



ALLENTOWN
PARKING AUTHORITY



CALL FOR ARTISTS REQUEST FOR QUALIFICATIONS

Iconic Spiral Parking Deck Mural Project
836 W. Linden Street, Allentown PA

December 9, 2024 | RFQ Application Deadline: January 13, 2025

About the Project

Allentown Economic Development Corporation (AEDC) in partnership with the Commonwealth of Pennsylvania, Allentown Parking Authority (APA), Lehigh Valley Arts & Cultural Alliance (LVACA), Allentown Mural Arts (AMA), and DLP Capital (DLP) seeks artist responses via this Request for Qualifications (RFQ) for the commission of an original work of art on the iconic Spiral Deck parking garage in downtown Allentown, PA. Built in 1969, the iconic 7-story structure is an important architectural element in the downtown.

APA is requesting the artwork to be inspired by the innovation, creativity, and expression of an Innovation District being developed within the surrounding blocks, which includes new galleries, new apartments, Moxy Hotel, Archer Music Hall, and Da Vinci Science Center. The south façade of the Spiral Deck overlooks a once-vacant alley that is now traveled by many visiting this newly developed “Downtown West” vibrant neighborhood.

About Allentown, PA

Allentown is a city at an important juncture and is one of the fastest growing cities in Pennsylvania. In the last decade, Allentown has seen over \$1B in development and over 2M square feet of new commercial and residential construction in the downtown core. Downtown revitalization has helped to turn around decades-long trends of population decline in the city and has grown a vibrant arts, entertainment, and business district attracting new residents and businesses.

Since the early 2000s Allentown – the third largest city in Pennsylvania – has seen a wave of population growth, with the current population being the highest in the city’s history. Allentown is a majority-minority city: about 54% of the city population is Hispanic, 30% White, 10% Black, and 3% Asian. The City of Allentown values this diversity and how it makes for a more vibrant city and a stronger economy. Allentown has initiated a multi-year public art effort to create works of art across the city of Allentown.

Budget

The budget for the project is \$60,000 and is inclusive of ALL fees, including artist fees, supplies and materials, equipment, wall surface preparation & sealant, lift rental, insurance, studio costs,

assistant fees/production support, technical, travel and lodging, and all other costs related to the design, production, and installation of the artwork. AEDC and AMA will assist the selected artist in applying for any required governmental approvals and AEDC will pay any required permit fees directly to the City.

Eligibility

The opportunity is open to artists or artist teams working in the mural arts field. Artists must have successfully completed a work of public art in comparable scale or budget to be considered for the project. Lehigh Valley-based artists, female artists and artists of color are encouraged to apply. Allentown is committed to reflecting the diversity of our region in our selection process.

Submission Process

Interested artists must submit their response to this RFQ by midnight on Monday, January 13, 2025. Up to 3 artist applicants will be selected as finalists, notified by January 20, 2025, and invited to attend a site visit. These artist finalists create a project proposal that they will present to Allentown stakeholders the week of February 3, 2025. Site visits and proposal presentations may be in-person or virtual. Full proposal details and requirements will be released to artist finalists at the time they are notified. Finalists not selected for the project will be offered a \$500 honorarium in return for their time creating and presenting the proposal.

Submissions should be emailed to info@lvaca.org with the following subject line: "Spiral Deck Mural Application - YOUR LAST NAME." Please include all application components listed below as a single PDF attachment, with your last name in the file name.

Application Must Include:

- **Artist Contact:** List name, address, email, phone, and website/social media links if applicable.
- **Statement of Interest:** Explain why you (or your team) are interested in this project. Explain why you would be a good candidate and how your experience will inform how you respond to the themes and goals of the project. (250 words maximum)
- **Artist Resume(s):** Resumes should reflect artistic experience. Teams must include resumes for all artists. No more than 2 pages per resume.
- **Previous Work:** Submit a portfolio with 4 examples of existing artworks that demonstrate an ability to complete a project of this style and scope. Applicants can provide more than 1 image of each individual artwork if necessary in order to show different angles or details. Please be certain that all images are clearly labeled with location, scale, media/materials, and budget.
- **Team Responsibilities:** Clearly identify the responsibilities of each team member. *Only applicable to artist team submissions and not individual artist submissions.*
- **Preliminary Budget and Materials List:** Provide a preliminary budget and materials list reflecting the scope of the initial concept design. (Must include any/all budget items listed in the "Budget" section above.)
- **Timeline:** Provide a proposed timeline for the project adhering to the outlined schedule stipulations. (See timeline below.)

The following criteria will be used to determine the finalist selections:

- Submission of all required proposal materials as outlined in this RFQ.
- Artwork reflects authenticity and originality.
- Design relevance to the site and fulfillment of the criteria outlined in the RFQ
- Artwork themes and goals.
- Feasibility of the project.

Additional Information

- The budget for each artist/artist team must not exceed \$60,000. It will be the responsibility of the artist team to allocate, dispense, and document funds accordingly. Funds will be distributed in three payments. Funds must be distributed to an account with a tax ID number.
- Artist and artist team can have a fiscal sponsor to receive funds. F.S. may include institutions, non-profits, local businesses, etc. A tax identification for the fiscal sponsor is required.
- Outside sponsorships are also allowed to help match any funding. Sponsors can be recognized on sectional mural narrative descriptions online and on-site.

Project Timeline

December 9, 2024:	RFQ Released
January 13, 2025:	Application Deadline
January 20, 2025:	Finalist Notifications
January 2025 (TBD):	Finalist Site Visits
February 3, 2025:	Artist Proposal / Sketch Presentations to Stakeholders
February 17, 2025:	Winner Notification
April 2, 2025:	Final Design Submission / Presentation
June 2025:	Installation Period
July 2025:	Dedication

Partner Organizations

Allentown Economic Development Corporation

AEDC's mission is to make Allentown the best place to grow a manufacturing business. We accomplish our mission through a range of activities:

- Redeveloping vacant and underutilized industrial sites, returning them to productive use
- Managing rehabilitated industrial properties to house the best employers in the city
- Incubating businesses and cultivating the entrepreneurial ecosystem
- Actively engaging with the city's manufacturing businesses
- Deploying economic development financing programs to drive business growth and physical improvement of the City's manufacturing buildings

Allentown Parking Authority

The mission of the Allentown Parking Authority is to operate, monitor, and maintain convenient and accessible parking facilities and on-street parking opportunities within the City of Allentown. We believe that the safety of our visitors and our residents is the number one concern, so we maintain our integrity with our officers keeping you and your vehicle safe while in the City of Allentown.

Lehigh Valley Arts & Cultural Alliance

The Lehigh Valley Arts & Cultural Alliance is a nonprofit 501(c)3 organization deeply embedded in the community that believes in the power of art to transform, heal, and unify. As a voice for cultural understanding, diversity, and the integration of the arts into all facets of life, we are a network, resource, and advocate for those creating, attending, and supporting the arts throughout the Lehigh Valley.

Allentown Mural Arts

Incorporating art into daily life. AMA is a collaborative and engaging public art and beautification non-profit program that creates opportunities for our artists to contribute to our communities' identities, fosters neighborhood pride and a sense of belonging, and enhances the quality of life for residents and visitors.

Pennsylvania State Senator Nick Miller

In the Pennsylvania State Senate, Nick continues as an unwavering advocate for students, educators, and economic success for families and small businesses in the Lehigh Valley.

DLP Capital

DLP Capital is a private real estate investment company focused on making an impact by acquiring, developing, and building relationships, housing, leaders, and organizations.

Site Images





SOUTH ELEVATION
 836 LINDEN STREET GARAGE
 (THE SPIRAL DECK)

IN HOUSE USE ONLY:

TO POST IN ARTIST CALL SITES RFQ ARTIST SITES DECEMBER 9, 2024:

**Seeking Artist Responses for
Iconic Spiral Parking Deck Mural Project
Request for Qualifications (RFQ)
Allentown, PA**

Allentown Parking Authority in partnership with the State of Pennsylvania, Allentown Economic Development Corp, DLP Capital, Lehigh Valley Arts & Cultural Alliance, and Allentown Mural Arts seeks artist responses via this Request for Qualifications (RFQ) for the commission of an original work of art by a professional artist(s) to be painted/applied onto the south facade of the iconic Spiral Deck parking garage on Linden Street in Allentown, PA. As the Spiral Deck sits central to the newly created innovation district, artistic themes of innovation & creativity are requested. The budget for the mural is \$60,000.

Click here for the application (RFQ) which is due January 13, 2025, 5pm ET.

FOR IN HOUSE USE : COMPLETE PROPOSED MURAL TIMELINE

December 9, 2024	Request for Qualifications (RFQ) Release; Artist Call Window Open
January 13, 2025	RFQ Application Deadline
January 14-17, 2025	Vetting of Artists Qualifications [schedule meeting of full jury]
January 20, 2025	Finalist Notifications (3) & Site Visit Opportunity
February 3, 2025	Artist Proposal (Sketch) Presentations (Week of)
February 17, 2025	Winning Artist Notified / Agreement Submitted
March 3, 2025	Winning Artist Announced to Public
April 2, 2025	Final Design Submitted to LVACA (for approvals/permitting)
June 1, 2025	Painting Begins
June 9-27, 2025	Community Days (TBD)
June 30, 2025	Painting Completed
July 2025	Mural Dedication (TBD)

Total Budget: \$61,000

\$60,000 selected artist fees, (2) finalist honorariums @ \$500 each.

(Concept Jury) 11 Judges made up of:

1 State, 2 DLP, 2 APA, 1 COA, 2 LVACA, 1 AMA, 2 Community