



Oskar Blues Brewery Mural – Call for Proposals

Oskar Blues Brewery is seeking project proposals for Western North Carolina artists interested in creating two signature murals - one indoor and one outdoor – for their Brevard, NC location. Artists from diverse backgrounds and ranges of experience are encouraged to apply. Artists must be willing to adhere to all contractual obligations, project guidelines, and timeline. They should be able to demonstrate their ability to execute a public project of this scope both creatively and technically.

PROJECT INTENT

Originally a Colorado-based brewery, Oskar Blues has grown to add a location in the hills of Pisgah National Forest in Brevard, North Carolina. Specializing in canned craft beer, they focus on the importance of a portable and recyclable option for the adventurous lifestyle. The brewery is now looking to add two murals that express the company culture and interests of the region. Such interests include, mountain biking, camping, hiking, craft beer, and an overall appreciation for the great outdoors. The outdoor mural should be able to direct those who walk on the patio into the brewery, while the indoor mural leads the patrons upstairs into the taproom. The murals should be representative of the vision of Oskar Blues Brewery in its Pisgah National Forest location as well as the function of visual reference through the taprooms.

TIMELINE FOR APPLICATIONS AND PROJECT

- February 28, 2017 – Submission deadline
- March 6, 2017 – Finalist announced and contacted
- April 30, 2017 – Project deadline (mural completed!)
- May 13, 2017 – Unveiling event

SELECTION PROCESS AND CRITERIA

The mural project will be administered and managed by Oskar Blues Brewery to help create an identity and branding of the space. The selection committee consists of Oskar Blues Brewery staff members and staff of the Asheville Area Arts Council, Henderson County Arts Council, and Transylvania Community Arts Council.

Selection Criteria:

- Work history and demonstrable technical ability
- Experience working within an expected timeline

- Visual impact
- Appropriateness of content
- Incorporating the well-established Oskar Blues branding

PROJECT BUDGET

The total artist stipend for the Oskar Blues Brewery mural project, which includes both the indoor and outdoor mural, is \$2,500. All materials and artist compensation must come out of this budget.

In addition to the monetary compensation, the selected artist's bar tab will be covered by Oskar Blues Brewery throughout the project timeline. Ladders will also be provided during week days and a sky jack will be provided on weekends for the artist's use.

PRESS

Oskar Blues Brewery has a national communications network. The artist and mural project selected will be promoted in an announcement via a national and regional press list, online and in print, with social media updates on Facebook, Instagram, and Twitter. The unveiling celebration will be May 13, 2017 at Oskar Blues Brewery in Brevard and will have music, press, and possibly a beer brewed in collaboration with the mural.

ELIGIBILITY

The competition is open to established professional artists living in the Western North Carolina region. Only professional artists with reviewable portfolios are eligible to apply.

Once selected, the Commissioned Artist(s) will be required to provide evidence of appropriate liability, property damage, and workers compensation insurance while working on the site.

HOW TO APPLY

Submissions must include all of the information and materials described below. All application materials must be emailed to ellen@oskarblues.com by **5:00 pm on February 28, 2017**.

Please note: Artists applying as a team should submit work samples of each individual artist's work.

1. Résumé/CV & Artist Bio

Provide an artist bio/resume that describes your past experience in creating murals/art and that includes your name and contact information.

2. Artist Statement

Provide a brief statement, no more than 200 words, describing your work.

3. Proposed Project Concept & Budget

Please describe your project design concept (no more than one page in length). Please speak to how you think this mural represents the WNC and Oskar Blues correlation. The

proposal must also include conceptual design drawings/sketches. Please include a project budget that outlines how you will allocate funds to complete the project.

4. Images of Past Work & Image List – up to 6 images

Please submit examples of your past mural work that best represents your experience, style, and ability. You may also submit images of other works (large scale or otherwise) from the past three years. Include an image list that specifies the title of the work, medium, dimensions, year completed, and a short description. Please do not submit more than six images.

5. List of References

Listing of three professional references who are familiar with your work and working method, including addresses and phone number.

CONTACT

Ellen Catlin, events + marketing
Oskar Blues Brewery
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MURAL LOCATIONS





WE CAN PAINT THIS GREEN COLOR SOMETHING NEUTRAL TO COMPLIMENT THE MURAL

49'

YOUR ART HERE.

11'

30'

TOTAL BLUE SPACE : 447 SQUARE FEET