



East Bay Agency for Children Call for Local Artists – Mural Project

East Bay Agency for Children (EBAC) is a non-profit social services organization serving Alameda County families since 1952. EBAC renovated a carpet business warehouse to create its new administrative office HUB in Oakland's Jingletown neighborhood. The exterior front of the building displays an existing mural that EBAC wishes to replace with one that reflects its mission and vision.

Applicant Guidelines

Participants must submit an application that includes all the materials listed below:

1. Contact information including full name, phone number, email address and mailing address.
2. An artist statement of up to 1,000 words that describes the following:
 - Why the artist is interested in painting the mural
 - Previous experience working on public art projects
 - The artist's connection to EBAC's mission, vision and project guidelines (below)
 - How the artist believes the art will communicate EBAC's mission, vision and project guidelines
3. At least three (3) images as samples of previous mural projects and/or samples of previous non-mural artwork that represents your style. Include a brief description of each. You may also submit a web site to view additional work. Please submit .jpeg files.
4. Three (3) references of individuals with name, phone and email address who can attest to your commitment and capacity to complete public art projects.

Materials must be received by Friday, January 21, 2022, at 5:00 pm.

Materials may be submitted in person, by email or by mail to:

East Bay Agency for Children
Attn: Julie West
2828 Ford Street
Oakland, CA 94601
Email: jwest@EBAC.org

Project Description

The goal of this project is to utilize the highly visible building front of the EBAC HUB to visually represent EBAC's mission, vision and work to the community. The EBAC HUB is located at 2828 Ford Street, Oakland, California. The mural will cover the entire front of the building on Ford Street. The entire existing mural is to be covered with the new mural wall. The mural wall is approximately 115.5 feet wide and 19 feet high.

Existing mural to be replace



Note the project requirements:

- Mural designs must cover the entire wall
- Artist signature shall be placed in a location that integrates into the artwork, in a space no larger than one square foot

Design Guidelines

Artists are strongly encouraged to consider and reflect the following statements in their design concept:

- EBAC's mission is to improve the well-being of children, youth and families by reducing the impact of trauma and social inequities
- EBAC's values are innovation, effectiveness, equity, collaboration, and humility
- EBAC strengthens the self-agency of families impacted by trauma and social inequities so they can sustain their own healing and thrive
- EBAC utilizes innovative ways to support historically marginalized communities and families from birth to death
- EBAC tailors its work to meet the specific needs of each child, youth and family client with whom we work
- EBAC staff approach their work from a place of compassion, vulnerability and belonging
- EBAC prioritizes staff taking care of themselves so they can take care of others

- EBAC builds and redevelops community by working to radically shift the context and conditions in which families live and exist (poverty, education, safety, economic opportunity, etc.) in order to sustain community healing so families can thrive
- EBAC's direct service programs include two mental health counseling programs for children and teens; a therapeutic intervention program for preschoolers; five Family Resource Centers; a health and wellness center; and grief support, early childhood, afterschool, and youth empowerment services
- EBAC disrupts current ways social service bureaucracies operate so they function to heal children and families

Note that the intended audience for the artwork is the community as a whole, including children. Installation of the work as well as application of an anti-graffiti coating after artwork is complete must be completed no later than June 30, 2022.

Eligibility

This call is for original mural proposals only. Proposals which contain imagery that is copyrighted by a different entity, stolen, or copied from any other source will not be considered. This call for proposals is open to all artists, including community groups, youth and student artists. Art teachers interested in mentoring a group of students may also apply.

Artist Selection Criteria and Process

Artists will be considered based on the following criteria:

- Artistic excellence, innovation and originality
- Artistic alignment with project guidelines
- Documented potential and experience to complete the project successfully and within the required time frame
- Extra consideration will be given to artists who reflect the community with whom EBAC works

From the applications submitted by January 21, 2022, two or three artists will be selected to provide a detailed design for final consideration. These artists will be provided a \$1,000 stipend for preparing their detailed designs. EBAC will select the artist and design for this project from those finalists.

Awards and Funding

The final artist selected by EBAC will be notified by email. The funding available for this project is up to \$25,000. The artist is responsible for providing all materials, resources and people power required to complete the project.

The artist cannot begin installation of the mural until the design is approved and all required liability and contract forms are completed and submitted to EBAC. If the artist or anyone participating in the project is under age 18, a parent or guardian is required to sign all forms.

Please note that EBAC will obtain all rights to the selected artwork and will retain the right to alter or remove the artwork as needed (i.e., if damaged or in need of repair).

Additionally, all artists and the completed projects may be featured on the EBAC website (www.EBAC.org) or other promotional materials.

To learn more about EBAC, visit www.EBAC.org

For questions about the mural project, contact Julie West, Jwest@EBAC.org or 510-844-6708

DEADLINE FOR CONSIDERATION: Friday, January 21, 2022