



# IMPERIAL BUILDING MURAL - CALL TO ARTISTS

Open to artists who have shown at 516 ARTS in the past 10 years



**DEADLINE:** August 4, 2016 • [Apply online here](#)

**ENTRY FEE:** None

**PROJECT DESCRIPTION:**

516 ARTS, in partnership with Downtown ABQ MainStreet Initiative, the City of Albuquerque Public Art Urban Enhancement Program and Geltmore, LLC and YES Housing Inc., announces a call to artists who have shown at 516 ARTS in the past 10 years to be considered for a mural commission on the new Imperial Building in Downtown Albuquerque, which will house the long-awaited grocery store. The mural will be created by a lead artist and will be assisted by youth apprentices from Working Classroom.

**ELIGIBILITY:**

The mural coincides with DECADE, an exhibition and series of programs celebrating the 10th anniversary of 516 ARTS. This mural opportunity is open to the network of approximately 1000 artists who have shown at 516 ARTS in the past 10 years. It is open to artists 18 years of age or older living anywhere. Previous mural experience is strongly encouraged.

**MURAL SITE:**

The Imperial Building (205 Silver Ave. SW) is at 2nd Street and Silver Avenue in Downtown Albuquerque. There are two walls designated for the mural wrapping around the northeast corner. This prominent site will be an iconic addition to the public art landscape of Downtown Albuquerque, in an area that has several murals nearby by well-known artists, as well as vibrant restaurants, cafes, offices and local stores.

The east-facing wall is the required mural space, and the north-facing wall is optional additional space. Artists may propose to use any portion of the north-facing wall or none of it. Please see the attached images of these two walls and dimensions.

**CONTEXT:**

If selected as one of the 3-5 finalists, artists are encouraged to consider the context of the mural site in the development of their site-specific proposals.

Downtown Albuquerque (Bernalillo County - Census Tract 20) is a designated Food Desert, as classified by the USDA. For decades, efforts have been made to bring a grocery store to downtown Albuquerque. In 1999, a plan for the area entitled the "Downtown 2010 Sector Development Plan" detailed that one of the "catalytic projects" to revitalize downtown would be the opening of a full service grocery store. Eventually, in July of 2012, the City's Metropolitan Redevelopment Agency issued an RFP ("Request for Proposals") for a one-acre site on the south end of Downtown Albuquerque. The RFP was for developers to propose ideas for a project with the only requirement being a minimum of a 6,000 square foot Grocery store be a part of the proposal. Geltmore LLC, a local family owned development company was selected as the developer.

In 2013, a geotechnical study performed by the developer's consultants determined that the site had "loose soils" due to some environmental remediation which occurred in 2003. The study revealed that to develop the property, the site needed to be excavated 15', and refilled with proper engineered fill. The additional cost of development, due to the loose soils, stalled the project until a new financial solution could be determined. The decision was made to include a parking basement into the design of the building, and get some utility out of the required excavation. The new financial structure selected was to pursue Low Income Housing Tax Credits (LIHTC), which is a competitive process. The developer partnered with YES Housing, a local Non-Profit Affordable Housing Developer, to ensure the development team had necessary expertise required to navigate the Low Income Housing Tax Credit process.

During the competitive LIHTC process, the development was named The Imperial Building, in honor of the Imperial Laundry Company which was located on the property in the early 20th century. In fact, in 1900, 75% of the ABQ laundries were Chinese owned and provided a needed and useful service in a high desert community where water was a precious commodity. There is a plaque on the building that recognizes the contribution by Chinese Americans in the development of Downtown Albuquerque. Additional information about the Chinese contribution to Downtown Albuquerque can be made available upon request.

The Imperial Building was selected for a Low Income Housing Tax Credit award and the project moved forward with certainty as of May 2014, with YES Housing taking the role of lead developer thru construction, which began January 13, 2015. The building will include 74 residential rental apartments, and 23,285 square feet of retail space (1/2 of which is the grocery store and the remainder a mix of multi-tenant commercial uses, restaurants, etc.). The Imperial Building has a rooftop garden for small scale food production to benefit the residents of the building, and furthering efforts to end the food desert. The apartments, parking, and rooftop are owned by YES Housing, while the grocery and additional retail space are owned by Geltmore.

An important part of the project is that the development was selected by the Federal Government's Office of Community Services, Healthy Food Financing Initiative – Community Economic Development 2014 funding to address the Food Desert in Downtown Albuquerque. The grocery store operators were looking for non-conventional equipment financing sources to help with their upfront capital requirements to ensure a grocery store could open in the development. The HFFI grant ensures their ability to purchase their equipment, via a low interest loan thru YES Housing. The need to provide healthy food to this food desert, has the attention of our federal agencies. The new grocery store, and new mixed income housing, is a critical step forward in revitalization Downtown Albuquerque.

**SELECTION PROCESS:**

Submissions for the open call will be narrowed down to 3-5 finalists to submit site-specific proposals. The final proposal will be selected by a committee comprised of representatives from the City of Albuquerque Arts Board, 516 ARTS, Downtown ABQ MainStreet Initiative, Geltmore, LLC and its partner YES Housing Inc. The youth apprentices will be selected by Working Classroom.

**BUDGET:**

The 3 to 5 finalists will each received a fee of \$400 to complete a full proposal, of which one will be selected or this project. The selected artist will receive \$11,000 in support of realizing the finalized design. This total amount includes travel, lodging, per diem (if applicable), materials (paint, brushes, rollers, etc..) and equipment (scaffolding or lift rental etc..)

**CALENDAR:**

Thursday, July 7, 2016	Open call to artists launched
Thursday, August 4, 2016	Deadline for artists to submit to open call
Thursday, August 25, 2016	Notification of 3-5 artists selected to submit full proposals
Thursday, September 15, 2016	Full proposals due from finalists
Thursday, September 29, 2016	Final artist selection announced
October/November 2016	Mural painting process
November 2016	Public mural dedication event at opening of grocery store (date to be announced)

**HOW TO SUBMIT:**

[Apply online here](#)

- Applications are must be submitted online through the above link by 11:59PM MST, August 4, 2016.
- Upload 5 to 10 images of previous work examples relevant to this project (visual art production including painting, drawing).
- Image format: baseline standard jpeg files; 1920 pixels on the longest side; 1.8 mb max file size.
- Additional video files (documentation) may be submitted for review via web-based links.
- For each image uploaded, fill in the information for title, year, media and dimensions.
- Artist's biography in a paragraph format (100 to 200 words)
- Short general artist's statement (up to 100 to 300 words)

**MARKETING:**

The mural creation and dedication will be advertised by 516 ARTS as part of our 10th Anniversary exhibition titled DECADE (October 15, 2016 – January 7, 2017). It will also be featured by all of the partners on our websites, social media and through press releases. A video of the mural process will be created and shared widely.

**ABOUT 516 ARTS:**

516 ARTS is an independent, nonprofit contemporary arts organization, operating a museum-style gallery in the center of Downtown Albuquerque. Our mission is to forge connections between art and audiences, and our vision is to be an active partner in developing the cultural landscape of Albuquerque and New Mexico. We value inquiry, diversity, collaboration and accessibility. 516 ARTS offers programs that inspire curiosity, dialogue, risk-taking and creative experimentation, showcasing established and emerging local, national and international artists from a variety of cultural backgrounds. [www.516arts.org](http://www.516arts.org)

**QUESTIONS?**

Claude Smith, Education and Exhibitions Manager, 516 ARTS, [claudio@516arts.org](mailto:claudio@516arts.org)



# IMPERIAL BUILDING - Spaces available for mural

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**REQUIRED:** East facing wall (14.6 feet high x 43.2 feet wide):



**OPTIONAL:** North facing wall (14.6 feet wide x up to 49.2 feet wide):



Corner view of East & North facing walls:

