



CALL FOR ARTISTS

California Avenue Mural Reno, Nevada

Deadline: Sunday, March 30, 2025, at 11:00 pm PST
Budget: \$100,000

SUMMARY:

The City of Reno is seeking qualifications from artists/artist teams to design and create a large-scale mural on the north facing wall along California Avenue. The mural will be painted on a corrugated concrete wall. Artists are required to work with City staff to conduct community engagement sessions with local businesses and community members to inform the final mural design.

ARTIST QUALIFICATIONS / ELIGIBILITY:

This is a national call and request for qualifications. This project is open to any artist regardless of race, color, creed, gender, gender variance, national origin, age, religion, marital status, political opinion or affiliation, or mental or physical handicap. Artists may apply as a single artist or as a multi-person collaborative group. In the case of a group, please apply under one single application. Artists and teams who have experience implementing projects with a similar budget and scope are encouraged to apply.

- Eligible applicants must reside in the United States
- Artists aged 18 or older may apply as an individual or a team

PROJECT DESCRIPTION:

The City of Reno is looking for an artist/artist team to design and create a large-scale mural on the north facing wall along California Avenue. This project will add vibrancy to the roadway and reflect the character of the neighborhood. Part of this project includes a community engagement component. Selected artist(s) will be expected to work with City staff to conduct community engagement sessions with residents and businesses in the surrounding neighborhood. The final design of the mural will be created from input from these sessions.

The mural(s) will be painted along approximately 320 meters of horizontal wall space with varying vertical heights ranging between approximately 3 feet to 18 feet. The walls

are concrete and heavily corrugated. Artists should consider simplified or implied designs, geometrics, and color blocking styles for design options. Applying paint with a sprayer is recommended. Based on the size of the wall and potential recommendations of the Reno Arts & Culture Commission and Public Art Committee, the mural may be divided between multiple artists, or the selected artist(s) may be required to work with a local artist as an apprentice for the project.

The goals for the project include creating a unique character for a specific area of town, increasing public awareness of art, engaging with the community to create something that reflects the neighborhood, and broadening visitors' perspectives of public spaces within the city. The artist(s) selected should have demonstrated experience working in public locations subject to vandalism and weather.

The City seeks artists with prior public art experience, specifically large-scale mural work. The \$100,000 commission will cover all services from design through final installation/implementation, including artist fee, materials, fabrication, insurance, transportation, travel fees, equipment, and installation. Final selection of the artist/s or team will be made by the Public Art Committee (PAC), Reno Arts and Culture Commission (RACC), stakeholders, and Reno City Council based on qualifications and letter of interest.

LOCATION:

[Google Maps link to California Avenue.](#)

ABOUT THE LOCATION:

The site of the California Avenue mural is located off California and Keystone Avenue in the Old Southwest neighborhood of Reno on the periphery of the Downtown, MidTown, and River Walk areas. The site is described in a recent study of the roadway as a mature corridor with more commercial buildings than other areas of Keystone Avenue. California Avenue is predominantly a vehicular thoroughfare for many nearby community features such as Reno High, Idlewild Park, the Reno River Walk, McKinley Arts and Culture Center, MidTown, and Downtown in addition to numerous businesses and homes. The immediate surrounding area is mixed with both residential buildings and businesses.

BUDGET:

Project budget is \$100,000 for the entire project. This budget is inclusive of all costs associated with the design, planning, materials, installation, and completion of the project. The budget includes all travel costs and insurance. This project is funded by the City of Reno's City Council. The total budget may be divided between multiple artists or an apprentice for the project based on potential recommendations of the Reno Arts & Culture Commission and Public Art Committee (see Project Description).

SELECTION PROCESS & CRITERIA:

- The Public Art Committee, with input from stakeholders, and the RACC will recommend the finalist artist/artist team or artists/artist teams to Council.

Selection of artist/artist team or artists/artist teams will be based on the following criteria:

- Letter of interest: Specifically address how the artist/s will engage with the local community and how previous experience qualifies the artist/s for the project.
- Quality of work samples: Aesthetic examples and styles that fit with the specific site, size, and surface of the project.
- Ability to complete the project based on bio, previous work experiences, and references

SUBMISSION REQUIREMENTS:

To be submitted via [Submittable](#).

(<https://cityofrenoartscultureandevents.submittable.com/submit>).

1. *Resume or CV:* Current professional resume or curriculum vitae (CV), detailing professional artistic accomplishments, artist bio, list of relevant past projects, and references from previous public art projects. Submit information for all team members.
2. *Digital Images:* 5 digital images of previously completed artwork. Include image information including date, size, location, and description of work.
3. *Letter of Interest:* This letter should address how the applicant's previous experience and current artistic direction will result in a successful public art project for this space, specifically indicating how your previous experience qualifies you/your team to work on large corrugated concrete walls. The letter should also include information on how you would approach designing this project with an outline or preliminary idea for the community engagement portion.

Estimated Timeline:

March 30, 2025 - Submission due online at 11:00 pm PST

April 2025 - Public Art Committee and Reno Arts & Culture Commission select artist/s for recommendation to Reno City Council

May 2025 – Artist/s selected by Reno City Council

Late May 2025 – Artist/s notified

June/July 2025 - Community engagement and mural design

August through October 2025 - Artwork installation

All questions regarding this request for qualifications are to be directed to Erica Hill, Arts & Culture Program Assistant, City of Reno at hille@reno.gov or 775-689-8459.



Aerial View of California Avenue at Keystone Avenue Intersection



California Avenue Retaining Wall Facing East



California Avenue Retaining Wall at Keystone Avenue Intersection facing Southwest