



ATTENTION ALL ARTISTS

Potter Avenue Bridge Mural Contest

Purpose of the Project

The City of New Rochelle is seeking entries for a juried art competition to beautify a main thoroughfare outside of Downtown New Rochelle with the installation of two murals, highlighting life in New Rochelle, on the Potter Avenue Bridge.

Location of the Project

Western & Eastern sides of the Potter Avenue Bridge over I-95 and Metro North Railroad.

Project Scope

- Artwork is to run the length and height of the metal barriers, on both sides, that extend over the Metro North train tracks.
 - Mural No. 1 (Eastern Section): 74.5 Feet Long & 5 Feet High
 - Mural No. 2 (Western Section): 74 Feet Long & 5 Feet High
- The artwork may be abstract or pictorial and should be inviting and engaging to residents, visitors, pedestrians and motorists.
- Artwork may be a single design or separate blocks of art.
- Artist(s) are strongly encouraged to view the city's website www.newrochelleny.com to understand city goals and initiatives particularly in relation to the arts, downtown development and transportation before making a submission.

Submission Criteria

- Artist(s) may submit singularly or as a team.
- Artist(s) may submit for one side of the bridge or both sides of the bridge.
- Artist(s) are asked to create a depiction of their proposed work that closely indicates how they envision their work in real space.
- Photoshop renderings are preferred. Please include a flat rendering and also overlaid on the enclosed photographs.
- Artist(s) are expected to execute the work on-site.
- The cost of production and installation will be considered when choosing the winning design(s).
- The Selection Committee reserves the right to choose more than one winning entry depending on the quality and suitability of work received.
- The selected winner(s) will be receive \$1,000 for one side and \$2,000 for two sides. The funds received are to be used to purchase any materials necessary to complete the project. All funds remaining after the purchase of materials will be kept by the awarded artist(s) as an award.
- **The deadline for submission of entries is April 30, 2021.**
- **The attached Contest Application must be submitted with proposed art work.**
- **Art work is expected to be completed in Spring/Summer 2021.**

The Jury of Selection will consist of members of the Municipal Arts Commission of the City of New Rochelle. Submissions from current and former residents of New Rochelle will receive five (5) additional points during scoring.

PROPOSED MURAL LOCATION

