

**Holtkamp Heating & Air**  
**Suwanee Gateway Mural Project**  
Request for Proposals



**PROJECT OVERVIEW**

Holtkamp Heating & Air is seeking an artist (or team of artists) to design and install a wall mural at their headquarters building scheduled to be completed in March 2019 at the Suwanee Gateway. The mural should help transform the exterior of the new building into a highly visual landmark and source of pride for the city. This opportunity is open to professional artists. The application deadline is **5:00 p.m., Friday, November 30, 2018.**

**ELIGIBILITY**

The project is open to experienced professional artists with reviewable portfolios.

Applicants who wish to be considered for this project should have experience working in public settings as well as have a proven ability to conceptualize, plan, budget and install mural artwork. The artwork for this site must reflect the Project Intent as described below.

Although not limited to Suwanee, Gwinnett County or even Georgia residents, applicant must exhibit knowledge of and connection to the surrounding area and its history in order to be seriously considered.

Note that the final selected artist(s) will be required to provide evidence of appropriate liability, property damage, and workers compensation insurance while working on the site.

**PROJECT INTENT**

The project will accomplish the following objectives:

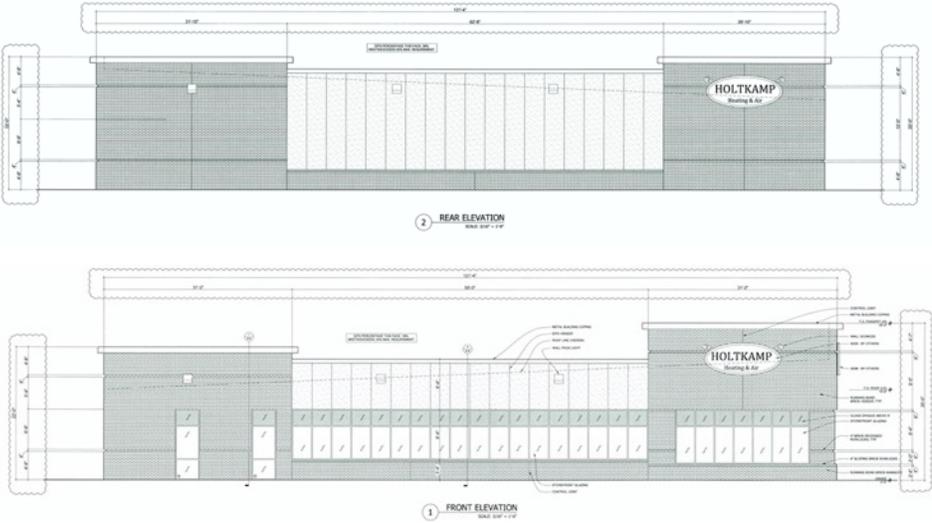
- 1) Create a distinctive visual landmark art piece for our community that celebrates and reflects the area's community, beauty, history and diversity. One, several, or all of these elements may be used.
- 2) Illustrate Holtkamp HVAC's dedication to the arts community through superior, creative and unique design
- 3) Draw attention to the Suwanee Gateway
- 4) Celebrate the lively arts community within Suwanee (and Gwinnett County) through professional design, installation, and maintenance of project

# LOCATION OF PROJECT



# BUILDING SPECS

To access exterior elevations, line drawings, logos and other files, please visit:  
[www.holtkamphvac.com/mural](http://www.holtkamphvac.com/mural)



## **ADDITIONAL DIRECTION**

The exterior of the building will be red/orange brick (“Farmington” by Pine Hall), galvanized silver gray metal roof, with Coal Black downspouts and gutters. The EIFS (artificial stucco) will be High Reflective White. The front windows will have Black dividers between the panels and gray tinted glass across the top. Parapet coping and canopies will also be black. All exterior doors will be Polar White.

The proposed mural project can encompass either one or both sides of the building facing I-85. If design includes both sides, an element of continuity is essential.

The EIFS on the exterior elevations is the original planned area designed for the mural(s). However elements may spill over into the brick areas.

The city of Suwanee has restrictions on the use and size of company logos. Therefore, the proposed artwork should take into consideration a Holtkamp HVAC logo of some sort will eventually be incorporated into the final design or may be a lit sign installed in an appropriate place on the building. These details are TBD. Designs with a creative use of the Holtkamp name (without being a logo) will be given special consideration along with recommendations of how the artwork will work with the installed logo itself.

Proposals for an art piece which will be completed in stages is acceptable. However, a timeline of the stages is requested along with a corresponding budget breakdown.

## **APPLICATION REQUIREMENTS**

Proposals must be submitted as a single PDF with any appropriate working links. This should include:

- 1) Name and current contact information
- 2) Artist website (if applicable)
- 3) Artist Bio or Resume (if not included on website)
- 4) No less than 3 images of previous mural work with notated sizes, mediums used, location, etc. and any other relevant information which helps to describe scope
- 5) Proposed artwork concept
  - a. Written description of project (1-2 paragraphs)
  - b. Inspiration images, simple sketches, color schemes, style samples (if helpful to description)
  - c. Proposed method of installation and materials (hand painted in acrylic, vinyl application, etc.)
  - d. General information pertaining to maintenance of art piece
  - e. Budget including artist fee
  - f. Projected time for completion
  - g. More detailed timeline and budget breakdown if the art piece is proposed in stages

## **BUDGET**

The budget range for proposals is up to \$25,000. Projects beyond that budget will be considered if they can be installed in stages and the artistic integrity of the project is enhanced, i.e. the mural “grows” or “develops” with a well executed intent to peak viewer interest in the project.

## **DEADLINE FOR PROPOSALS**

All materials must be received by **5:00pm on November 30, 2018**. These must be mailed to Gordon McMahan at [gordon@whitefalconmedia.com](mailto:gordon@whitefalconmedia.com)

## **FINALISTS SELECTION**

- 1) Holtkamp Heating & Air will review all submittals and select 2-3 artists or artist teams to further develop the proposal project and to create concept renderings. All applicants will be notified by **December 15, 2018**.
- 2) Each artist (or artist team) chosen as a finalist will be paid a stipend of \$250 to defray costs of completing the final design presentation. Preferably, finalists should be available in person to present their **final design on Tuesday, February 5**; Holtkamp Heating & Air will do everything possible to arrange an agreeable time. The stipend will be paid upon the completion of the final design presentation.
- 3) Finalists will be given the opportunity to visit the actual worksite if desired. As well, finalists will have access to a GoTo Informational meeting with Matthew and Suzanne Holtkamp in order to obtain additional design direction. Finalists will be encouraged to submit questions (anonymous if preferred) ahead of the scheduled meeting. Meeting time and date as well as dial in information to be provided.
- 3) Finalists will be asked to sign a photo and media release form to be used for publicizing the mural process. This may include photos during the final presentations.
- 4) The final artwork commission will be awarded by **Friday, February 15, 2019**.

## **PROJECT TIMELINE AND DURATION OF INSTALLATION**

The contracted artwork must be completed by **June 30, 2019** and will remain in place indefinitely and at the discretion of Holtkamp Heating & Air.

## **PUBLIC ENGAGEMENT AND RELEASES**

The contracted artist(s) may be asked to participate in dialogue with city or county officials before, during and after the project as needed for permitting, etc.

The contracted artist(s) will be required to sign a project agreement which will include a provision waiving the artists' rights to the Visual Artists Rights Act. The mural shall be the property of Holtkamp Heating & Air and may be painted over at any time after installation.

The contracted artist(s) will be required to sign a photo and media release for the purpose of publicizing the mural project during all phases.

**For more information, please email Gordon McMahan at:**

[Gordon@whitefalconmedia.com](mailto:Gordon@whitefalconmedia.com). Phone calls to the Holtkamp HVAC office will not be returned.