking for an artist or artist team that will incorporate community engagement into design and creation processes that result in a vibrant and eye-catching mural that fits the geographical, architectural, and/or cultural context of its downtown Red Wing location.

MEDIA & DIMENSIONS: The mural wall is comprised of cement blocks. Red Wing Shoe Company is seeking applications from creative artists comfortable creating, affixing or otherwise fabricating a mural on a substrate or panels that are installed on the wall. The Red Wing Shoe Company facilities team is available to provide in-kind support for the installation of the mural panels.

A major goal of the project is to create strong visual impact within the space and budget available. Available mural space on the wall is 41' w x 17' h. Prime mural space is 26' w x 17' h.

BUDGET: \$8,500 is the total contract amount for all applicable expenses, which includes fees for design development, community engagement, travel time, and artwork execution.



SELECTION: Application deadline is **Wednesday, October 19** at 12:00pm noon CST.

A selection committee will review applications and select finalists. Finalists will be paid a \$250 stipend to travel and prepare for an on-site interview and walking tour the week of November 7. By November 16, the selected artist will be notified and issued a contract outlining a design and production schedule that includes a specific amount of design revisions.

Upon execution of the contract, an initial artist payment of \$5,000 will be issued. The remaining \$3,500 of contracted compensation will be paid at key project benchmarks. The selected artist will work with a few members of the Marketing and Creative team at Red Wing Shoe Company to complete the mural. Deadline for project completion is September 1, 2023.

SELECTION CRITERIA:

- Artistic excellence and compatibility of artistic style for this opportunity as demonstrated by work samples.
- Demonstrated experience and passion for engaging community members in the design and creation process of site-specific artworks, as demonstrated by past work and letter of interest.
- Ability to accomplish, and experience relevant to the technical aspects of this opportunity, as demonstrated by past work and letter of interest.

TO APPLY: Please submit the following application materials through the Anderson Center's online form via Submittable: <https://bit.ly/3KXKtqb>

- Letter of Interest (Max 2 pages) – *Please include:*
 - Brief bio and artist statement that outlines career background and accomplishments.
 - Details on relevant prior work experience, addressing ability to accomplish community and technical aspects of public art projects.
 - Narrative highlighting what excites you about this opportunity, including your connection or intentions with the site's cultural, geographical, and/or architectural context.
- 5 – 7 Sample Project Artwork Images – *Mural or large-scale works preferred.*
 - Include: year, place / location, role in creation, and any engagement component details.
- Contact Information for 2 Professional References
 - References will only be checked for finalists. Will notify applicant prior to contacting.

This opportunity is open to all professional artists with experience engaging communities through their practice. Artists may apply and be considered independently, as part of a team, or both. Interested applicants are encouraged to visit the site before submitting an application. Artists may be based anywhere in the world. Artists are responsible for their own transportation to and from Red Wing to complete the project. For questions, please contact Adam M. Wiltgen, at 651-388-2009 x4 or adam@andersoncenter.org.

ABOUT US: The Red Wing Shoe Company and its iconic brands are rooted in the same, powerful belief that what we do makes a lasting difference in people's lives. The Company is fueled by strong values and a more than 100-year commitment to craftsmanship. Learn more at: redwingshoeco.com

In its historic setting of Tower View, the Anderson Center offers residencies in the arts & humanities and supports creativity & innovation at the intersection of art & ideas. andersoncenter.org

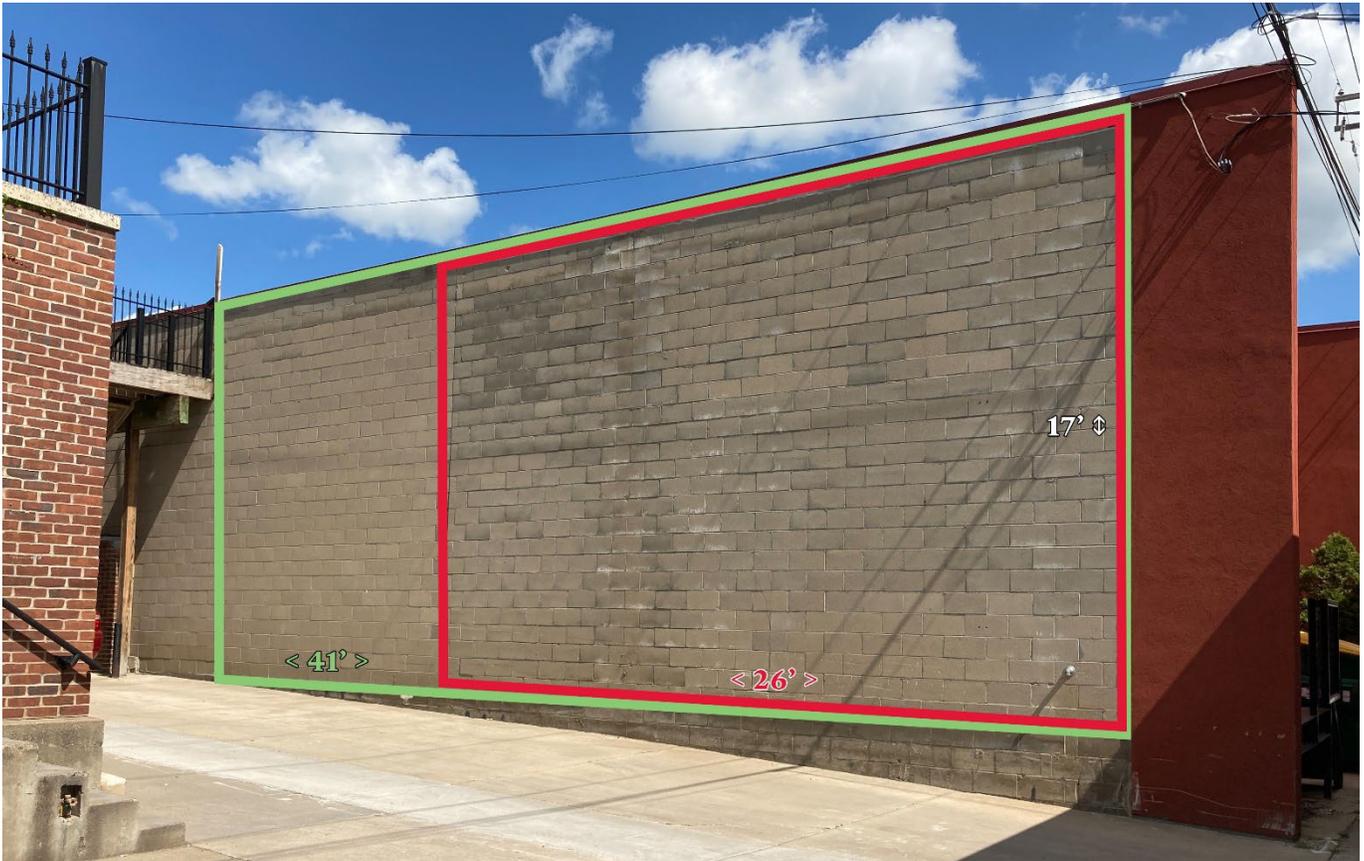


Figure 1: Mural Wall with dimensions



Figure 2: Mural wall with view of store entrance



Figure 3: South Entrance to Flagship RWS Store