



Call for Artists: Superior Avenue Mural Design

Summary:

Campus District and Downtown Cleveland Alliance are working with neighbors to create a mural on 2201 Superior Avenue. Artists or teams of artists are invited to submit designs. Anyone is eligible to apply, preference will be given to artist from within Superior Arts District. The mural will be located on the walls of 2201 Superior Avenue. Project budgeted is limited, staff will provide additional fundraising if necessary. Selected submission will be compensated, \$1,000 stipend for design; involvement in implementation is encouraged.

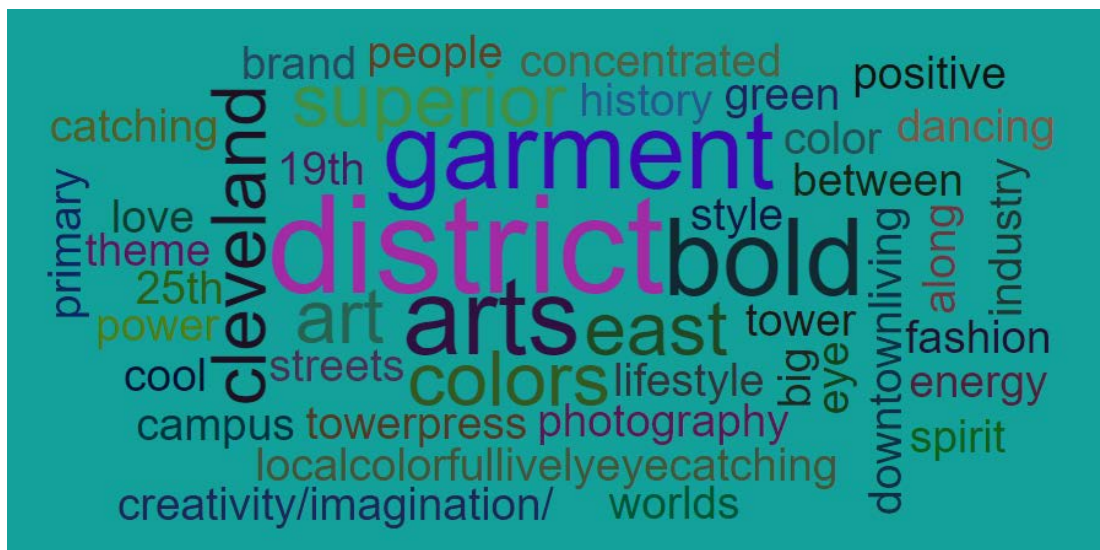
[Submissions are due JUNE 30th](#)

Art Goals/Criteria:

This project was initiated by the community members of the Superior Arts District, the Mural Action Team, who won a small grant to create a mural in the community. Identified project goals include:

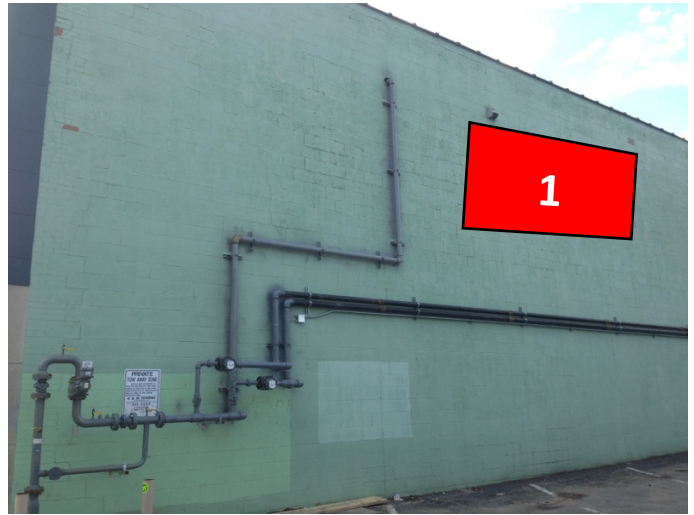
- Placemaking: identifying the neighborhood as a place where people live and work
- Landmark for the neighborhood
- Branding as an arts district
- Quality art
- Ownership and Inclusiveness
- Fun

The Mural Action Team decided that a theme would be chosen through the use of neighborhood generated word cloud. The results below display elements of the mural that are important to the community members.



Art Location/Description:

The mural will be located on the walls of 2201 Superior Avenue. Eligible space for design includes the east facing façade and south façade that is set back from the street (cement brick area currently painted mint green). Walls are approximately 25ft high, length of design can vary with submission. There are external pipes and meters on the building east façade of the building that can be incorporated and are eligible for painting. NOTE: Three windows will be installed on the second story of East facing façade as indicated in the below pictures. Windows will resemble and run parallel to second story windows on the south facing façade; they will begin after the piping.



Selection Process and Criteria:

The selection committee will be comprised of neighborhood professional artists, the property owner, members of the Mural Action Team, and staff from the partnering community development corporations.

June 20th : Selection of three finalists by committee

June 21st-July 5th : Community members open voting on final design

July 6th: Final design appears before the City of Cleveland Downtown Design Review Committee (if necessary)

July - August: Installation planning and prep

August: Installation

August 19th : Portion of artwork installed during DCA's SPARX City Hop event

Selection will be based on:

- Incorporation of themes pulled from word cloud
- Accomplishing stated project goals
- Balance of feasibility and visual impact
- Preference will be given to artists who live or work in the Superior Arts District, or artists who partner with Superior Arts District resident/artists.

Questions/Submissions can be made electronically or sent in print to:

Kaela Geschke

kgeschke@campusdistrict.org

Campus District, Inc.

1717 Euclid Avenue, Suite UR120

Cleveland, Ohio 44115

216.287.4535