



Central Atlanta Progress  
Atlanta Downtown Improvement District

## MEMORANDUM

**DATE:** June 1, 2017  
**TO:** Prospective Designer(s) / Consultant(s)  
**FROM:** Wesley Brown, Central Atlanta Progress  
**RE:** **Broad Street Plaza Mural**  
**Request for Proposals (RFP) – Questions and Responses**

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Information pertaining to the following questions has been requested in response to the above-referenced Request for Proposals (RFP). Questions and responses follow below.

The deadline for proposal submittals is **Friday, June 9th at 5:00 p.m.**

### **Question 1:**

Could the mural be a relief sculpture of metal? If so would there be a limit to how much it protrudes from the wall?

#### Answer 1:

The proposal was crafted with the intention of seeking a painted mural but purposefully avoided prescribing the artist medium. In the current stage of the project, the expectation is a creative solution that is safe, “durable and suitable for outdoors with the ability to withstand the elements of the local climate as well as interaction with the public.” Submitted proposals including mediums other than paint will be considered; however, all products are expected to conform with all of the aforementioned challenges and constrains.

### **Question 2:**

I was wondering if there is a limit to the number of proposals that an artist can be part of as part of an artist team?

#### Answer 2:

There is no limit to the number of proposals an artist can submit as a member of multiple teams. Artist working alone are limited to one proposal.

### **Question 3:**

I was wondering if you had a ballpark budget range for what you'd entertain on proposals



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**Answer 3:**

The range of budget will be determined by the proposals received – which is expected to vary greatly. The selection committee does not have a pre-determined budget range in mind.

**Question 4:**

Is there any preference/rule as to whether the mural can only be painted on the actual site, or if it can be created/painted at a different location on our materials of choice and then transported and assembled at the required location (Atlanta)?

**Answer 4:**

The proposal was crafted with the intention of seeking a painted mural on site but purposefully avoided prescribing the artist approach and medium. In the current stage of the project, the expectation is a creative solution that is safe, “durable and suitable for outdoors with the ability to withstand the elements of the local climate as well as interaction with the public.” Submitted proposals including mediums other than paint will be considered; however, all products are expected to conform with all of the aforementioned challenges and constraints.

**Question 5:**

It is mentioned that we need to submit two references. Are these references blueprints of the idea we are going to propose, or by references do you mean human references who can vouch for our accountability etc?

**Answer 5:**

Proposal submissions are to include (2) professional references – 2 humans. Additionally, (3) sketches or images of the proposed work showing scale, dimension and elevation are required.