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Prospectus

Project: Holly Shores Mural Restoration (Phase 1)

Artwork Budget: \$46,000

Project Summary

The City of Austin Art in Public Places (AIPP) program of the Cultural Arts Division, Economic Development Department, seeks to restore existing murals and possibly create new mural artwork that reinforce the identity and history of the Holly Shores neighborhood in East Austin as Phase 1 of implementing the Holly Shores Master Plan. This commission will contribute to the preservation of the neighborhood's culture and provide opportunities to engage the community in dialogue, creative learning, and participatory arts activities.

The total budget available for this project is \$46,000.

Site Background



East Austin has been the focus of tremendous change over the past few decades. Home to Austin's original Latino population, the area was historically one of deeply interconnected communities and neighborhoods. These ties remain, but the pressure of gentrification and demographic changes are creating new identities and new development in the area. Central to the life of the neighborhood and the site of many annual festivals and daily rituals of life is Edward Rendon Sr. Park at Festival Beach. In September 2009, the City of Austin allocated funds for the development of the park, Fiesta Gardens, and the Holly Power Plant Site (Holly Shores) as part of the [Holly Shores Master Plan](#). To ensure

that public art was considered in the in the planning of the future park, in Spring 2013, Go Collaborative was commissioned by AIPP to develop a supporting Public Art Action Plan to the Holly Shores Master Plan.

Holly Shores Public Art

Within the Holly Shores Master Plan area and surrounding neighborhoods, the diversity of public art is represented by: City-commissioned works in the AIPP program collection or funded through the City's Cultural Funding program, privately commissioned works, and informal/self-initiated works. Nine pieces are in the AIPP collection, and four pieces are part of the City of Austin's Cultural Heritage Collection. These thirteen pieces include painted murals and sculptures, some of which can be found on the wall surrounding the Holly Power Plant, at Metz Pool, and at Martin Pool. Through a series of one-on-one interviews, small working groups and the Artist Walk and Workshop conducted by Go Collaborative, it became clear that the preservation of the communal history that these murals represent is key to maintaining the culture and traditions of the neighborhood.



Budget

The AIPP funding for this project is generated from 2% of the Phase 1 implementation of the Holly Shores Master Plan. The total award for the artist contract is **\$46,000** inclusive of all project fees such as meeting coordination, research, public presentations, community outreach, design, materials, equipment, artist fees, insurance and all other project-related costs

Public Art Goals & Priorities

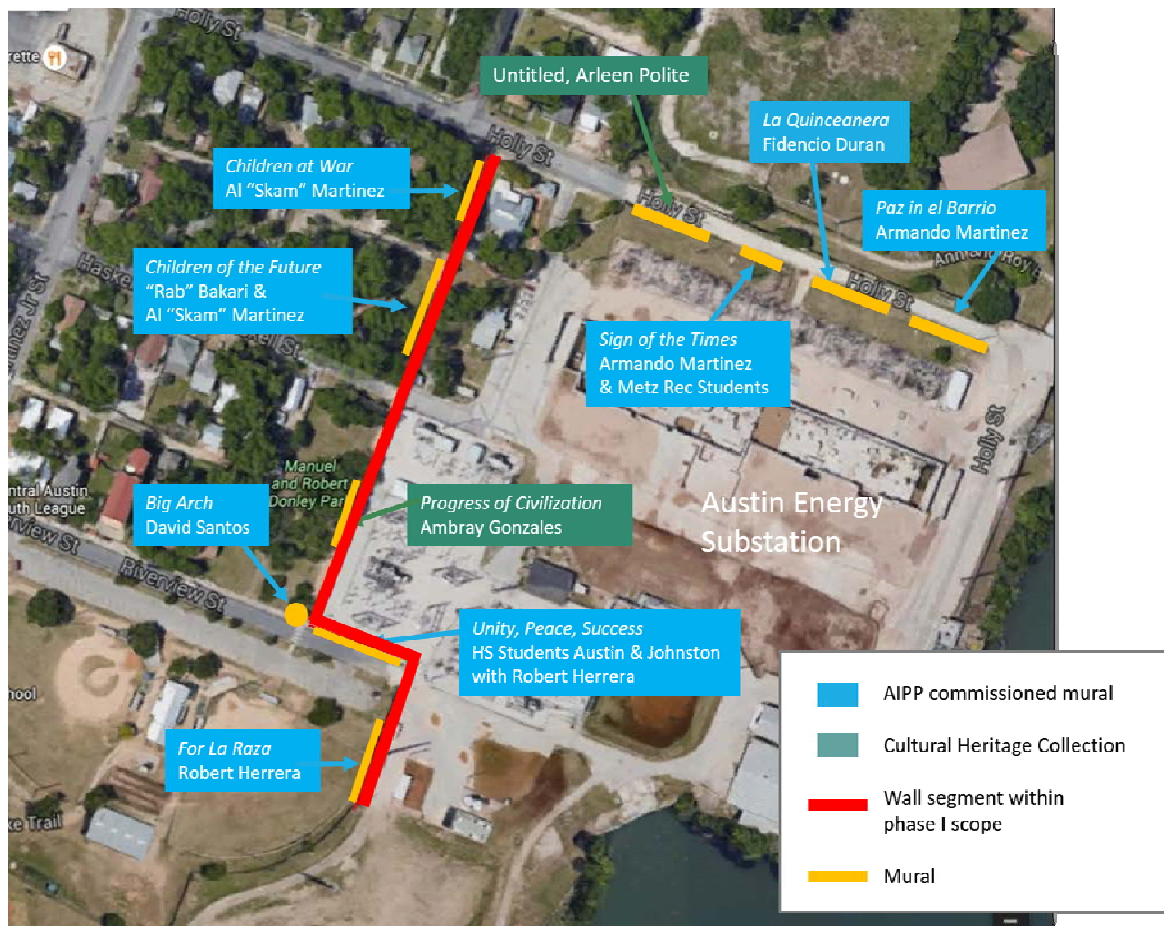
The AIPP program seeks to commission works of art of redeeming quality that advance public understanding of visual art and enhance the aesthetic quality of public places. The goal of the Holly Shores Mural Restoration Project (Phase 1) is to select an artist/artist team who will:

- Honor the artists, artwork, and dedication that went into designing and creating the original murals in the Holly Shores neighbourhood.
- Restore the existing murals to their original state when possible;
- When restoration is not appropriate, design new murals that are in keeping with the tradition, aesthetic, and themes of the original murals;
- Engage a broad cross-section of the community in the design and execution of the murals;
- Use materials that are easily maintained and vandal resistant in an exterior environment; and

- Restore and design murals that reflect the depth/breadth of the City of Austin’s public art collection.

Artwork Opportunity

AIPP is seeking to contract with an artist or artists to perform the restoration and repainting of murals that currently exist on the Holly Power Plant wall. When restoration is not appropriate, the scope will include designing and creating new work that is compatible with the site’s history and neighborhood’s cultural heritage. The restoration and repainting/painting proposal for the first phase of work will likely address only a partial portion of the walls (the walls to west and southwest of “Austin Energy Substation,” not the north or east walls), and will include the scope of restoring existing work, scope and design of potential new work, qualifications and role of artists performing the work, input and involvement of the neighborhood, participation by youth or community volunteers, various means of messaging and documenting the process, and use of conservator-approved materials and techniques to ensure compatibility with site and available resources. The diagram below outlines the wall segment open to renovation in red.



The work plan and final design proposal of the artwork scope must address the goals stated above in *Public Art Goals & Priorities*. This opportunity will ideally include video documentation, ongoing community information/updates on the project, and a mentor/student or apprentice component that will help capture the history, process, and teach about mural-painting and restoration techniques. The proposed process must involve coordination with a professional conservator, the Parks and Recreation Department, and any contractors associated with construction taking place concurrently, to the greatest extent possible, without impeding operation/access and public safety.

Selection Process: Direct Select

AIPP staff recommends the direct selection of Arte Texas for this artwork opportunity. If approved by the AIPP Panel, this recommendation will be presented to the Arts Commission for final approval. Upon Arts Commission approval, Arte Texas will be contracted to provide a formal proposal for the full scope of work outlined in this prospectus, including design, process and community involvement, to be coordinated with the Parks and Recreation Department and presented and approved by the AIPP Panel and Arts Commission before work begins.

Arte Texas

Arte Texas is a nonprofit formed by local artists that works with a dynamic diversity of neighborhood children rooted from the East Side in Austin. The membership is composed of all of the original creators of the Holly Shores Murals who are still living, among other artists interested in creating new work to preserve the cultural history of East Austin and pass along a variety of skills and heritage to younger generations.

From the group: *Our mission is to preserve the Culture of our Art Murals throughout the city of Austin giving local artists an opportunity to express their talent and give back to their community. Arte Texas is restoring our existing historical murals as well as creating new collaborative Art Murals that represent our heritage, our history struggle, and street graffiti that have been a part of our culture for decades. Arte Texas is seeking to create youth art programs for our children towards making a difference in their lives towards leaving a legacy.*

Selection Criteria

The selection of an artist, or artist team, shall be based on whose qualifications best meet the requirements and project goals contained in this prospectus. In addition to the standard project selection criteria found on the City of Austin's Art in Public Places website (http://www.austintexas.gov/sites/default/files/files/aipp_selection_criteria.pdf), the AIPP Panel will review and consider the following evaluation criteria:

- » artistic merit and technical expertise
- » demonstrated ability to successfully execute public art projects, of a similar scope, on time and on budget
- » expressed interest in creating artwork within this project's site and context

Tentative Schedule (Subject to Change)

March 2015

Approval of Prospectus by AIPP Panel and Arts Commission

April 2016

Contract with Artist

May-June 2016

Artist submits work plan/final proposal; Approval by AIPP Panel and Arts Commission

June 2016

Work begins

August 2016

Finished murals unveiled