

# CALL TO ARTISTS

## *Request for Proposals*

April 2, 2025

## MILDRED HAILEY RE-DEVELOPMENT EXTERIOR MURAL PROGRAM

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Led by The Community Builders

In partnership with Ivey Bueno Art Advisory



**Submissions Due: April 30, 2025**

This is an invitation to submit proposals for original exterior hand-painted murals at the new Anna Mae Cole Center and 2 Lamartine Street buildings in Jackson Square, Boston.

THE COMMUNITY  
BUILDERS



Ivey Bueno Art Advisory

*Turning Housing into Home through Local Art*

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The Development team seeks proposals from professional artists for original 2D hand-painted murals at two new construction buildings located in the heart of Jackson Square, Jamaica Plain. These new long-term murals will be visible from popular community assets including the Jackson Square Playground and Southwest Corridor.

Request for Proposals Issued – April 2, 2025

Virtual Info Session – April 9, 2025, 11:00 am and 5:00 pm

All Written Questions Due – April 18, 2025

**Submissions Due – April 30, 2025, 11:59 pm**

Mural at new Anna Mae Cole Center\* – estimated \$40,000

Mural at 6 Lamartine Street \*– estimated \$12,000

*\*Buildings are currently under construction. You may use 37 Heath Street, Jamaica Plain, MA for online searches to find the approximate location of the site.*

**All artwork must be installed in the Summer/ Fall of 2025.**

[START SUBMISSION](#)

# OVERVIEW

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The Community Builders (TCB), Jamaica Plain Neighborhood Development Corporation (JPNDC) and Urban Edge (UE) are three accomplished non-profit Boston-based development organizations with deep experience and success in developing vibrant, safe, affordable and mixed-income communities in the Jamaica Plain and Roxbury neighborhoods. In 2017, they were designated by the Boston Housing Authority to redevelop a portion of the Mildred Hailey campus, formerly known as the Bromley Heath Public Housing Development. The master plan includes replacing seven physically distressed buildings with seven new, modern residential buildings with new commercial and community spaces.

TCB is developing the first two buildings in the master plan located at future 2 and 6 Lamartine Street which will be adjacent to the Southwest Corridor and close to the Jackson Square MBTA station. The two buildings feature 223 affordable and moderate-income apartments, a new Anna Mae Cole Community Center, and an Innovation Center to support financial mobility, educational advancement, and career advancement in the community. The buildings will provide new apartments for current Mildred Hailey residents and welcome new households to the Jackson Square community. Between the two buildings will be the Anna Mae Cole Plaza, a new outdoor gathering space that connects the Mildred Hailey site with the Jackson Square Playground and Southwest Corridor. The two new buildings and their future murals seek to embody and amplify the vibrancy of the Mildred Hailey community.

# PROGRAM THEMES AND GOALS

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We are commissioning two new murals which will represent the core values and cultural richness of the Mildred Hailey residential community. We seek proposals from artists who have a strong artistic vision for these projects and whose work tells a compelling story of “home.” The artwork should be culturally responsive, amplify the vibrancy of the neighborhood, and incorporate potential themes of unity, inclusion, or historical activism.

## **Community Engagement**

Artists will work closely with the development team on designing and facilitating two in-person community engagement events as part of the design process. With input from Mildred Hailey residents and community partners, our goal is to capture the essence of this unique residential community while preserving your artistic vision and integrity for each mural.

## **Beauty and Sustainability**

While beautifying the resident, visitor, and community member experience of the spaces, artists should choose materials and methods which consider the safety and well-being of the artists and community members during installation and for the life of the mural. A good submission will also consider artwork durability and maintenance requirements over time.

## **Connection to Place**

This Request for Proposals aims to create opportunity for artists who have ties to Jackson Square, its neighboring communities, and its stories. We believe artists who have a meaningful connection to a place and its people can bring a unique perspective to long-term exterior artwork, illuminating not only the history, but also the aspirations of the community.

# TWO OPPORTUNITIES

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The development team seeks separate proposals for each commission opportunity listed below. Artists may submit a proposal for one or both commissions. The awarded artists will leverage the same community engagement events and onsite mural installation periods to ensure efficient use of onsite resources. If different artists are selected for the two murals, collaboration between both artist teams is welcome and encouraged.

## **Commission 1: Artist Installed Exterior Mural at the new Anna Mae Cole Center**

Size: South façade: 15' x 30' + East façade: 20' x 30' = Total 1,050 sq. ft.

Budget range: estimated \$40,000

Installation period: September 2025

Refer to [Exhibit 1](#) for renderings of the mural location

Desired Experience: Artists must have completed a minimum of five (5) mural projects or projects of similar scale and complexity.

## **Commission 2: Artist Installed Exterior Mural at 6 Lamartine Street**

Size: East façade: 9' x 20' = 180 sq. ft.

Budget range: estimated \$12,000

Installation period: September 2025

Refer to [Exhibit 2](#) for renderings of the mural location

Desired Experience: Artists must have completed a minimum of five (5) artwork projects that are relevant to this request for proposal. No specific mural experience is necessary.

# PROJECT SCHEDULE

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## **APRIL**

Information Sessions April 9, 2025  
Submissions Due April 30, 2025



## **MAY**

Artist Interviews  
Artist Selection and Contracting



## **JUNE – AUGUST\***

Design and Community Engagement  
Final Artwork Approval



## **SEPTEMBER – OCTOBER**

Mural Planning and Preparations  
Onsite Installation

*\*Boston Arts Commission submission is not required at this time.*

# SUBMISSION MATERIALS

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\_\_\_\_ Artist Description

*Submit a Bio, CV, Resume, or other document to describe your background and experience. Collaborative teams should upload a description for each team member.*

\_\_\_\_ Statement of Interest and Initial Project Concept (max 250 Words)

\_\_\_\_ Community Engagement Examples (max 250 Words)

\_\_\_\_ Relevant Work Examples

*Submit up to 10 images of past completed work that is relevant to this site and your initial project concept.*

\_\_\_\_ Annotated Image List

\_\_\_\_ Itemized Budget

*See details under "Budget Guidelines"*

\_\_\_\_ Opportunity Plan (250 Words)

*The project sponsor is committed to inclusive procurement practices that are open to traditionally underrepresented groups. Please describe any efforts you have taken or will take to ensure your selection of suppliers and subcontractors for this contract will be meaningfully open to such companies.*

\_\_\_\_ Sample Five-Year Artwork Maintenance Plan (max 250 words)

*Describe your plan for periodic maintenance of the finished artwork to ensure the longevity and enjoyment of the mural by the community.*

\_\_\_\_ Finalist Interview Availability

\_\_\_\_ References

# SUBMISSION MATERIALS (CONTINUED)

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## Budget Guidelines

Budgets must include all labor, materials, and equipment needed for final execution of your artwork. In addition to artist fees, please include items such as artist materials, equipment rental, insurance, refuse disposal, permits if applicable, and photo and/or video documentation of your process. Be sure to state the number of consecutive business days required for the onsite installation of the artwork. Please note the following:

- The substrate for both murals will be new fiber cement panel. It will be primed and ready to accept finish paint.
- The site will provide water and electrical service for the onsite installation of artwork. Details will be discussed with the operations team during the mural planning stage.
- The artist team members will be allowed access to bathroom facilities for the duration of onsite artwork installation. Bathrooms are limited to personal use only, and not for cleaning of artist materials and/or equipment. Itemized budgets should assume proper disposal of all materials per municipal and property regulations.
- Please assume typical work hours to be daylight hours. No additional lighting is planned for the installation of artwork.

Please use the Itemized Budget Template in [Exhibit 3](#) or a similar form for your proposal submission.

# SELECTION CRITERIA

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The Mildred Hailey development team in partnership with Ivey Bueno Art Advisory will ensure a thoughtful and inclusive selection process. Will be evaluating proposals based on the following:

## **Artist Experience**

This Request for Proposal aims to provide opportunities to artists at different levels of experience. We will evaluate submissions based on the strength of artistic vision, originality, creativity, freshness, and technical skill.

## **Submission Quality**

A high-quality submission should be clear, thoughtful, and complete. It should include a sound budget, as well as a feasible plan for installation and maintenance of the artwork.

## **Community Engagement Experience**

We want to work with artists who share our belief that community input can be a valuable part of the design process. Please describe creative ways you will engage the project site's community members.

## **Alignment with the Program Themes and Goals**

We believe in the transformative power of art, and our aim is to commission artwork that will amplify the joy and welcoming spirit of this community. You may also refer to the City of Boston's Curatorial Vision for public art for helpful information.

## **A Commitment to Artists**

Our team wishes to honor the time and effort put forth by all artists who respond to this RFP. All respondents will be notified by email in a timely manner of the selection results. Additionally, we are available for an optional 30-minute virtual meeting to exchange feedback on submission materials and/or the overall process with artists who were not selected for this opportunity.

# HELPFUL LINKS AND EXHIBITS

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- [Exhibit 1](#) – Commission 1 Mural Location
- [Exhibit 2](#) – Commission 2 Mural Location
- [Exhibit 3](#) – Itemized Budget Template
- [Exhibit 4](#) – Standard Insurance Requirements
- [RFP Submission Form](#)

Other resources:

- [Mildred C. Hailey Apartments Website](#)
- [City of Boston Curatorial Vision](#)
- [Boston Globe September 2020 Article](#)
- [City of Boston News February 2022](#)
- [Boston Bulletin May 2023 Article](#)
- [New York Times Archives 1988](#)

## Still Have Questions?

Join us for a Virtual Information Session on April 9, 2025, at 11:00 am or 5:00 pm. Email [ivey@iveybuenoartadvisory.com](mailto:ivey@iveybuenoartadvisory.com) to receive a link for the Virtual Information Session.

Send all written questions to [ivey@iveybuenoartadvisory.com](mailto:ivey@iveybuenoartadvisory.com) with the subject “Mildred Hailey RFP” by April 18, 2025.