



Beckert Building Mural Project

The Northside Leadership Conference (NSLC) and Historic Deutschtown Development Corporation (HDCC) are requesting proposals and qualifications from artists for the design and implementation of a public art mural which will add color, life, and history to an architecturally significant structure on East Ohio Street on the City's Northside. The Beckert Building at 502 E. Ohio Street is an iconic corner building well-suited for this project. The mural will serve as a welcome to the community and will educate residents and visitors alike on the historical German roots of our neighborhood. The Mural Project will complete the Beckert Building's facelift, thus enabling ongoing rebranding and marketing efforts in Deutschtown.

Project Overview

Historic Deutschtown is an iconic neighborhood, rich in the cultural contributions of German, Austrian, and Swiss immigrants. Today, Historic Deutschtown is growing and changing and continues to celebrate these roots. The mural theme should reflect and highlight the history of the neighborhood.

Inspiration and Uniqueness

Our inspiration for this mural is based on a previous public art project that NSLC undertook in Deutschtown in 2007 (image included). A blank multi-story building was transformed by a mural that included German, Austrians and Swiss family crests, an interpretation of our neighborhood's past. The Mural Project will make an immediate impact because of its location. With its fresh paint job and position on the corner of East Ohio and James streets, the Beckert Building already makes quite the statement. Adding a mural to this beautiful structure will make for a highly visible history lesson and tribute to our neighborhood. As traffic studies have shown, East Ohio Street is a main artery to and from the North Shore and Routes 28 and 279 that carries thousands of cars a day.

Mural Location

The space designated for the mural is a west-facing wall of the Beckert Building (502 E. Ohio Street, Pittsburgh, PA 15212). This mural will be on the corner of East Ohio and James Street, with a space that is approximately 9.5" w x 15.5"h. (See Photo below)

Artist Eligibility

Any artist, or team of artists, interested in creating this mural are welcome to apply. All artists must be at least 18 years of age. Applicants may submit up to three mural designs.

Selection Process

Through community engagement feedback, the Historic Deutschtown Mural Selection Board will assess the submissions and select the mural to be installed. The board will make their decision using the following project criteria:

- The proposed mural is visually interesting, memorable, and is keeping with the historic significance of the Beckert Building and Historic Deutschtown.
- The proposed mural will be durable and will require essentially no maintenance.
- The artist(s) experience and quality of work.
- The artist(s) willingness to work with community partners
- The artist(s) ability to complete the project within the timeline

Project Timeline

Proposals will be accepted until Friday, October 6, 2017 by 5:00 pm. The Selection Committee may choose to interview one or more artists prior to making a final selection. The final selection will be announced by January 1, 2018. The artist will have until May 1, 2018 to complete the mural schedule.

Budget

The project is not to exceed \$10,000. The budget must include artist fees, costs for wall preparation, supplies, materials, and other associated items.

The NSLC will pay for the materials as directed. Fifty percent (50%) of the artist fees will be paid upon the signing of the agreement and the remaining fifty percent (50%) of the artist fees will be paid upon completion and inspection of the final work.

Submissions

Completed proposals can be emailed or mailed. Send completed proposals to:

Cody Walters
1319 Allegheny Ave. Floor 2
Pittsburgh, PA 15233
codyfisherwalters@gmail.com

Each proposal must include the following:

- Cover sheet with contact information
- Brief description of the proposed mural and vision for the project
- Project budget
- List of materials to be used (including paint, tools, etc.)
- Examples of previous murals completed or other artistic experience
- Detailed, full-color sketch of the proposed mural

Proposals must be received by 5:00 pm on Friday, October 6, 2017 to be considered.

Please contact Cody Walters with any questions at codyfisherwalters@gmail.com or (412)231-4714.

#1: Mural on 401 E. Ohio Street at the corner of Cedar Avenue



#2: Beckert Building – Before photo of 502. E. Ohio Street before the fall 2012 paint job



#3: Beckert Building – Proposed mural site and “after” photo of 502 E. Ohio Street

