

Milwaukee Downtown, BID #21,
Downtown Placemaking Task Force, and
Meat on the Street

Call for Artists

MILWAUKEE DOWNTOWN AND MEAT ON THE STREET
ROLLOUT MOBILE MURAL COLLABORATION

Innovative Marketing Campaign

Overview

Calling all artists! Looking for a one-of-a-kind mural surface that will be seen in multiple locations each year? This innovative marketing campaign intersects Milwaukee's love for street art and street eats into one remarkable mobile mural in collaboration with Meat on the Street.

Established in 2014 by siblings Alexa, Matt, and Christian Alfaro, Meat on the Street is a staple in the city's cultural cuisine, including an operation at Eleven25 at Pabst and a food truck that frequents 250 street festivals and outdoor events annually. Celebrating Filipino food and culture, Meat on the Street keeps the Milwaukee community top-of-mind.

With guidance and input from the Downtown Placemaking Task Force, one artist will be selected to transform three sides of the food truck into a mobile mural that promotes Downtown as the vibrant heart of the community, incorporating our rich culture, food, and emerging business leaders.

Submissions can include both graphic designs for a vinyl wrap or direct mural application.

Ready to Get Started?

Interested artists are encouraged to submit a brief proposal. Proposals will be reviewed by Milwaukee Downtown staff, members of the Downtown Placemaking Task Force, and Meat on the Street.

Proposal

The proposal should be no more than six pages and include an overview statement, relevant experience, and a concept. Proposals should be submitted by 5 pm on February 25, 2021, to gyeager@milwaukeedowntown.com.

Proposal Requirements

- Statement. Use 100 words or less to describe your artistic concept.
- Concept and previous work examples. Demonstrate your ability to deliver a high-quality campaign with both relevant work examples and a concept. While a concept is not required, it is encouraged.
 - For food truck dimensions, please see illustrations at the end of this document.
- References. While references are not required at this time, please have two references prepared if requested.

Proposal Submission Guidelines

Questions

All questions related to this Call for Artists should be emailed to Gabe Yeager with Milwaukee Downtown at gyeager@milwaukeedowntown.com before February 17, 2021, to receive a timely response.

Closing Date

Electronic submissions are due by 5 pm on February 25, 2021. Submissions should be emailed as one PDF document to gyeager@milwaukee downtown.com. The email subject must state: "Mobile Mural – INSERT ARTIST NAME HERE."

Payment/Budget

Artist Award: \$2,500

The awarded artist will receive a \$2,500 stipend for their award-winning design to be installed on three sides of the food truck. Installation of the artwork will be funded separately and will not be the financial responsibility of the artist. The selected artist will have input in the installation process.

Review Criteria

Submissions will be reviewed based on the following criteria:

- Proven ability to execute a high-quality graphic design and/or mural installation, including durability and maintainability.
- The final design should reflect the brands of Meat on the Street and Milwaukee Downtown, BID #21, by celebrating Downtown's diversity, food and culture, and specifically Filipino culture.
- Ability to engage users on social media.
- Priority will be given to BIPOC and/or female artists.

Adjustments to Design Concept

The final design will be heavily influenced by the awarded artist's initial proposal, but subject to modification based on feedback from Meat on the Street and the Downtown Placemaking Task Force.

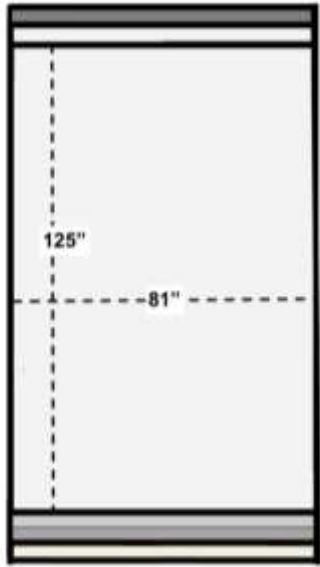
Tentative Timeline

- Released on January 25, 2021
- Questions due February 17, 2021
- Submissions due February 25, 2021, by 5 pm
- Artist selected the week of March 1, 2021
- Installation completed by April 2021

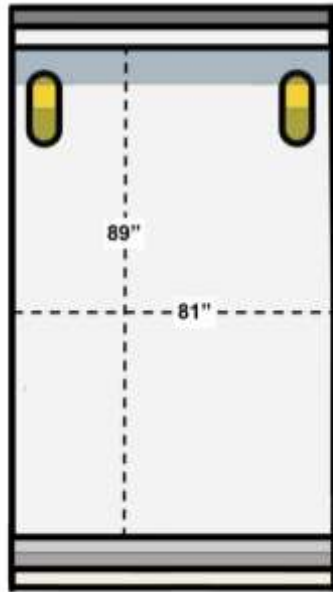
Helpful Links

- Meat on the Street: <https://www.facebook.com/meatonthestreet.mke/>
- Milwaukee Downtown: www.milwaukee downtown.com

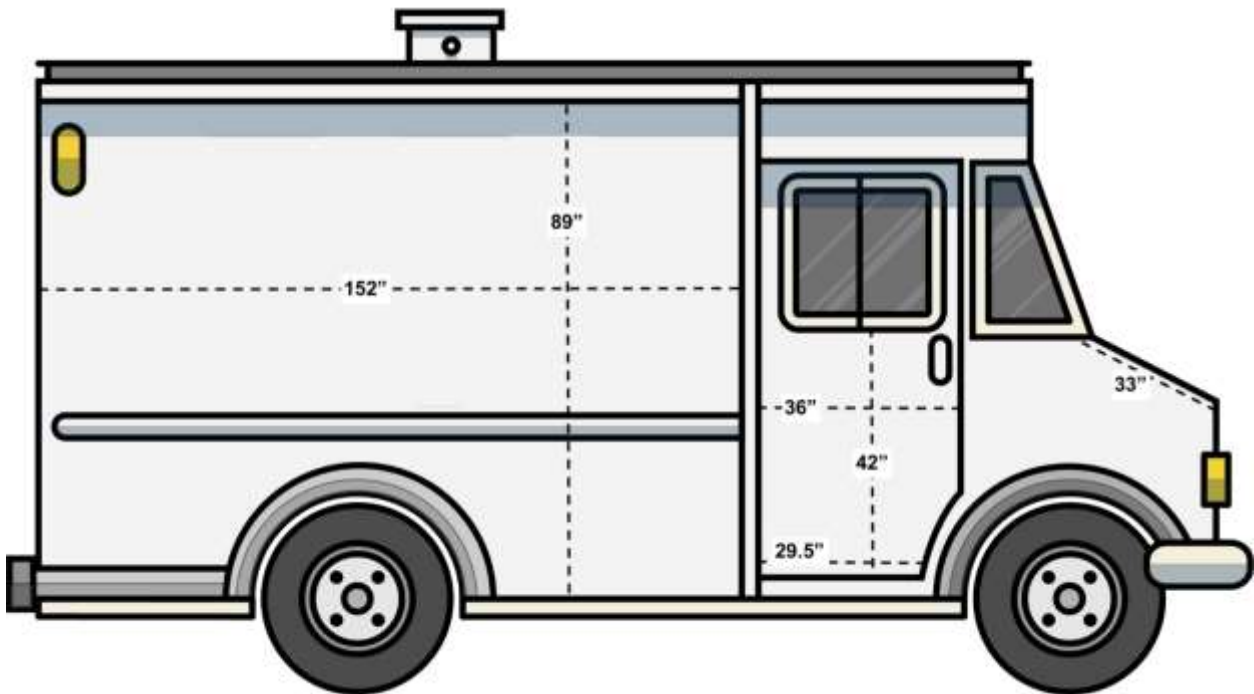
TOP OF TRUCK



BACK OF TRUCK



SIDE OF TRUCK: NO WINDOW



SIDE OF TRUCK WITH WINDOW

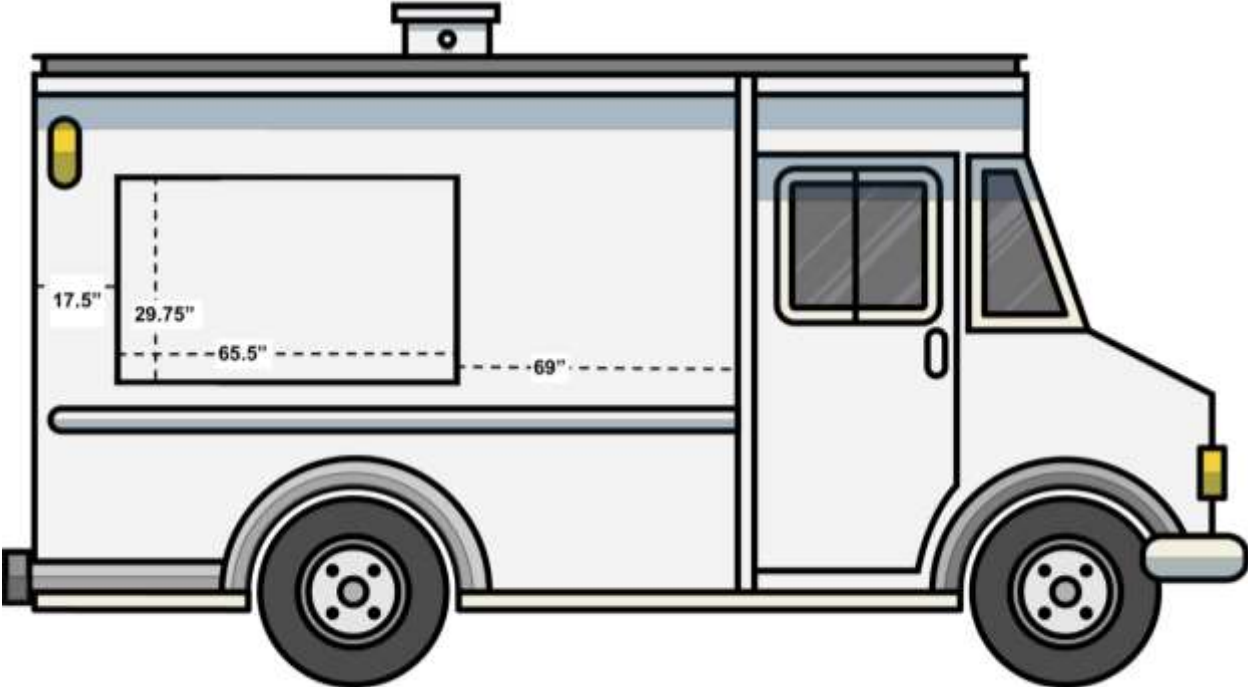


PHOTO OF EXISTING TRUCK

