



**RFQ #2 Murals/Art on Duke Building Alley Walls  
REQUEST FOR QUALIFICATIONS (RFQ) FROM INTERESTED ARTISTS**

Entry Deadline: March 30, 2021  
Budget: \$30,000

The LTown Alley Art Committee is seeking qualifications from Artists/Artist teams to apply to design, fabricate and install exterior artwork in the LTown Alley located adjacent to the historic Town square. Area artists are encouraged to submit qualifications. Priority will be given to local St Mary's County artists but any Maryland artist can apply.

**BACKGROUND/DESCRIPTION**

The Town of Leonardtown Arts & Entertainment District is spearheading the installation of a parkette and alleyway connection located behind service/retail businesses off of Washington Street, Fenwick Street East and Park Avenue in downtown Leonardtown to be known as LTown Alley. See Exhibit 1

LTown Alley will include the installation of themed public art such as murals, sculptures, movable art works, interactive art works, area lighting, as well as, planters, landscaping, outdoor tables and both stationary/movable seating. The alleyways sit near the Town's historic square which is home to many annual outdoor community events. Also, part of the LTown Alley plan are entrance street signs, logo entrance pads and specialty overhead lighting. Each leg of the alley network will have a different subject tied to the overall local area theme.

The LTown Alley Art Committee is requesting RFQ's for artwork/mural to be installed on the walls of the Duke building alleyway (41655 Fenwick Street). The theme for this entire alley is Leonardtown History. There are blank walls on both sides of the alley. The Duke building wall is approximately 46 feet long, divided in two sections. There is a pass thru window that has great history behind it that could be incorporated into the art piece. The opposite wall is 79 feet long broken up in sections. There is an overhang over the alley that will be refurbished and could be incorporated as well, but is not a requirement. Examples of some of the inspirational ideas are included in Exhibit 2.

The art design should be mindful of the communities' desires while balancing an overall aesthetic approach that is relevant, refined and timeless. The artwork must be of high artistic quality. The design should be compatible, expressive and support holistically the entire renovated area. The overarching theme of the alley network would signify something about the local area (ex. history, agriculture, flora, fauna, industry or local activities).

A separate project is a character trail (scavenger hunt type) that will incorporate butterflies and caterpillars throughout the town. It is requested that each project for LTown Alley have an incorporated (hidden or plainly visible) caterpillar/butterfly (or any related stage of life) in the proposed piece.

**Budget Description**

The commissioning budget is \$30,000 and is all-inclusive including: design, artist fee, fabrication, materials, installation, travel, and insurance. Proposals that exceed the commission budget will be considered non-responsive and non-qualified.

### **Review Process**

The LTown Alley Art Committee will review qualifications submitted for the project and select three finalists/teams to illustrate their concepts through drawings and interviews. The final selected artist or artist team will be asked to fully develop the concept and present their idea to the committee. The committee and owner of the building where installation will occur will have final approval of the piece selected for installation. The final selected artist/team will receive \$2,000 for development of their final concept and presentation.

### **SELECTION CRITERIA**

- Artistic excellence as demonstrated by past work
- Understanding of the project and ability to create artwork that responds to the goals of the project
- Ability to meet the project timeline

### **APPLICATION REQUIREMENTS**

Resume: 2 pages maximum

Work examples: 5 - 7

Artist Statement: 500 word maximum

Letter of Interest: 1000 word maximum

Professional Resumé: Resumés or CVs must be submitted for each Artist or Artist team (Artist teams should provide a separate Resumé/CV for each member). Teams must provide information for each team member, and one Artist must be identified as the lead contact for the team. Any artist team selected through this Call must retain the same composition of individual team members until the completion of the commission.

Letters of Interest (max. 1000 words) should address the Artist or Artist teams' interest in developing a public art proposal for this specific commission and provide context to the conceptual and aesthetic approach, highlighting prior artworks, projects, or commissions of a similar scale.

Artists are allowed to apply in teams.

Artists applying as a team must split the allotted number of work examples between themselves.

### **ANTICIPATED TIMELINE**

Deadline for submittal of qualifications: 03/30/21

Review applications and select finalists: 04/15/21

Finalist's concepts and interviews: 5/15/21

Artist proposal due to committee: 6/15/21

Approval of artist proposal: 06/30/21

Installation completed: Will be determined by funding available. Several grants have been submitted and this installation will be in top priority for funding.

### **SUBMISSION REQUIREMENTS**

Artist or artist team must submit the following:

Typed letter of interest

Current artistic resume, no longer than two (2) pages

At least five (5) but no more than ten (10) digital images of previous artwork

Names & contact information of two (2) references

### **DEADLINE**

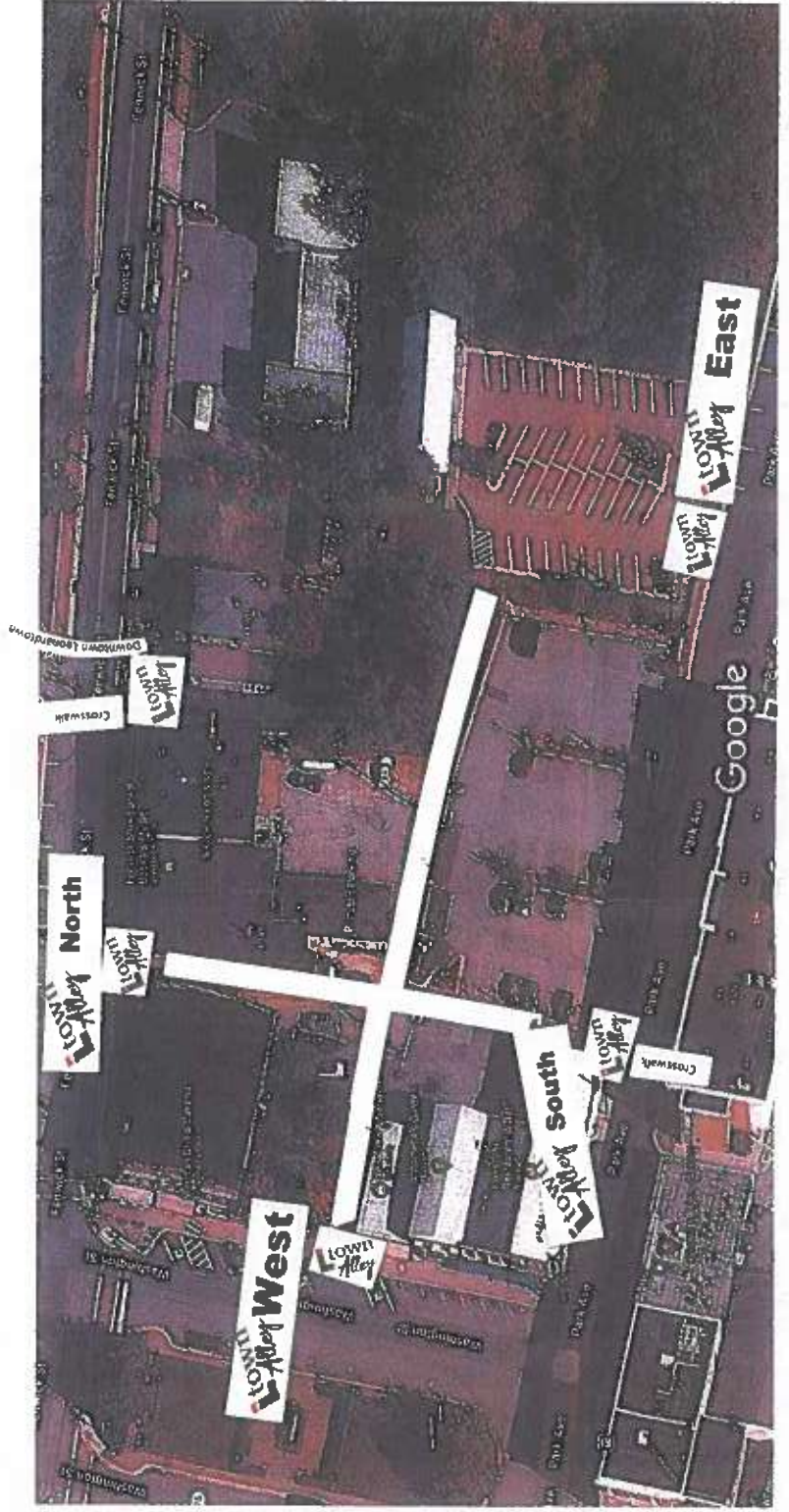
Artists must submit their applications by close of business March 30, 2021 via email [teri.dimsey@leonardtownmd.gov](mailto:teri.dimsey@leonardtownmd.gov) or by UPS/FEDEX to Town of Leonardtown, 22620 Washington Street, Leonardtown, MD 20650

For questions about this project or the application process, please contact Laschelle McKay, Town Administrator at [laschelle.mckay@leonardtownmd.gov](mailto:laschelle.mckay@leonardtownmd.gov) and include LTown Alley Artist RFQ in the subject line.

1/29/2021

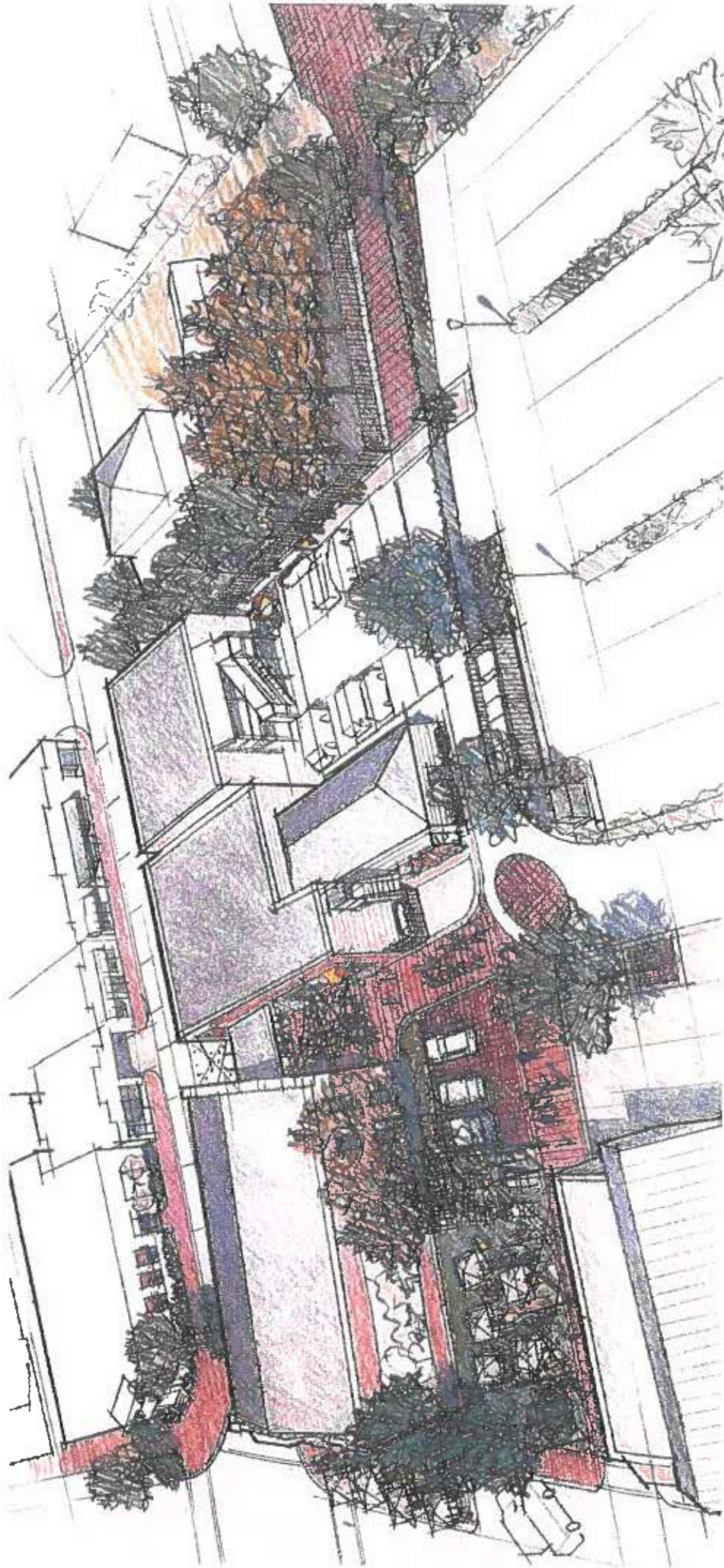
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# Alley Network



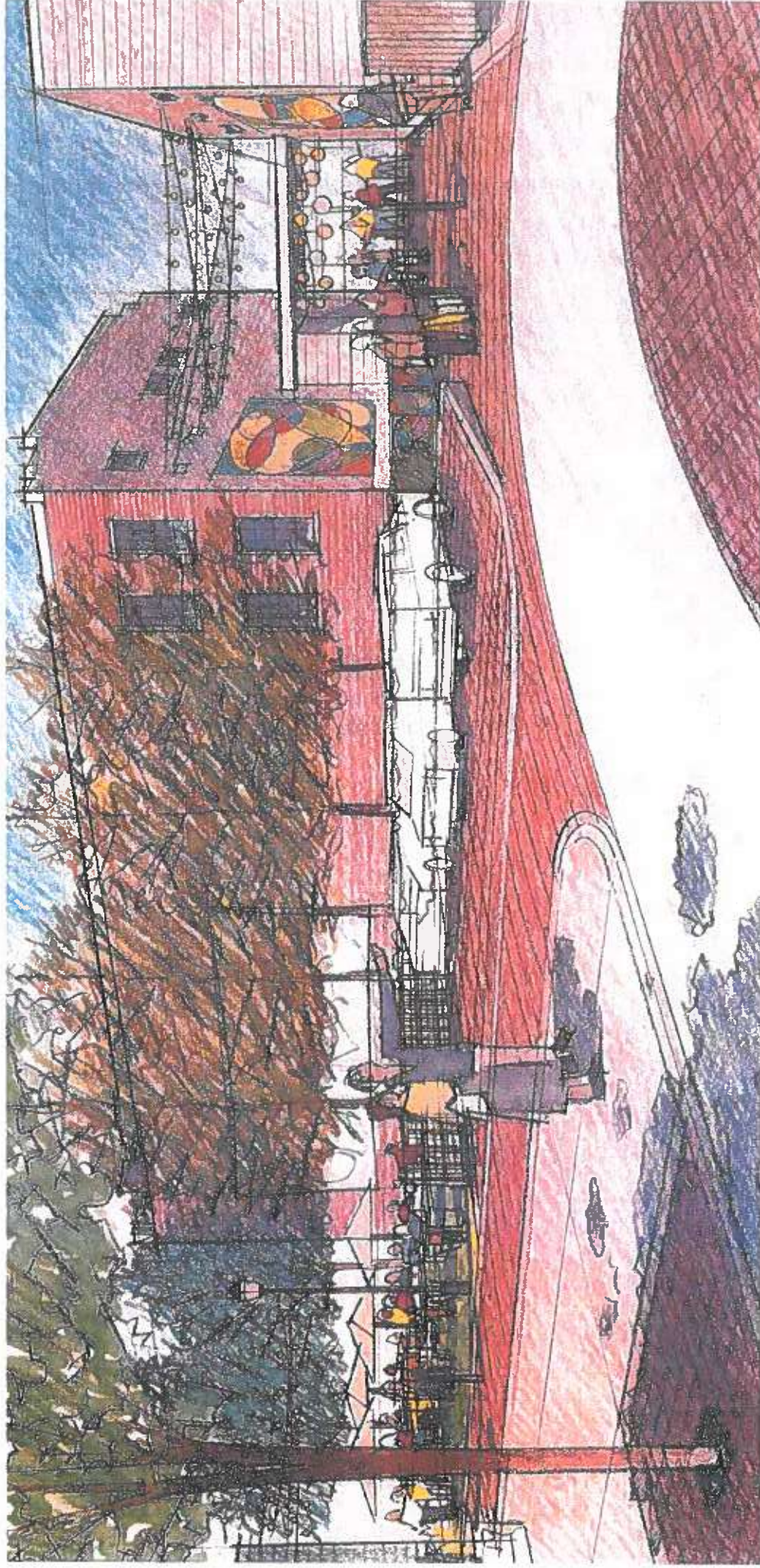
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ASSOCIATES INC



ARNETT MULDROW



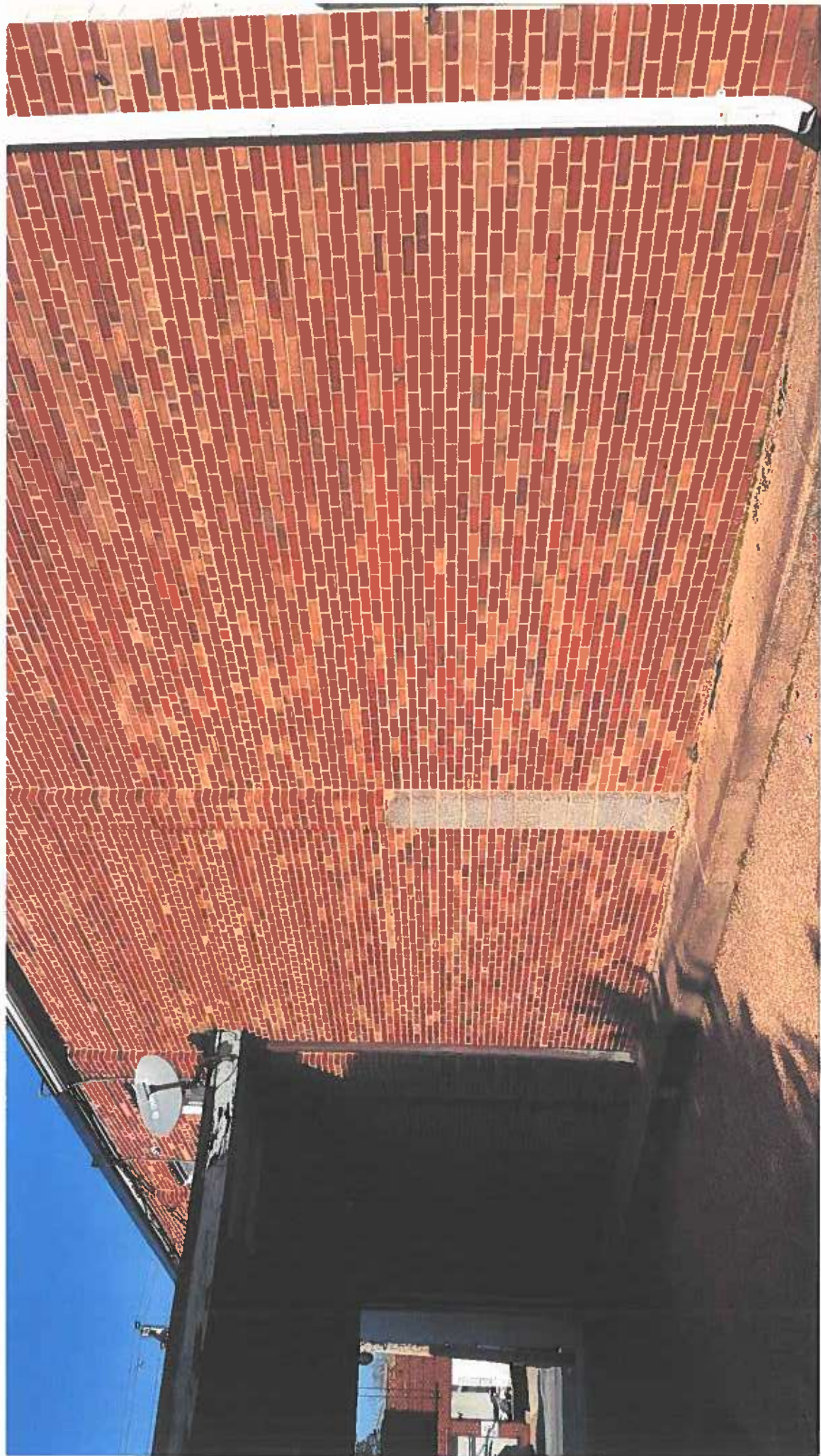
# Alley Network



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ASSOCIATES INC

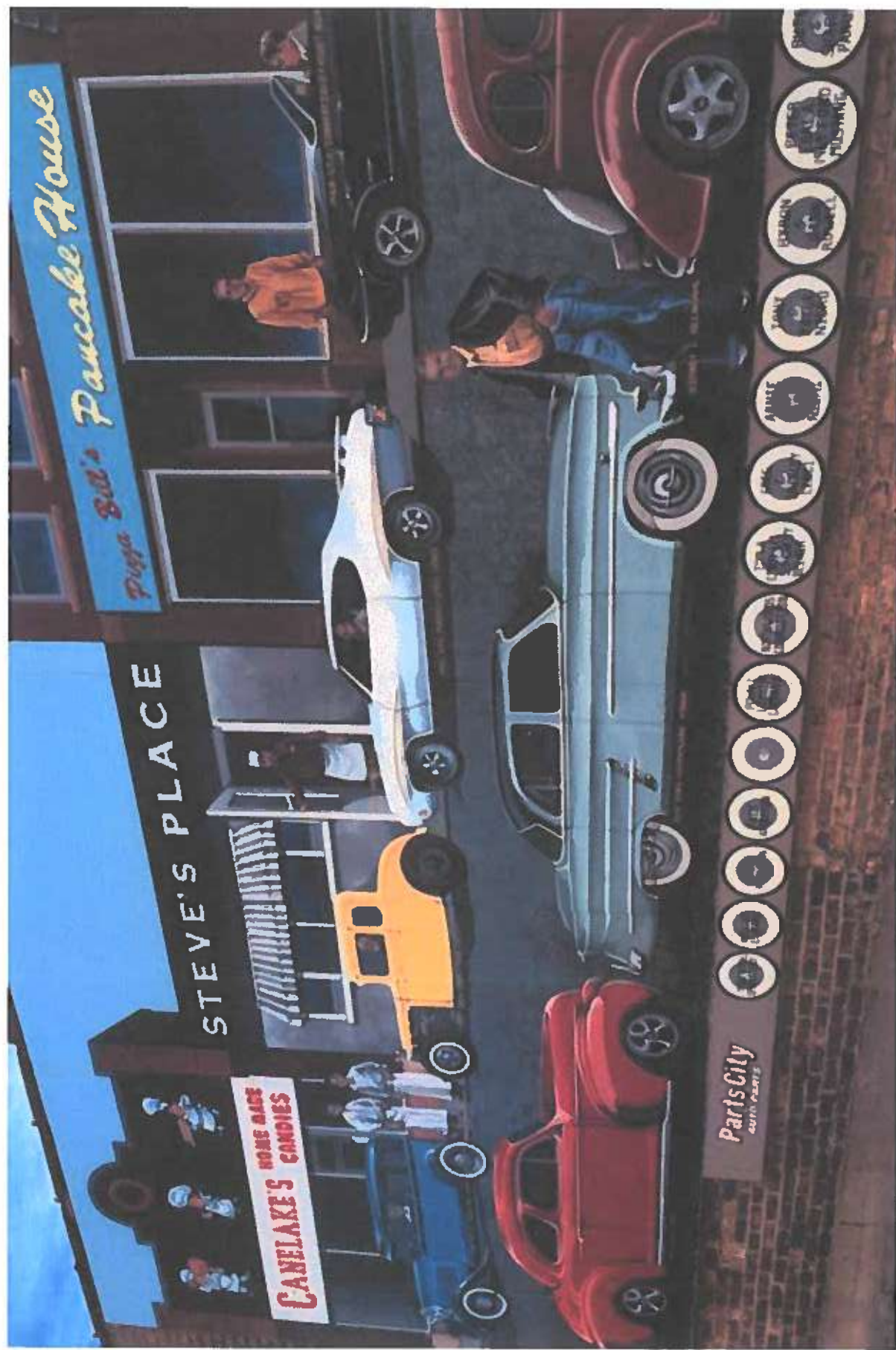










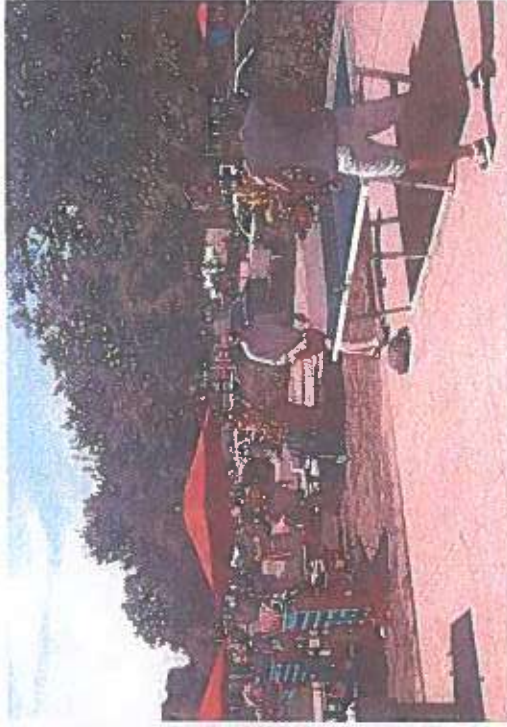








# Games | Furniture

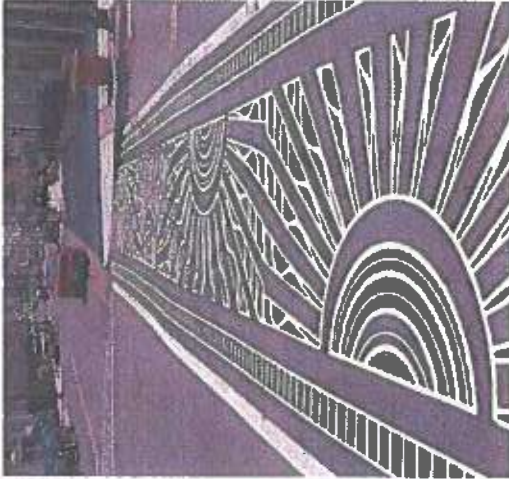


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# Paint

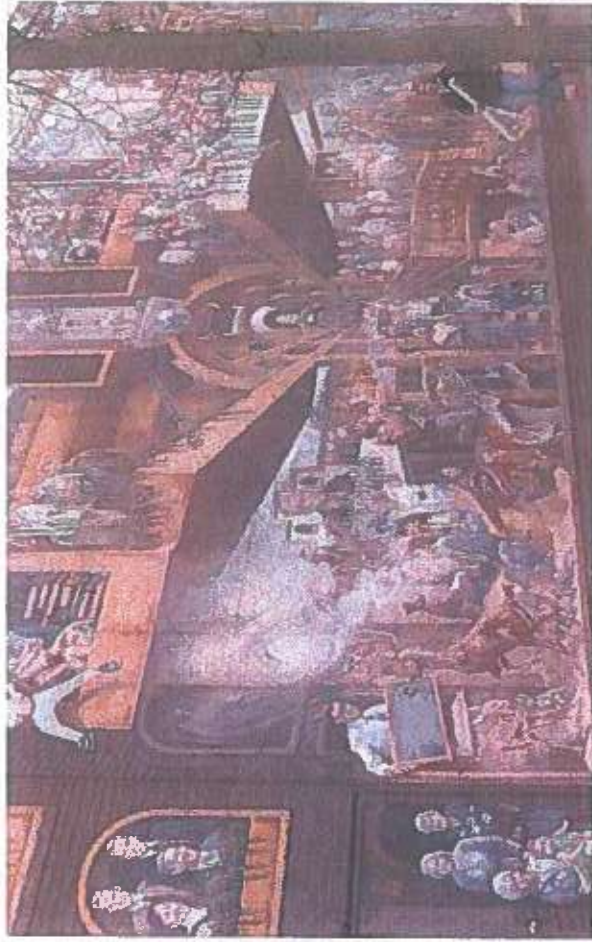
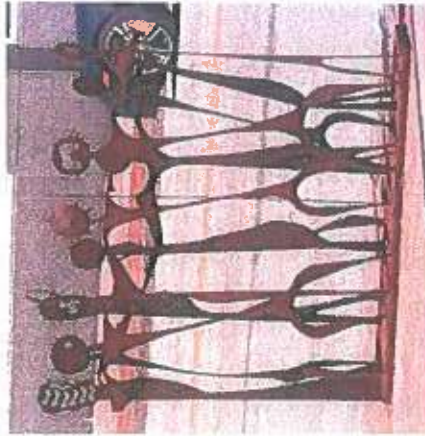


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# Art

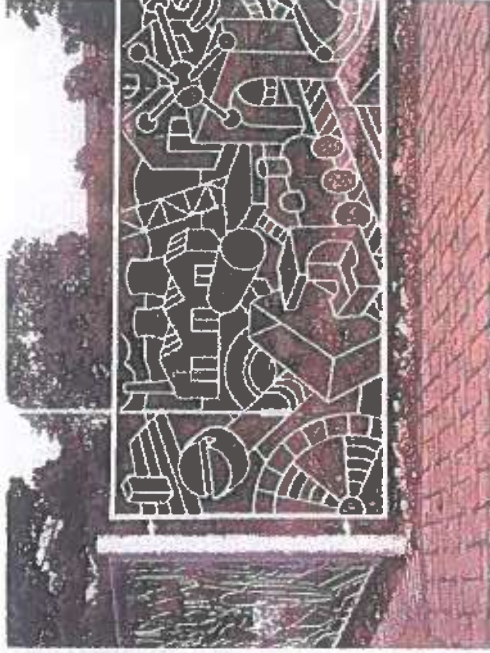
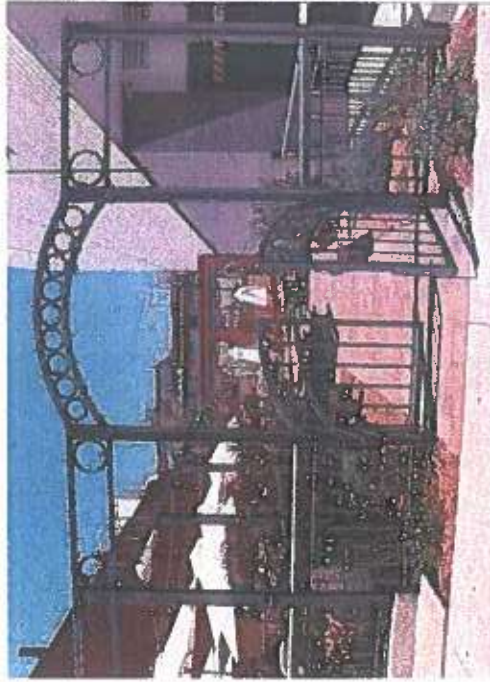


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# Fencing

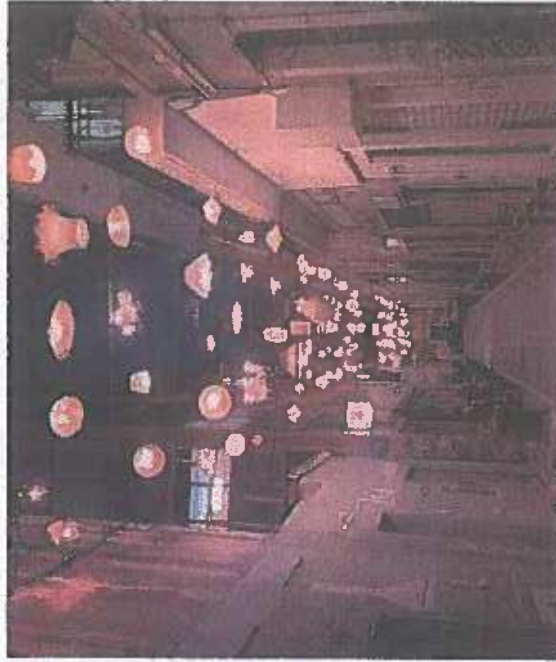
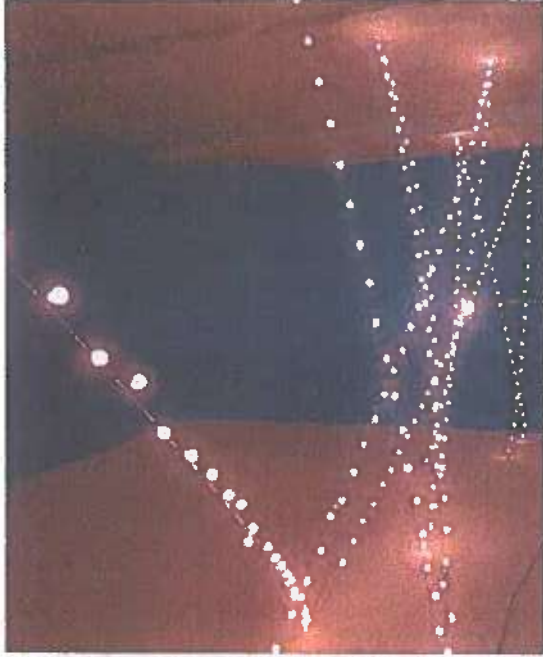
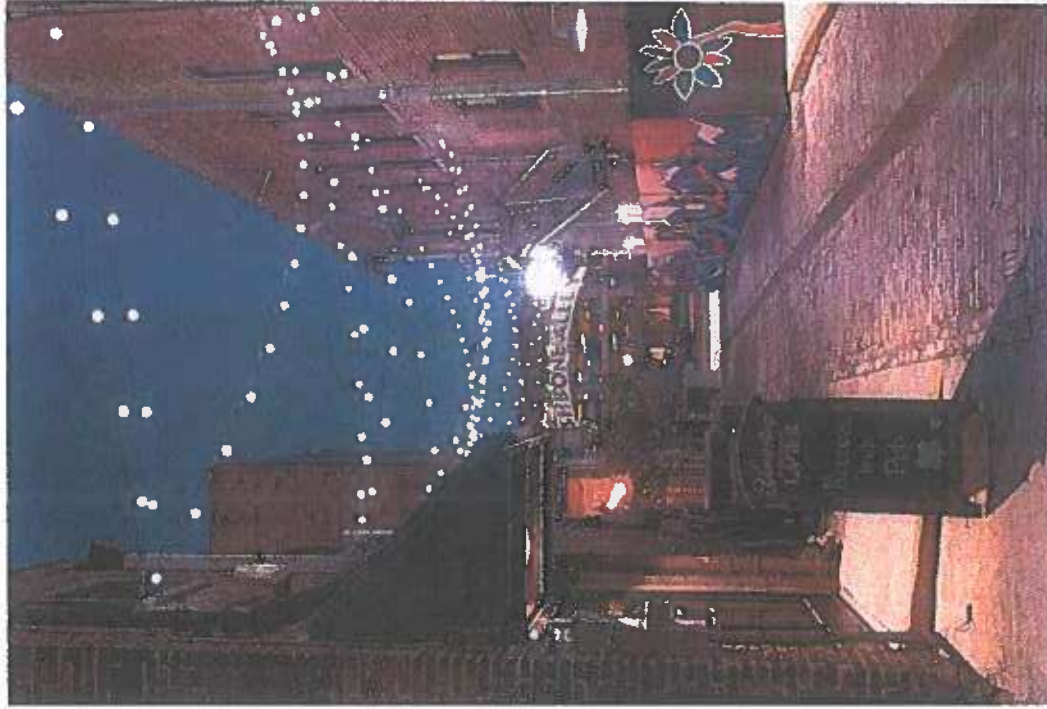


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# Lighting

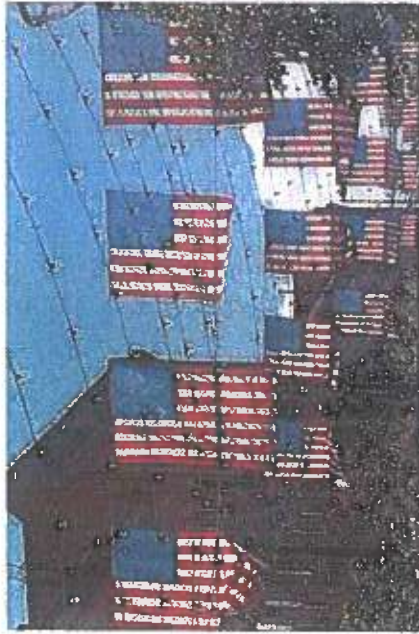


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# Overhead

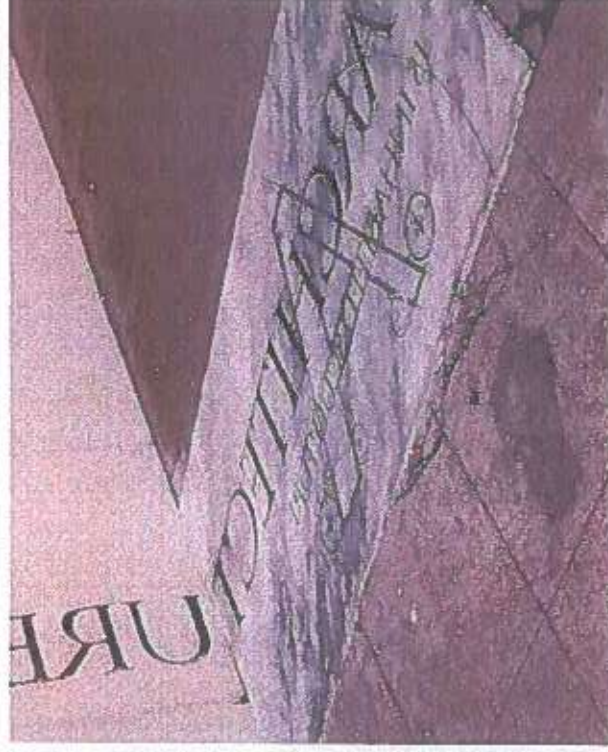
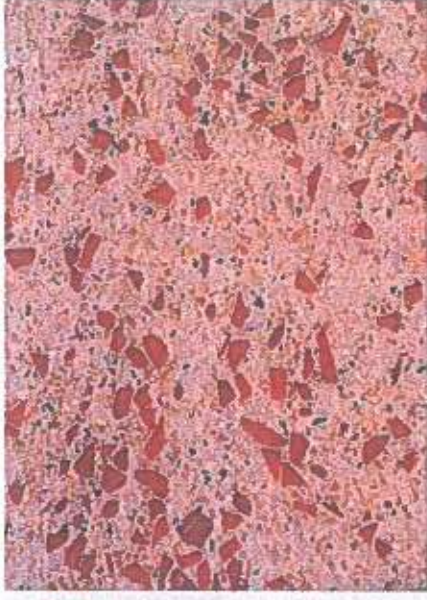


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# Paving



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# Programming



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## Laschelle McKay

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**From:** Laschelle McKay  
**Sent:** Sunday, January 24, 2021 7:40 PM  
**To:** Laschelle McKay



*Laschelle E. McKay, Town Administrator*  
22670 Washington Street  
Leonardtown, MD 20650  
301-475-9791



