



232 E. Main Street | Norfolk, Virginia 23510
757.664.6620 | visitnorfolk.com

CALL TO LOCAL MURAL ARTIST: NORFOLK VISITOR CENTER MURAL

VisitNorfolk is currently renovating Norfolk's Visitor Center and is seeking a local artist to paint a mural on an interior wall of the visitor center, visible from the sidewalk entrance into the center. Artist are invited to design and paint a depiction of our beautiful and diverse city, welcoming both visitors and residents into the Visitor Center.

LOCATION:

Norfolk Visitor Center at 232 East Main Street, Norfolk VA 23510.

Interior Wall inside the Visitor Center, visible as soon as guest enter and also visible from the sidewalk.

Size: 13' 8" W x 10' H wall space. Please note it is 14.5' height to the deck (Exposed ceiling with plumbing visible past 10' high)

THEME: CELEBRATING NORFOLK as a place to Visit, Live, Work, Learn and Play

Artwork should be an original design that depicts Norfolk and celebrates our diversity, vibrant culture and amenities. Artwork should be light, fun, vibrant and bright. Abstract with imagery acceptable.

CRITERIA:

- Budget for this project to be paid to artist is \$1800.00
- Artist to supply all paint and supplies
- Wall surface will be finished and primed for artist
- Mural must be painted (not applied) on primed wall
- Paint should not be oil-based and wheat paste should not be used
- Acrylic, water-based paint acceptable; mural wall is in a high-traffic space
- Artwork should be Instagram-able and a backdrop for selfies
- Although it is an interior mural, this should be considered as public art
- General civility and decency should apply – no use of nudes or profanity
- Artists and work will be featured intermittently on our website and social media platforms throughout its term of use
- Artist must sign a contract and Worker's Comp waiver
- Artwork is temporary and will be changed periodically
- Prefer Norfolk or coastal Virginia based artist

RIGHTS:

VisitNorfolk to be given 100% of the rights to the mural and any and all imagery of the mural. You agree to transfer 100% of the full rights to your image, providing VisitNorfolk with the right to share your mural and images of your mural in any and all marketing, hospitality, advertising, commercial, or promotional platforms, including but not limited to VisitNorfolk.com, social media sites, emails, newsletters, slideshows, print publications, social media ads, film, TV, and radio.

TIMELINE:

Call to Artist: 8/2/19

Submission Deadline: 8/23/19

Notification of Selection: 9/6/19

Final Design Submission: 9/13/19

Artwork installation: 10/7/19 – 10/11/19 (subject to change based on renovation completion)

SELECTION:

Selection process will be made by VisitNorfolk senior staff, Marketing, and Visitor Services. VisitNorfolk reserves the right to refuse entries at our sole discretion. Questions and submissions should be directed to Maria Herring, Director of Convention & Visitor Services, VisitNorfolk at mherring@visitnorfolktoday.com or 757-622-6853.

SUBMISSIONS:

Please submit the following requirements via email to mherring@visitnorfolktoday.com by Friday, August 23, 2019:

- Overview of concept and one or two (1-2) sketches/designs for consideration
- Two (2) JPEG images of previous murals
- Specify type of paint
- Experience working on this scale and references

ABOUT VISITNORFOLK and NORFOLK VISITOR CENTER:

VisitNorfolk is a non-profit corporation 501 (c) (6) and is the official tourism promotion agency for the City of Norfolk and the primary sales and marketing entity for business and leisure travel to the city. Our mission includes generating economic impact and job growth by increasing the area's hotel occupancy and revenues and partnering with the community to promote Norfolk as a great place to visit, meet, live, work, learn, and play.

Norfolk's Visitor Center is a state-certified visitor center with the mission of increasing visitor volume, enhancing the length of stay and increasing visitor spending. We provide travel counseling including attraction and tour itineraries, directions, maps, restaurant information, free Wi-Fi, and public restrooms. Our Mermaid Market sells unique, artisan merchandise, gifts and HRT products. Historically, the Visitor Center operated in Ocean View off of Interstate 64 but has since relocated to VisitNorfolk's administrative offices in order to be in the center of the city's arts, dining, and entertainment district.



View of mural wall from sidewalk entrance

Architectural Rendering of Visitor Center Space

