
Edible Schoolyard Muralist

Project Description:

The Greensboro Children's Museum (GCM) is seeking an experienced muralist to help us transform an overlooked nook of downtown Greensboro into a public work of art and education! With the help of our friends at Piedmont Natural Gas Foundation and the Downtown Resident's Association, we are tackling a street-facing, retaining wall at the corner on East Lindsay Street from North Church Street to Isley Street. This space provides an opportunity to both add a pollinator pathway within the planting space between the wall and The Edible Schoolyard as well as transform the cement retaining wall into a piece of local art that will connect both bees, butterflies, and people from the parks and attractions downtown to the parks, farmers market, and attractions in East Greensboro.

Mural Location and Size:

The mural will be located on an existing retaining wall along East Lindsay Street beginning near the intersection with Isley Street and extending towards North Church Street. The average height of the wall on this section is 4 feet. The mural may either cover the entire wall or terminate near the existing mural. We are flexible and are open to what the artist proposes.

Project Themes:

GCM is excited to incorporate more original art onto our campus. We are looking for an artistic interpretation of one of the following themes or some variation of the following themes:

- Urban food gardens
- The role of food in communities
- Sustainable agriculture
- Pollination
- Plant life
- Downtown Greensboro
- Environmental stewardship
- Nature or Nature-based play

Project Specifications:

While we strongly encourage Greensboro-based artists to apply, artists may be from any geographic location. Preference will be given to artists who have completed other outdoor murals with original artwork. The budget for this project is \$3500. Artists will work in close collaboration with the staff and designated representatives of the Greensboro Children's

Museum throughout the final design process and installation. The selected artist will be responsible for procuring all materials needed for site preparation and mural installation. The artist will be reimbursed for materials upon the commencement of installation and paid the balance upon project completion.

Proposal Guidelines:

- Artists may submit up to three, original design concepts
- Design:
 - Every and any style will be considered
 - Submitted in full color with the closest approximation to the intended color-scheme chosen by the artist
 - Scaled to fit the proportions of the space to which it applies (artists are encouraged to visit the Museum and take their own measurements)
- Budget should include any site preparation, materials, design, and labor necessary to complete the project.
- Project to be completed in May/June 2023

Application Components (should be submitted as a single pdf document):

- Proposed concept (up to 3) – a design/sketch showing the artist's intended direction. The design should be a full color rendering and be accompanied by a 100 – 300 word explanation of each design submitted
- Detailed project estimate and total number of hours needed to complete the project
- Maintenance plan for the mural
- Artist's resume or one-page bio
- Work samples

*Please submit questions and proposals by April 17th to:
Emma McHone, emchone@mbcmuseum.com*