



Newmarket Willey House Central Park Project

Request for Mural Artist Proposals

Organizers

The Willey House Central Park Project is funded in part by grants from the New Hampshire State Arts Council and directed by the Town of Newmarket Arts, Culture & Tourism Commission (ACT).

In partnership with the New Market Historical Society, Main Street Corporation and the Newmarket Business Association, the ACT seeks to celebrate Newmarket's rich cultural history, picturesque location on the Lamprey River and our collective responsibility to respect the land, water and wildlife that are uniquely ours to enjoy and share with visitors.

Project Overview

The project is located in the green space in front of the Willey House, originally called Rundlett Tavern, built in 1822 for people coming to Newmarket to enjoy the mill town that existed at the time. The land in front of the Willey House has been donated to the town by the owner for public use. The Central Park will be located between the 1894 Durgin Block Building and the Edwin Smith Building.

A "Welcome to Newmarket" **mural** on the exterior of the 1894 Durgin Block Building will serve to capture the uniqueness of Newmarket; its history, its location on the river's edge and impact it has made through mill manufacturing to the state and Seacoast area. In addition, the mural is intended to bring vibrancy to the downtown landscape in a way that will boldly attract residents and tourists to downtown businesses.

The mural will be digitally printed and installed onto the bricked exterior. The artist will not be required to paint the proposed design, but rather prepare a high-resolution digital file for printing and installation by a committee selected outdoor sign vendor.

Project Theme

Newmarket sits at the Lamprey river's edge, which is the largest contributor of fresh water to the Great Bay Estuary and is a nationally protected, wild and scenic river. The river provides significant ecological, historic, recreational, wildlife, and community resources. The mural design should represent these elements of value in shaping the community.

Community Engagement

The Willey House Central Park Project, including the mural, will educate Great Bay residents of all ages about the assets we enjoy and are obligated to protect for future generations.

The finished park will serve to keep the water, land and wildlife stewardship in the forefront of the public's mind for generations to come. This project's permanent educational elements, including the mural, educational

signage, sculpture and interactive displays, will continuously engage residents and visitors alike about the Lamprey River on which Newmarket proudly sits.

It is the intent of this project to include the community in the selection of the final artist renderings so that when the mural is installed the park will be embraced and celebrated wholeheartedly because all were part of the creative process. Additionally, through this process, the public will gain a broader understanding of the Town's uniqueness and our responsibility to protect water and wildlife at the river's edge. Upon selection of final designs, the Committee will work with the artist to ensure cohesive design across all the park elements.

The top 5 finalist submissions will be displayed online via our town newsletter and social media. The selected artist will be invited and acknowledged at the inaugural unveiling ceremony on Saturday, September 28, 2024.

Artist Criteria for Submission

Submitting artist must:

- Be over 18 years or older and have a social security number.
- Reside in New England (proposals by Newmarket artists will have preference) .
- Present proposal to selection committee if chosen as one of the five finalists, either in person or via Zoom.
- Provide a written narrative to accompany the mural, which describes artist's design rationale.

Project Guidelines

Proposals must meet the following requirements:

- Artist design budget will not exceed **\$4,000**.
- Artist responsibilities include creative work and delivery of high-resolution digital print file (PDF) at minimum 300 dpi at full size.
- The mural print file must be high-resolution PDF file (minimum 300 dpi at full size. The maximum mural display size is 96" x 192."
- The designs must be original and include important thematic elements described, including Newmarket's history and vision for the people, places and river in capturing a positive future. Historical photos and current photography may be referenced in illustrative form.
- The central design element of the mural will be a photo mosaic filling the individual letters of NEWMARKET. Photos will be solicited by the Town from residents and will be used to create the letters of Newmarket to represent the public's view of what makes Newmarket a "memorable stop at the river's edge." All photos will be provided to artist and available for download via Google Drive 30 days before the final design file is due. Graphic design assistance available for this part of the mural design if needed.
- Design must include the following text: "Welcome to Newmarket a memorable stop at the river's edge." Font selection and size are the artist's discretion for their proposal.
- If selected, the artist will be required to sign a contract outlining the scope of their work and delivery timeline requirements.
- Upon delivery, all five of the selected finalists' artwork will become the sole property of the Town of Newmarket to use however it sees fit in perpetuity with guaranteed credit line to the artist noted in all instances of use.

- Payment for the art will be disbursed in three payments: 25% at proposal award; 25% when 50% of artwork is completed with balance upon satisfactory delivery of digital files for completed mural.

Submission Process

Artist must submit the following for consideration by the selection committee:

- Artist statement of interest in project
- Resume with 3-5 specific examples of mural work or large outdoor public art installations
- Rendering, sketch or drawing of proposed mural design in scaled dimensions
- Concept description
- Two professional references
- Only proposals date stamped by 5 p.m. on May 1, 2024 will be considered

Submit by mail or deliver in person:

Send/deliver to: **Newmarket Town Hall, Arts, Culture & Tourism Commission, 186 Main Street, Newmarket, NH 03857**. Proposal must be date stamped received no later than **5pm, May 1, 2024**.

Submit by email:

Email all required materials to: atcommission@newmarketnh.gov with subject line: **Newmarket Willey House Central Park Mural Proposal**.

Selection Process

Proposals will be reviewed by a committee which will base their selection upon the following criteria:

- Fulfillment of submission requirements
- Artistic Quality
- Mural concept reflects an understanding of the Town's attributes, history and scenic place of influence at the river's edge.
- Presents a unifying representation of life at the river's edge throughout Newmarket history & today.
- Experience with mural design

Design Specifications

The mural should reflect who the citizens of Newmarket have been, who we are, and who we hope to be as well artistic expression of the following description of the Lamprey river, wildlife (including river herring) and water conservation are suggested in the mural design:

"The Lamprey river makes the largest contribution of fresh water to the Great Bay Estuary and provides significant ecological, historic, recreational, wildlife and community resources that have been recognized as needing protection and careful management."

Stronger proposals will include, people, buildings, activities and significant historical events related to the establishment of the town based upon photos provided by the New Market Historical Society and the Lamprey River Advisory Committee.

Click here to review the history of New Market via our Walking Tour: [New Market Historical Society \(newmarketnhhistoricalsociety.org\)](http://newmarketnhhistoricalsociety.org)

Click here to review the Lamprey River and Great Bay Conservation Goals: [full final draft 09192013.pdf \(lampreyriver.org\)](#)

Artist Commission

\$250	Finalist Creative Stipend (maximum of 5 finalists)
\$4000	Winning Artist Commission (includes design & travel to unveiling)

Selection Committee

Newmarket Arts, Culture & Tourism Commission	3 representatives
General Public	1 representative
Town Staff	1 representative

Project Timeline

March 6	RFP Opens
March 23, 12 pm	Optional Artist Tour of Willey House Q&A (Selection Committee to be onsite) Lamprey River Advisory Committee Presentation of River History & Conservation (streaming available)
May 1	Artist Proposals Deadline (FIRM)
May 2- 10	Committee Review of Proposals
May 11	Top 5 Finalists Presentations to Committee (30 minutes with Q&A) 10 a.m.- 1 p.m. in Town hall as scheduled individually
May 13-30	Community Online Voting on Top 3 Proposals
June 3	Artist Selection Announced
July 1	Final Mural Design Sign Off
August 9	Resident Photo Files Delivered to Artist
September 9	Final Artwork File Delivered to Committee
September 9-27	Mural Printing & Installation in Park
September 28	Mural Unveiled at Town Event

Questions?

If you have any questions about this RFP or would like to discuss a proposal in advance of submission, please contact: Debra Smith, Chair ACT at atcommission@newmarketnh.gov.

Reference Photos

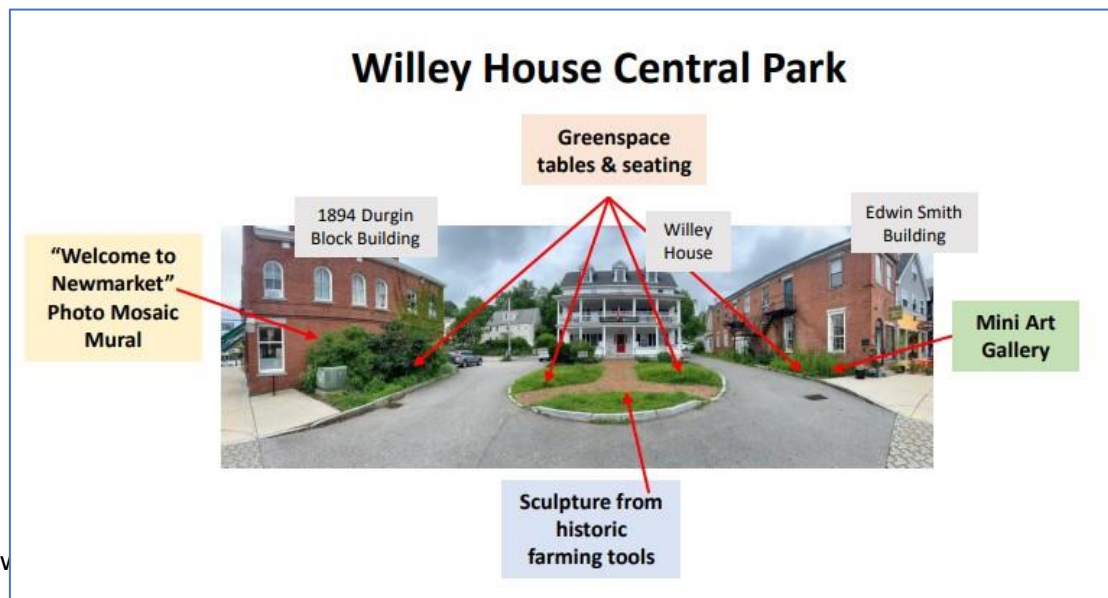
Arial View of Downtown Newmarket at edge of Lamprey River



Willey House (center)



Park art installation plan



Pictured below



Note: propane tank and piping to be removed before mural installation.