



presents

# OH HEY!

## BIG ART COMMISSION

**\$25,000 ARTIST FEE +  
\$25,000 SUPPORT BUDGET**

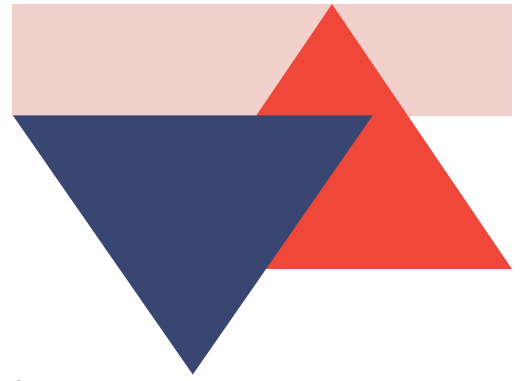


BROADWAY  
chapter

**REQUEST FOR QUALIFICATIONS  
APPLY BY FEBRUARY 19**

# Oh hey!

## ART SOUTH PRESENTS BROADWAY CHAPTER MURAL COMMISSION



### QUICK OVERVIEW

Make sure to review the full details offered throughout this document.

In partnership with the Near Southside's community art program **Art South**, CRG/Clayco is seeking to commission an artist for a mural on the concrete facade of a 5-story parking garage at their multi-family project, **Broadway Chapter**, currently under construction at 401 Hemphill Street. The garage facade is not a single monolithic wall but instead comprised of five horizontal concrete bands, separated by open air segments dedicated to ventilation. **The mural walls are estimated to total 5,000 square feet in surface area.** See renderings.

### LOCATION

District: Fort Worth's Near Southside

Building: Broadway Chapter Apartments

Address: 401 Hemphill Street Fort Worth, Texas 76104

### BUDGET **\$25,000 + materials will be provided**

- \$25,000 artist fee
- \$5,000 Access to discretionary support budget for non-paint supplies, assistant or commercial support (all expense must be substantiated with invoices and receipts to CRG)
- Paint will be provided to the artist, ordered by CRG to artist specifications\*
- Mechanical lift and operator provided to artist for use during painting above-grade work.\*

\*Paint, painting supplies, mechanical lift and operator shall be sourced and paid directly by CRG in an amount not to exceed \$20,000.

### THE APPROACH

The goal is to **create an iconic piece of public art** that is both engaging and inspiring. Paint is sure to be the primary medium due to budget and scale, however artists are encouraged to think creatively and incorporate other materials as they see fit so long as they are durable and sustainable for maintenance. The artwork should be representative of the Near Southside's unique culture.

### REQUIREMENTS

Opportunity is available to **Texas-based artists** with previous experience in large-format artwork.

### SCHEDULE

**Friday, February 19**

Monday, March 22

Thursday, March 25

March 30 - May 3

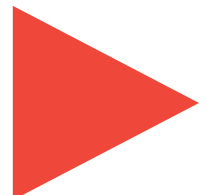
**Application deadline**

Selection announced

Final concept approved

Mural production period + completion date

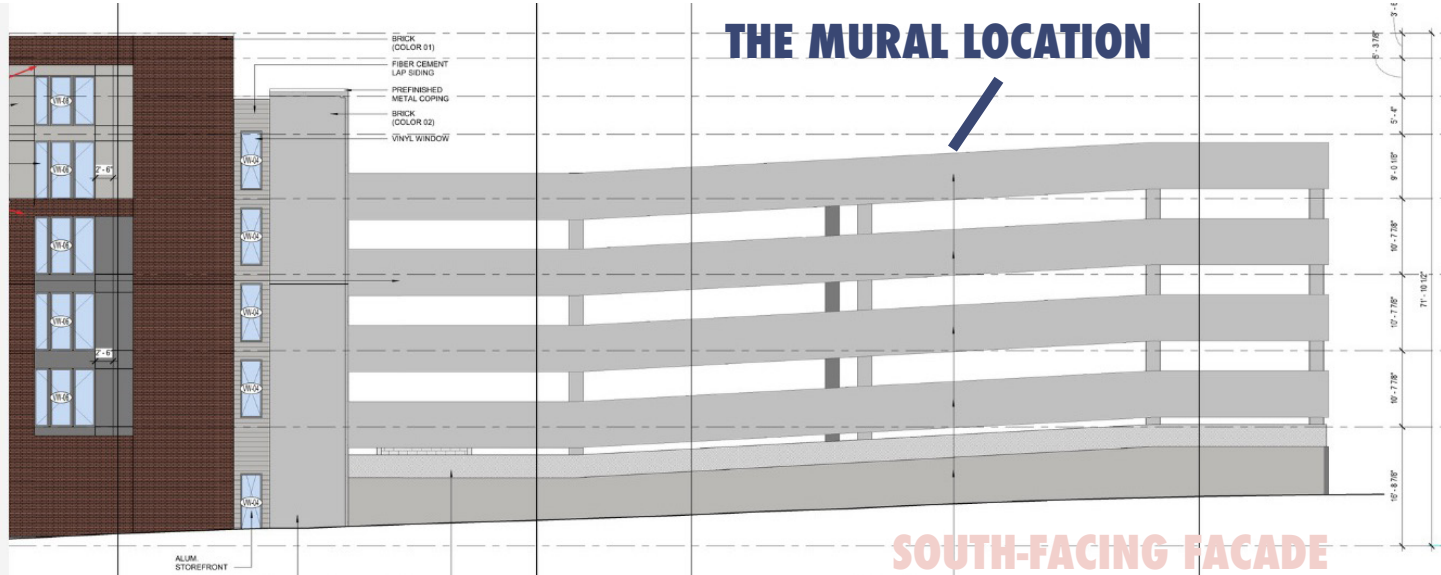
**SUBMIT INTEREST + QUALIFICATIONS** [portal.nearsouthsidefw.org](https://portal.nearsouthsidefw.org)



# CHECK THIS PLACE OUT.

## BROADWAY CHAPTER

Broadway Chapter is Fort Worth’s newest apartment community located in the Near Southside neighborhood. Broadway Chapter is designed to be a hub for bold minds and a launchpad into the vibrant experiences and energy of the Near Southside. Built on the heritage of Fort Worth’s rich cultural history and the Near Southside’s creativity and cultural diversity—those uplifting influences that open our minds to life’s greatest possibilities—Broadway Chapter calls those of us who want more out of a home than simply a place to rest our head. Broadway Chapter is part of the national Chapter collection of unique apartments, each designed to provide spaces and experience that help residents not only live well but to grow as people. Broadway Chapter is a 5-story wood-framed multifamily housing complex located at 401 Hemphill Street in Fort Worth’s Near Southside district. This 320,000 SF development consists of 242 one and two bedroom rental apartments together with 4,500 square feet of first class amenity space facing a vibrant courtyard. The project will offer high quality interior finishes and full amenities for its residents.



# IDENTITY IS ESSENTIAL TO OUR COMMUNITY.

We thought it might be helpful to share Broadway Chapter’s branding with you. These are the colors, patterns, materials and thoughts behind the property’s marketing materials and internal design.

Artists are not asked to replicate or match the branding.

Instead, branding offers context for inspiration and continuity or the mural.

## A PLACE TO WRITE YOUR NEXT ‘CHAPTER’



CRG has designed Broadway Chapter to be a hub for bold minds and a launchpad into the vibrant experiences and energy of the Near Southside. Built on the heritage of Fort Worth’s rich cultural history and the Near Southside’s creativity and cultural diversity—those uplifting influences that open our minds to life’s greatest possibilities—Broadway Chapter calls those of us who want more out of a home than simply a place to rest our head. Broadway Chapter is part of the national Chapter collection of unique apartments, each designed to provide spaces and experience that help residents not only live well but to grow as people.

**This is a place for the free-spirited, the buckers of the status quo. A place to be you.**

**BROADWAY CHAPTER COLOR PALETTE** is inspired by the rich modernist history of Fort Worth, for example the beautiful architecture of Louis I. Khan’s Kimbell Art Museum and its famed vaulted ceilings. The tone is the New American Moderne: **confident, playful, light, and sophisticated** to convey a delightful living space for urban young professionals enjoying the cultural vibrancy of the city’s rich art and music scene.

### PRIMARY BRAND COLORS

POPPY	
CMYK	0 87 82 0
PMS	Warm Red C
RGB	248 70 56
HEX	#F84638

LACE	
CMYK	4 6 11 0
PMS	Warm Gray C
RGB	243 234 223
HEX	#F3EADF

### ACCENT COLORS

MARINA	
CMYK	87 78 30 15
PMS	2378 C
RGB	58 70 115
HEX	#3A4673

ROSE	
CMYK	4 20 13 0
PMS	691 C
RGB	240 208 205
HEX	#F0D0CD

ADRIATIC	
CMYK	72 21 37 0
PMS	2234 C
RGB	70 155 160
HEX	#469BA0

## TYPOGRAPHY, HEADLINE AND BODY STYLES

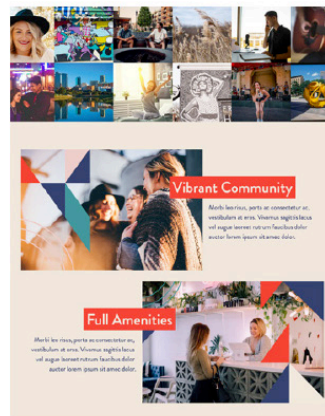
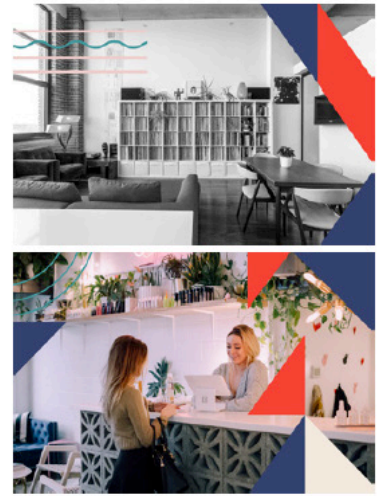
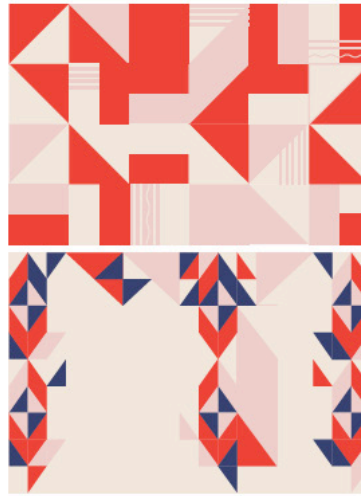
Brandon Grotesque is the primary font family used in communications. Large headlines can leverage Brandon Grotesque Medium, while subheadlines should utilize Brandon Grotesque Bold. Body copy should be set in Brandon Grotesque

Headline Style

SUBHEADLINE STYLE



**BROADWAY CHAPTER PATTERNS** are drawn from mid-century Jazz, the 'boogie woogie' and the contemporary return to geometry and modular patterns. These patterns leverage triangles, rhombuses, lines, and curves. Shapes can be used as a large visual accent, a dense pattern, and anywhere in-between. Usage should feel bold and energetic, not obnoxious or overwhelming.



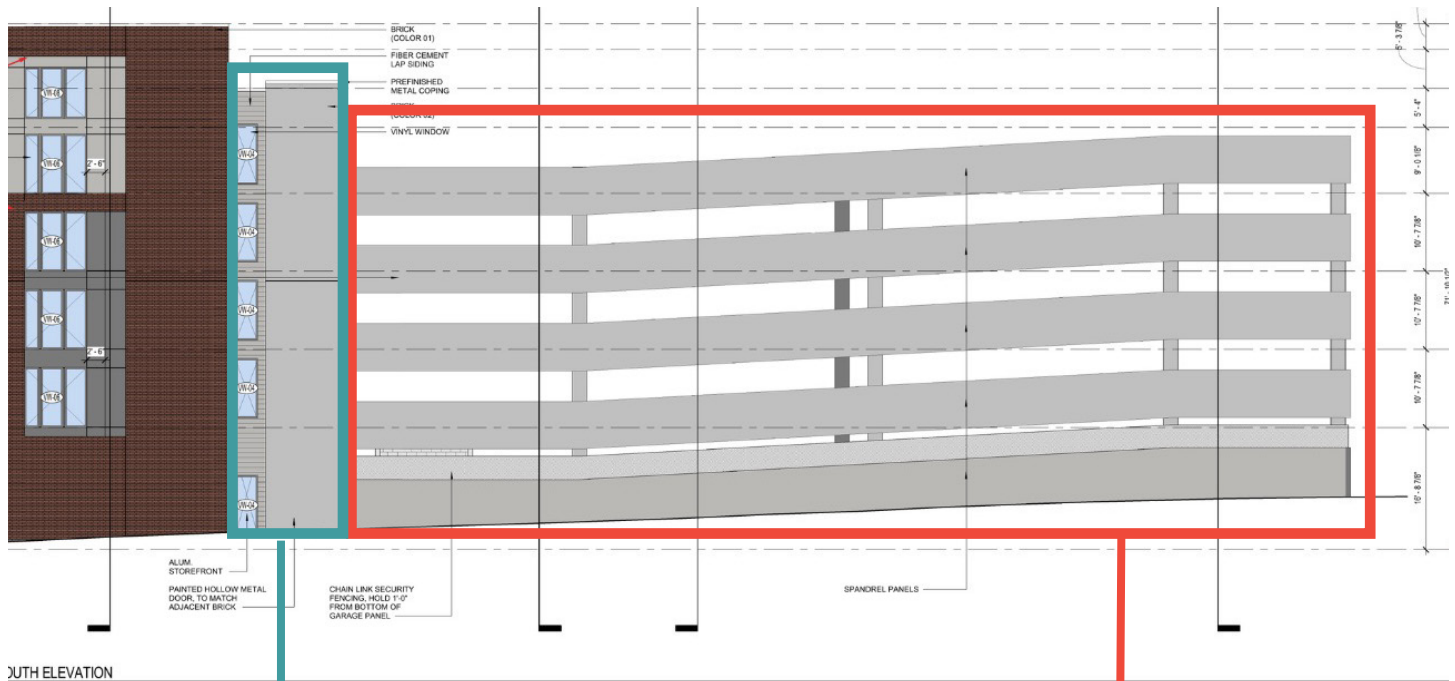
## BROADWAY CHAPTER PHOTOGRAPHY

- Feature moments of relaxation
- Enjoying the amenities of the neighborhood
- **Showcasing the appeal of the Near Southside**
- Convey the tonality and vibrancy of the area
- Capture in-the-moment living and socializing
- **Candid approach, not posing for camera**
- Confident and calm feeling
- Enjoyment of social interactions
- Vibrant energy, not chaotic
- Natural/ambient light source, warm tones



# LET'S GET TECHNICAL.

## AREA TO BE PAINTED



### THE BRICK ADJACENT TO THE GARAGE + MURAL

Directly adjacent to the garage is an elevator tower that will be clad with a dark gray brick. We are sharing a sample of this material in the photo below so that you will have context for the colors and materials nearest the mural location. This brick area is not to be painted by the artist. However, if the artist wishes to “blend” these two facades by incorporating brick into their design, CRG/Clayco is willing to discuss in final concept phase of design presentations.



### YOUR ARTISTIC CANVAS

Approximate surface area to be painted: **4,635 square feet**

Approximate dimension of garage facade: **52' tall x 138' wide**

### CONSTRUCTION SEQUENCING

Due to the construction timeline the artist will be asked to complete the mural while construction is still underway on the Broadway Chapter. The artist will work in partnership with the on-site construction team to carefully sequence timelines for access to the facade that is to be painted. The artist is also responsible for closely following the proposed schedule, unless otherwise changed by the property owner. This is critical because the mural must first be completed before the construction team can complete building a dog run and tenant lawn with significant landscaping. The lift cannot be used once the landscaping has been installed.

### UNTREATED CONCRETE

The parking garage is poured concrete that has not been treated, coated or painted. We strongly recommend the artist should test materials on site, to better understand concrete absorption and texture hurdles prior to paint supplies being ordered. It is recommended that the artist consider hiring a commercial painter to apply a base coat to the facade prior to beginning mural to as to ensure depth of color and easier application of detailed design.



**INTERIOR COLUMNS SHOULD ALSO BE PAINTED  
SURFACE AREA NOT ACCOUNTED FOR IN TOTALS**

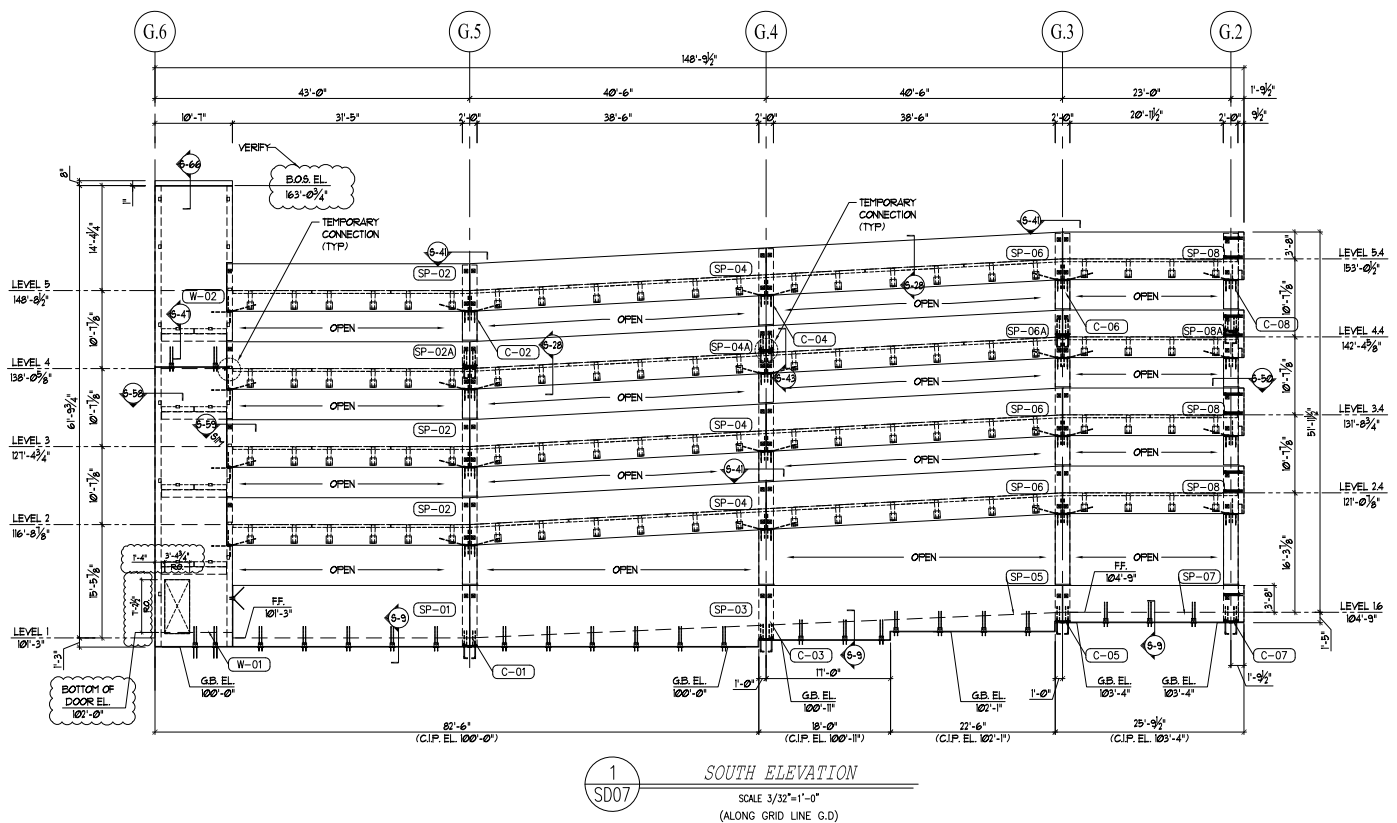
**890 SF**

**897 SF**

**900 SF**

**910 SF**

**1,027 SF**



# MONEY TALK.

## BUDGET

- **\$25,000 artist fee**
- **\$5,000 accessible discretionary budget to be used for:**  
(all expense must be substantiated with invoices and receipts to CRG)
  - materials other than paint, brushes, rollers, cleaners, equipment, safety equipment, etc.
  - professional support examples include, but are not limited to, hiring a commercial painter to establish base coat or a painting assistant to the artist during production. Artist is responsible for managing access, scheduling and on site supervision of all additional contractors hired by the artist.
  - professional fees such as insurance, permitting, street closure fees
  - mixed-media materials that are essential to the project's concept and successful completion

*ITEMS BELOW DRAWN FROM NOT TO EXCEED BUDGET OF \$20,000*

\*Paint, painting supplies, mechanical lift and operator shall be sourced and paid directly by CRG•

**Artist will be provided paint needed for the project**, to the artists specifications, by CRG/Clayco. These materials will be ordered by Clayco so as to maximize their existing corporate resources for economies of scale.

- **Artist will be provided with a mechanical lift for all mural work done above grade.** Artist is expected to carefully coordinate rental schedule for lift to ensure maximization of rental fees. Artist needs to be aware that lift will be provided for a maximum of four weeks and any fees incurred beyond this period will be the responsibility of the artist unless otherwise approved by CRG/Clayco prior to rental extension. Additional rental and/or labor fees should be accounted for within the artist fee or discretionary budget if schedule is exceeded.
- **A lift operator will be provided to artists without skill set to operate lift themselves** or for those who wish to utilize a driver to maximize their focus while at heights. However, artists with lift training and experience that forgoes the need for a lift operator are looked upon favorably. If a lift operator is used, artist must be mindful to schedule driver during approved work times and should not exceed number of hours acceptable for maximum heavy-equipment operations.

**PLEASE NOTE:** There are no additional funds for this project so **artist must estimate and allocate responsibly**. It is recommended that the **artist reserve a contingency budget of no less than 10% of the total project budget to accommodate any unexpected overages**.

**PAYMENT SCHEDULE:** After final concept renderings have been approved by CRG/Clayco and Art South management, the artist will receive 50% of the combined artist fee and discretionary budget within 72 hours of signing their contract to signify the start of the project. The remaining 50% of the artist fee and discretionary budget will be issued by check within 5 business days to the artist upon final installation and CRG/Clayco approval of artwork “as complete.”



# WE'RE AIMING HIGH.

## COMMISSION GOALS

- To create an iconic high-quality one-of-a-kind public art landmark
- To add value and artistry the Broadway Chapter in keeping with their community
- Art that is representative of our Near Southside culture and/or community
- Showcase regional talent
- Offer opportunity to regional artist/s
- Promote artistic point of view
- Catalyze public awareness of this new project by creating a sense of place

## THEMATIC INSPIRATION

- Reflect local culture's past and community's future ambition.
- Add a creative aesthetic to the built environment which energizes the neighborhood's principles and personality.
- Though the building's name includes 'Broadway', we **are not** seeking theatrical inspiration. Instead, the name refers to the historic Near Southside street.
- Highlight diversity and resilience, grit and hope, celebration and joy.
- Create a sense of motion, action, and visual thrust with the artistic content.
- Emphasize the **new** Fort Worth culture. We are not looking for the imagery of traditional western themes - boots, hats, cowboys, etc. The artist should instead take inspiration from the Modern West, an eclectic mix of heritage and contemporary style.

## MOST IMPORTANTLY...

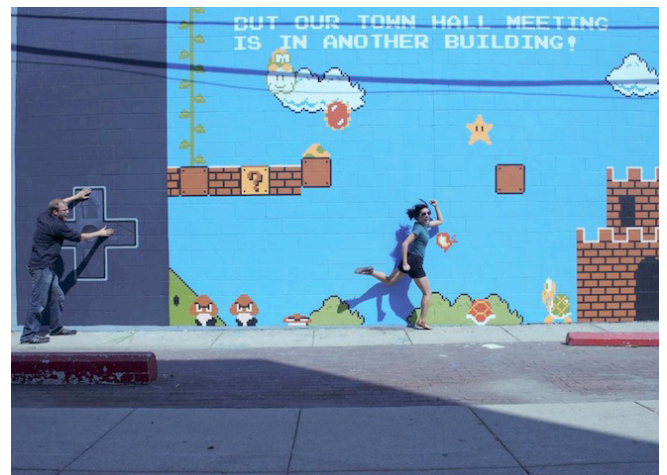
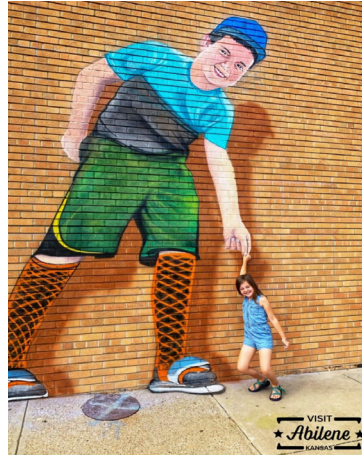
The artist must be eager to **explore design that inspires engagement**, from photos to physical interaction as the site plan allows. See examples



# THIS ART MADE US SMILE.

## INSPIRATION FOR INTERACTIVITY

**Art can be figurative or abstract.**  
**Art can incorporate mixed-media elements.**  
**Art can take advantage of negative space.**  
**We welcome interaction and photography.**









# THE DEETS

## ARTIST REQUIREMENT

**Selection of the right artist is not just a matter of talent or experience, but instead a combination of those skill-sets and attitude.**

**We are looking for a partner** who will think and act collaboratively when designing and producing the mural. The developer is seeking an artist who will listen to and involve the public, as needed, and will consider the Art South and CRG/Clayco teams as partners. Equally as important, the artist must be accommodating to feedback or requests from the project's program managers and art director (see meet our team), as well as champion the process for themselves and the community.

We believe this mural offers an opportunity for narrating our community's history and future, values and vision, through the unique perspective of the selected artist. It is our expectation that the artist can and will retain the artistic vision - as we are not proposing a design by committee or design by community process. However, through thoughtful assessment and collaboration the artist can provide impact to the community. Murals tell stories, create experiences, inspire engagement, increase foot traffic, welcome tourism, spark appreciation for the arts and artists, and improve attractiveness of the place. These are principles we hold true and expect the artist to as well.

- **Artist must have previous large-format experience or 12' x 12' or greater**
- **Artist must live in, work in, or have significant connections to Texas to apply.**
- **Artist must be confident working on a lift in various elements.** While it is not required to apply, the committee looks favorably on artists who previous experience operating a lift as it may eliminate the need for a lift operator to work with the artist.
- **Artist must utilize professional written and verbal communications skills** to successfully coordinate with project managers, on site construction team, and CRG/Clayco art director in order to navigate construction demands, supplies management, on site needs and scheduling.
- **Artist must commit to working directly with CRG/Clayco to secure necessary supplies** for the project, including testing materials prior to placing full order.
- **Artist must provide remaining supplies and paint color codes** to CRG/Clayco upon completion of the project to ensure maintenance in the event of mural damage.
- **Artist must be capable of thinking both practically and whimsically** as a designer, problem-solver, and partner. For example, if the artist wishes to incorporate mixed media, they should ensure that the mosaic, found materials, reflective materials, photography, and can be successfully applied to be durable for outdoor conditions and maintenance. How can every day materials that meet both the budget and the technical needs deliver visual and artistic impact.
- **Artist must have a unique and personal artistic point-of-view.**
- **Artist is encouraged to engage the community throughout the artistic process.**

# OUR PROCESS.

## SELECTION

**Art South facilitates the selection process.** Once the application has closed, project administrators review all applications to identify qualified artists. The Selection Committee then meets to review qualified artists to establish “artists of interest.” Artists of interest are invited to participate in an interview and casual discussion via Zoom with a Selection Committee Core Team to discuss the project and hear more from the artist about their proposed project approach. After the interviews, the Core Team commissions 2-3 finalists concept renderings for a fee of \$250 each. The artist concepts will submit these renderings to the program administrators for review in advance of the concept presentation meeting. Artists are then be invited to present their concept renderings to the Core Team at a second and final interview via Zoom. A selection will be made following the interview and all artists who applied for the opportunity will be notified of the results. The commissioned artist will then meet with the program managers to discuss any concept modifications requested by the committee and establish a final concept rendering for approval. Upon approval of final concept, the artist will be provided with a contract to enter into agreement with CRG/Clayco. **The artist will coordinate the mural production directly with CRG/Clayco.** Artist meet the deadlines of the project for an unveiling date that both the artist and program administrators agree upon.

## OUR COMMITMENT TO EQUITY

**Near Southside is committed to championing equity and ensuring opportunity for historically marginalized communities in Fort Worth and the North Texas region.**

**In that effort, our selection process ensures that at least 50% of selected finalists identify with a historically marginalized community.** Examples of historically marginalized communities include, but are not limited to, Black, African American, Indigenous American, Native American, First Nations, Inuit, Métis, American Indian, Native Alaskan, Latinx, Asian, Asian American, Pacific Islander, Native Hawaiian, Persons of Color, Disabled, LGBTQQ2SPIAA+ (Lesbian, Gay, Bisexual, Transgender, Queer, Questioning, Two-Spirit, Pansexual, Intersexual, Asexual, Allies, and + representing anyone that uses other language to dis-identify with heterosexuality or heteronormativity), and females. These are just examples and you are invited to express your identity in your own words on your application if you wish to be considered as such for our selection process.

## TO APPLY

**Submit the following via an online application at [portal.nearsouthsidefw.org](https://portal.nearsouthsidefw.org)**  
**Once logged in, press the BROADWAY CHAPTER COMMISSION button to get started.**

1. Artist Statement providing information about your personal practice and approach - submitted in a text field
2. Brief Project Approach (no more than 500 words) - submitted in a text field
3. Artist provides previous large scale work experience and lift operations information
4. CV/Resume - .doc or .pdf is preferred (Optional attachment, not required)
5. Two professional references

# HERE WE GO!

## SELECTION SCHEDULE

February 2, 2021	APPLICATION OPENS
<b>February 19, 2021</b>	<b>APPLICATION DEADLINE</b>
March 1, 2021	SELECTION COMMITTEE ARTIST REVIEW
March 2, 2021	“SHORT LIST” ANNOUNCED
March 4-5, 2021	ARTIST INTERVIEWS
March 8, 2021	FINALISTS ANNOUNCED FOR CONCEPT COMMISSIONS
March 19, 2021	CONCEPT RENDERING PRESENTATIONS
<b>March 22, 2021</b>	<b>COMMISSION ANNOUNCEMENT</b>

## COMMISSION SCHEDULE

March 22, 2021	ARTIST MEETS WITH PROJECT TEAM TO FINALIZE CONCEPT
March 25, 2021	FINAL CONCEPT SUBMITTED AND ARTIST CONTRACT SIGNED 50% FEE PAYMENT PROCESSED
March 30, 2021	ARTIST RECEIVED 50% FEE DEPOSIT AND COMMISSION BEGINS
<b>March 30 - May 2, 2021</b>	<b>COMMISSION PRODUCTION PERIOD</b> Artist gains access to job site for testing and begins work with CRG/Clayco for materials procurement and project equipment planning. Artist can access the project site as needed by remaining in contact with CRG/Clayco project manager and art director. The artist will need to remain flexible due to the CRG site also being in construction during this time. Some sequencing of on site activities may need to be negotiated from time to time. We will work together as a team to ensure both the construction and artwork commission production schedules are serviced by a careful partnership and coordination of needs. The artist must be available to work regularly during this period until the mural is complete.
Estimated May 3, 2021	FINAL WALK WITH PROJECT TEAM + ARTIST COMPLETED ARTWORK ACCEPTED BY CRG/Clayco
Estimated May 8, 2021	FINAL PAYMENT ISSUED TO ARTIST
TBD	ARTIST IS INVITED TO ATTEND PUBLIC DEDICATION



# Meet the team.

## NEAR SOUTHSIDE, INC. + NEAR SOUTHSIDE ARTS

### THE ORGANIZATIONS

Near Southside Arts (NSA) is a 501(c)3 nonprofit pursuing community and cultural initiatives benefiting Fort Worth's 1,400 acre Near Southside district since 1987. NSA is aligned in mission and governance with Near Southside, Inc. (NSI), a 501(c)4 membership organization leading economic and community development initiatives since 1996. Both organizations share a 53-member board of directors, officers, and staff.

Near Southside, Inc.'s membership roster includes 400 dues-paying businesses and individuals, representing a cross-section of district stakeholders and community-minded leaders. The majority of member businesses are headquartered within the Near Southside district boundary, and the remaining members regularly work in the district, either on development projects or in partnership with district businesses. Our membership roster has grown and diversified significantly in recent years, with major growth in the creative sector. All of the district's economic anchor institutions and businesses are long-standing top-level members, including the six major healthcare campuses and other major corporations located within the district.

[www.nearsouthsidefw.org](http://www.nearsouthsidefw.org)



## ART SOUTH

### THE COMMUNITY ART PROGRAM

Art South is an innovative public-facing art program of Near Southside Arts facilitating public-private partnerships to offer selected artists in North Texas commission and exhibition opportunities in Fort Worth's Near Southside district. Art South helps to connect and facilitate private art investment to public-facing calls for artists. It is our hope that this not only broadens access to opportunity for artists within the community but that it also elevates the dialog of why artist investment matters and is beneficial. Art South seeks artists who will engage the local community in a conversation through their work, exhibition, commission and studio practices. Art South holds tightly to a belief that artists should be paid for their work, conceptual work included, and does not promote calls that require artists to concept work without being paid. Our process begins with a call for interest and qualification and then, if selected, artists are paid a stipend for concept creation prior to any selection being announced. Artists are encouraged to submit proposals that will contribute to the Near Southside in a meaningful manner through the delivery of quality, compelling, and personally-significant public art works. We welcome proposals that initiate dialogue about the importance of community, art, or other matters related to the revitalization of the Near Southside. Artists commissioned by Art South are chosen by a committee of stakeholders that includes local artists, arts professionals and property owners who have an interest in bringing public art, temporary or permanent, to the Near Southside. Artists working in all media are encouraged to participate and apply.

[www.nearsouthsidearts.org](http://www.nearsouthsidearts.org)



## CLAYCO

### PROVIDING ART DIRECTION

Clayco is a full-service, turnkey real estate, architecture, engineering, design-build and construction firm that delivers clients around the world the highest quality solutions on time, on budget. Develop. Design. Build. It's not just the steps in the design build process that set us apart. It's how we overlap each step to make every project better. Founded in 1984, every project we've built has been fully integrated and we have revolutionized the design-build process every step of the way. Our building processes deliver solutions of the highest standard, and clients have trusted Clayco to handle their most complex construction projects for over 30 years. Clayco has dramatically set new standards for collaborative design, construction quality and craftsmanship, efficient project management, cost containment, and job site safety. With over \$2.0+ billion in revenue for 2017 and more than 2,000 employees across the country, we are one of the nation's largest privately-owned real estate, architecture, engineering, design-build, and construction firms. Our people specialize in the "art and science of building," providing fast-track, efficient solutions in North America for commercial, institutional, industrial and residential building projects. Year after year, we are ranked by Engineering News Record as a top design-builder and contractor. [www.claycorp.com](http://www.claycorp.com)

# CLAYCO

THE ART & SCIENCE OF BUILDING

## CRG

### THE DEVELOPER OF BROADWAY CHAPTER

CRG is a privately held real estate development firm that has developed more than 8,500 acres of land and delivered over 200 million square feet of commercial, industrial, institutional and multifamily assets. CRG, headquartered in St. Louis, leverages a powerful North American platform with local market expertise and offices in Atlanta, Chicago, Columbus, Southern California and Philadelphia. CRG's philosophy of developing for the future and anticipating the enhanced needs of next generation users led to the creation of its industrial brand, The Cubes, and its multifamily brand, Chapter. For more information, visit CRG's website at [www.realcrg.com](http://www.realcrg.com).

# CRG

INTEGRATED  
REAL ESTATE  
SOLUTIONS

## SELECTION COMMITTEE

Our selection committee is comprised of Near Southside stakeholders and advocates with a broad range of experience in the arts from architects to studio artists, muralists to art directors, developers to gallerists.

## PROGRAM ADMINISTRATORS

- **Frank Maugeri** Art Director, Clayco
- **Megan Henderson** Director, Near Southside, Inc. | Near Southside Arts
- **Natalie Chapa** Manager, Near Southside, Inc. | Near Southside Arts

## QUESTIONS?

[megan@nearsouthsidefw.org](mailto:megan@nearsouthsidefw.org)  
[natalie@nearsouthsidefw.org](mailto:natalie@nearsouthsidefw.org)

Apply at [portal.nearsouthsidefw.org](http://portal.nearsouthsidefw.org)

## OTHER WORKS COMMISSIONED BY CLAYCO



### A.M. 1980 Residences Mural

"I really wanted to create a dialogue with the community by connecting them with some sort of cultural icon that made the neighborhood what it is. One thing that really came to mind was the Logan Square Eagle and how I wanted to incorporate that into the mural but also create it new. I have to say, this project really highlights the importance of culture and visibility and how it adds to the growth of the community."

**Mauricio Ramirez, Muralist**

### Illuminated Triptych

Frank Maugeri conceived an illuminated triptych installation inspired by the principles of Toy Theater and collaborated with artist **Brandin Hurley** and Project Manager Shawn Clark to create this artwork intended for residents' momentary pause and reflection in the lobby of The Upshore Chapter4555 N Sheridan Rd, Chicago, IL 60640.

