

CPC New York Artist Mural

Request for Proposal
February 26, 2024



Introduction

TITLE OF THE PROJECT

CPC Headquarters Broom

SUBMISSION DEADLINE

Monday, March 4, 2024 | 12 PM

Please confirm if you elect to participate by Wednesday, February 28, 2024 by emailing the contacts below.

Jessica Haubrick at JessicaH@mmoser.com

Abbey Melsheimer at AbbeyM@mmoser.com

Full submission requirements outlined in the last section.

CLARIFICATIONS

Questions concerning this request can be discussed during a 20min Q&A call which will be scheduled upon receipt of the submitted proposal.

INSURANCE REQUIREMENT

Insurance will be required for installation. Requirements to be provided at a later date.

I. Introduction

Founded in 1965, the Chinese-American Planning Council (CPC) is a social services organization that creates positive social change. CPC empowers Asian American, immigrant, and low-income communities in New York City by ensuring they have equitable access to the resources and opportunities needed to thrive.

Today, CPC is the nation's largest Asian American social services organization and is the trusted partner to 60,000 individuals and families striving to achieve goals in their education, family, community and career. CPC welcomes community members at every stage of life to over 50 high-quality programs at 35 sites in Manhattan, Brooklyn and Queens, and through a subsidiary provides critical home attendant and personal assistance services to patients in all five boroughs.

Through all of its services, CPC empowers New Yorkers to become agents of positive change in their own lives and in their communities. These services include Asian Family Services, Asian Childcare Resources & Referrals, Special Needs/Early Intervention, Multi-Social Services Center, and Community Health Services.

II. Project Goal

The Chinese-American Planning Council's new Headquarters is located in the Broome Street Development on Manhattan's Lower East Side. The goal of this project is to put CPC on the physical map on par with its accomplishments in the world of social services. They envision this as a landmark space to welcome the community and provide a long-term home for their important work. CPC is looking for artists who are passionate about social change to create custom works to be installed within the new headquarter that speak to CPC as an organization as well as the local community.

Introduction

III. Selection Criteria and Process

Responses to the RFP will be evaluated based on the below criteria. CPC anticipates completing their selection process and commencing kickoff on March 7, 2024.

A. Relevant experience

- Examples of previous works such as hand painted murals or custom generate graphics
- Custom artworks pertaining but not limited to social good, Asian American influence, equality, local community, etc.
- Successful delivery on schedule and on budget

B. Pricing

Submission of a reasonable and competitive fee.

C. Timing/Schedule

Availability to begin immediately upon award.

RFP Schedule:

- RFP issued Monday, 02/26
- Intent to bid Wednesday, 02/28
- Q&A Clarification Call Thursday, 02/29
- Proposals returned Monday, 03/04 by 12 PM
- Award date Wednesday, 03/06

Project Schedule:

- Project kickoff Thursday, 03/07
- Completed project installation for Grand Opening Friday, 04/05
- Grand Opening week of 04/08

Artist Mural Locations



CPC y Values

We are our community. We are committed, inclusive, and responsive.

We embrace our community. We are reliable, trusted, and transparent and hold ourselves to the highest quality standards.

We empower our community. We inspire leadership, equity, and progress.

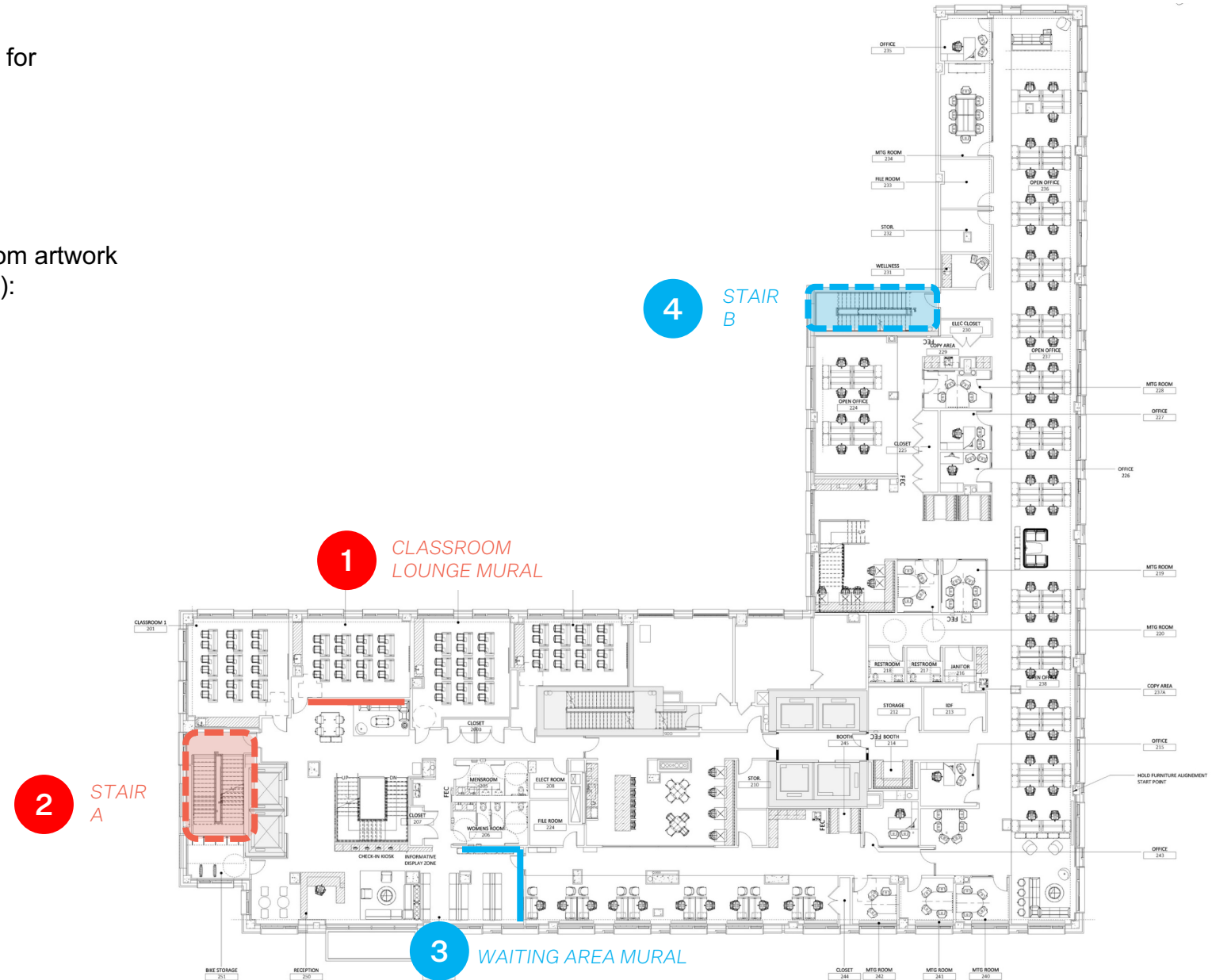
Artist Mural Locations & Overview

There are 2 locations for custom artwork required for Grand Opening (in red):

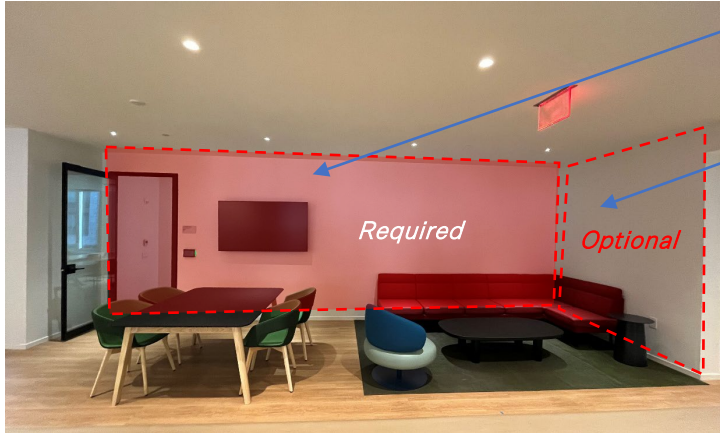
1. Classroom Lounge Wall
2. Stair Mural A

There are 2 additional potential locations for custom artwork that can be installed after Grand Opening (in blue):

3. Waiting Area
4. Stair Mural B



Artist Mural Location *v* Classroom Lounge



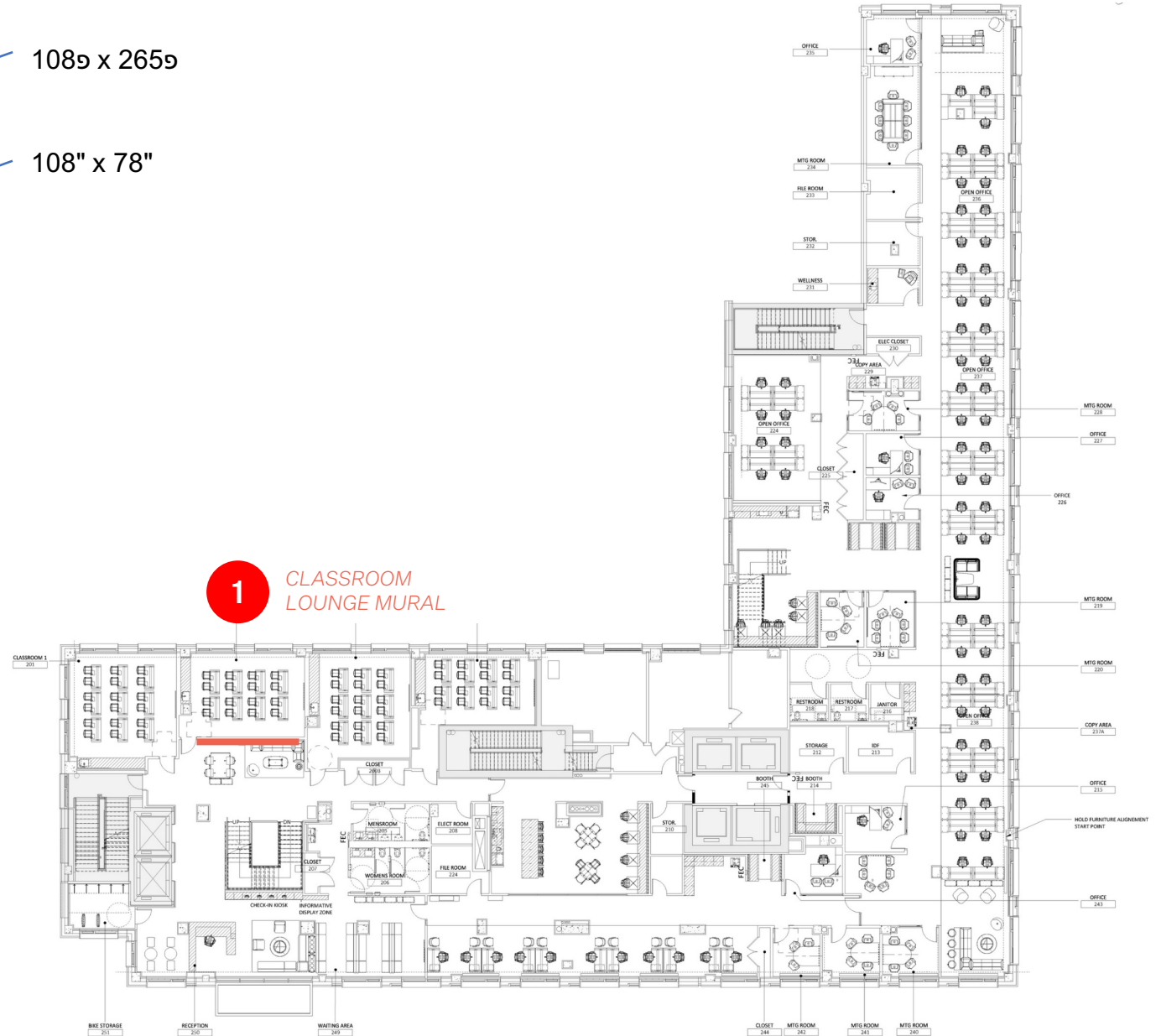
108⁹ x 265⁹

108" x 78"

CLASSROOM LOUNGE MURAL LOCATION

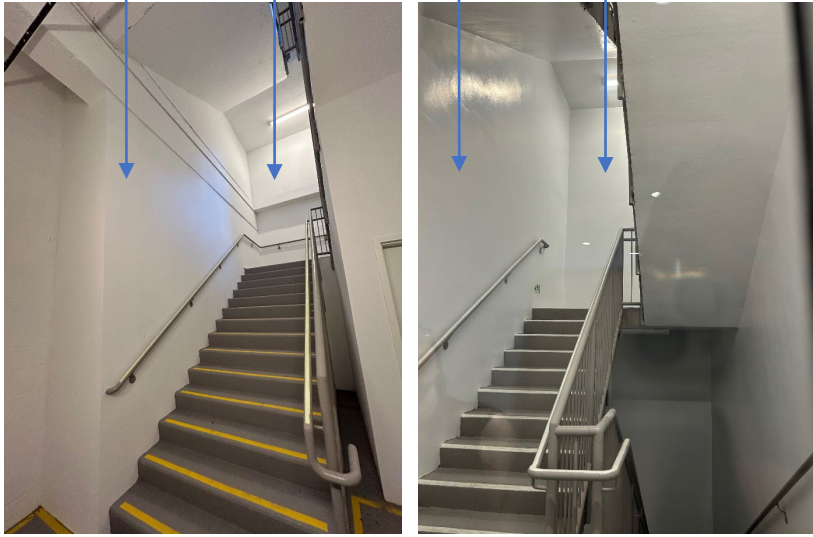
Mural Inspiration / Idea Starters

- To feel apart of the CPC community
- Sense of belonging
- We embrace you as an individual
- Calming
- Themes of education
- Empower *v* 3 values



Artist Mural Location v Stair

1569 x 2409 1569 x 1329 1469 x 2559 1469 x 1029



Inspiration Images

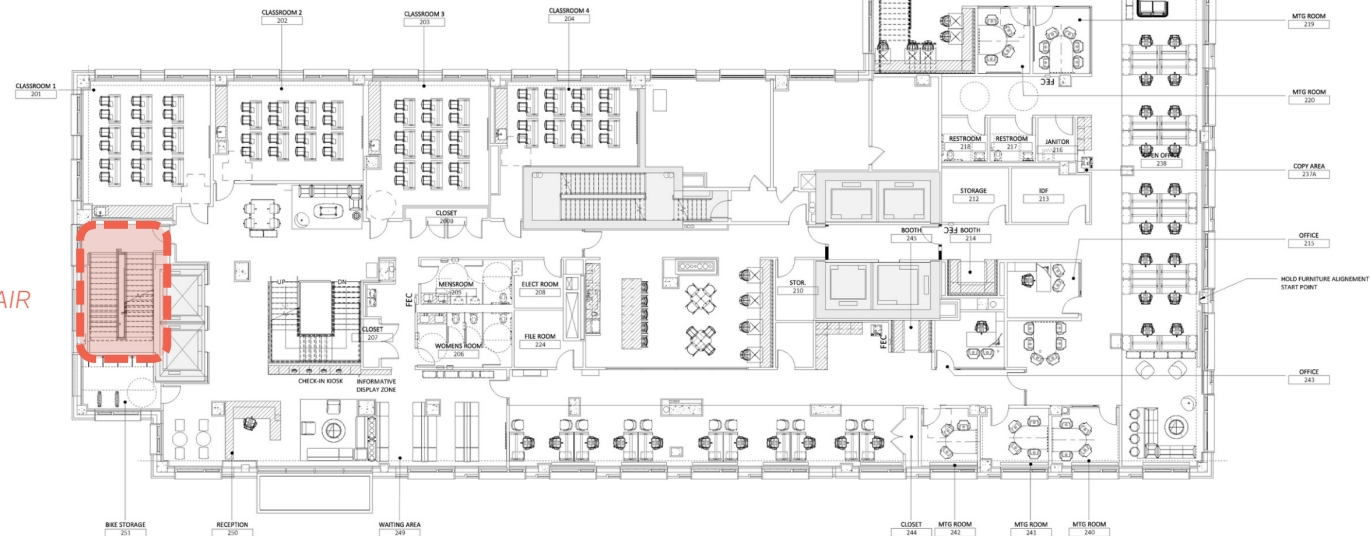
4 STAIR B

STAIR MURAL LOCATION – Stair extends from 1F– 2F – 3F

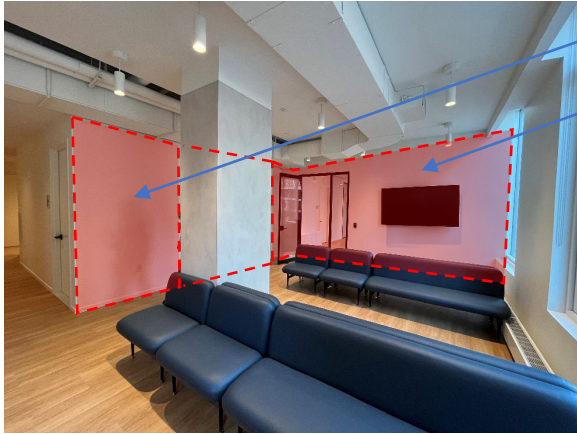
Idea Starters

- Empowering / Sense of belonging
- Use of pattern
- May incorporate floor number at each level
- Not too overwhelming or to take away from artwork in Classroom Lounge or Waiting Area

2 STAIR A



Artist Mural Location & Waiting Area



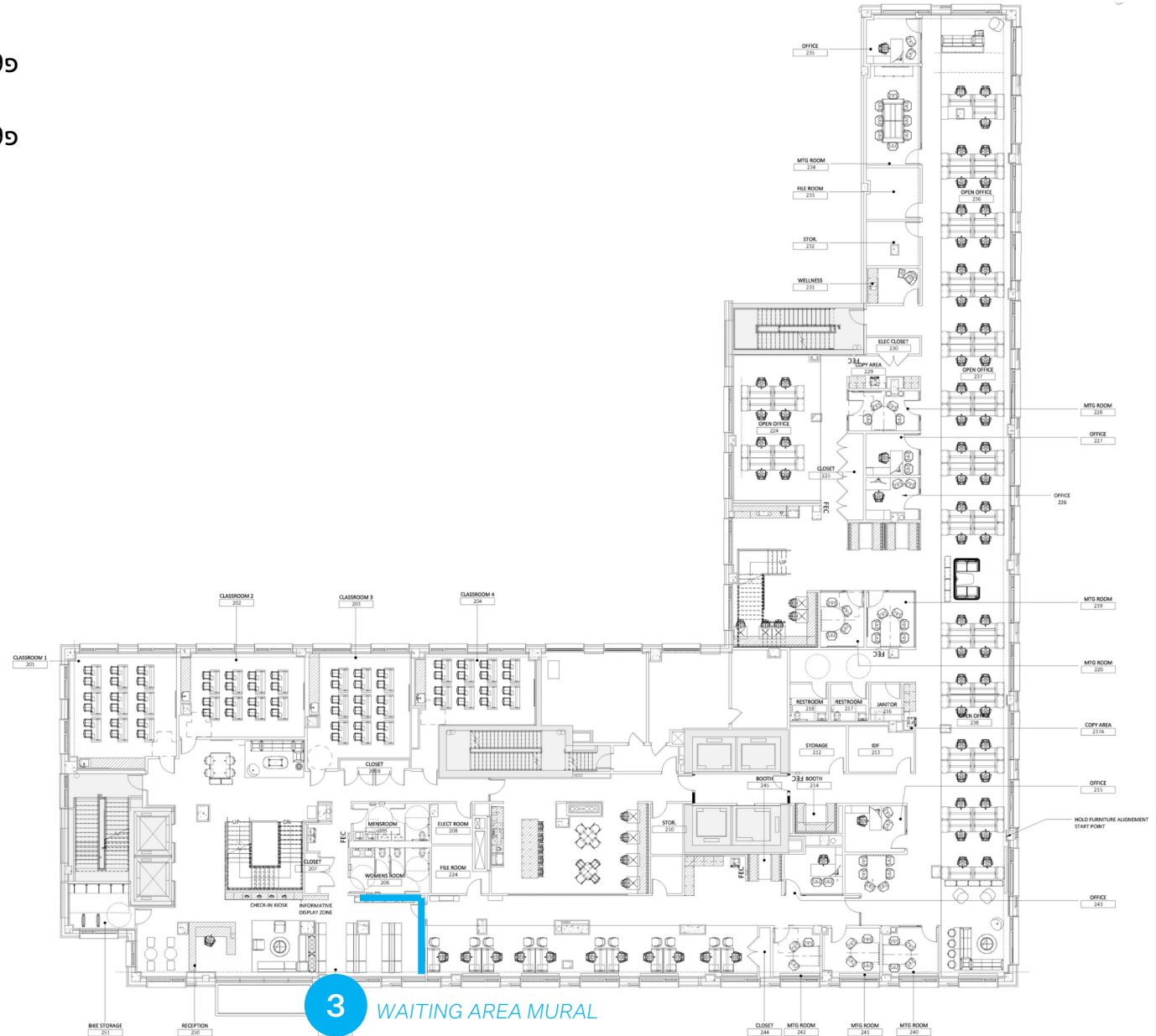
1089 x 1899

1089 x 1999

WAITING AREA MURAL LOCATION

Mural Inspiration / Idea Starters

- We embrace you as an individual
- Empowering people
- Embracing who CPC is and what they do for the community
- Take emotions into consideration



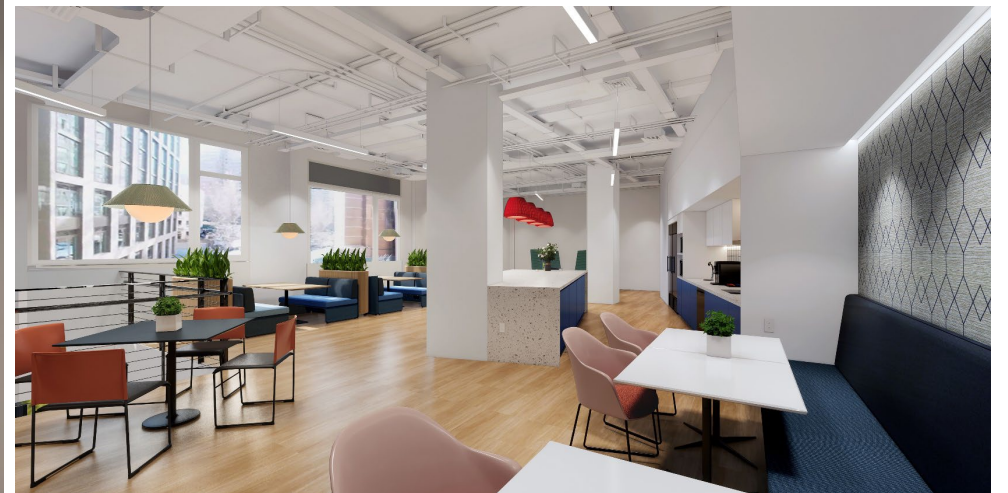
Architectural Design *v* Look & Feel

A sample of images of the new space for reference.

(Right top image) Existing mural of neighboring building visible from waiting area window.



(Bottom left image) Graphic shown in lounge is a placeholder.



Submission Requirements



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Please include the following items as a part of your response:

1. Relevant Project/Artwork Examples

Examples of completed artworks and murals.

2. Artist Statement

A brief summary about yourself, your work as an artist, and any relevance this project may hold for you.

3. Pricing

Total fee for custom artworks.

Please price each location separately.

If it is a hand painted mural please include the full cost to include custom artwork, materials and installation costs.

If it is not a hand painted mural please clearly note the desired method of install and if the installation cost is or is not included in the fee.

4. Schedule

Outline proposed schedule to complete all works.

Please clearly outline the completion dates for each location.

Completing the works in phases is acceptable.

Please email a PDF copy of your Proposal to the contact emails listed below. The submission is to be clearly titled "CPC: Artist Mural RFP Response." Files not to exceed 30MB.

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AbbeyM@mmoser.com

Thank you.

