



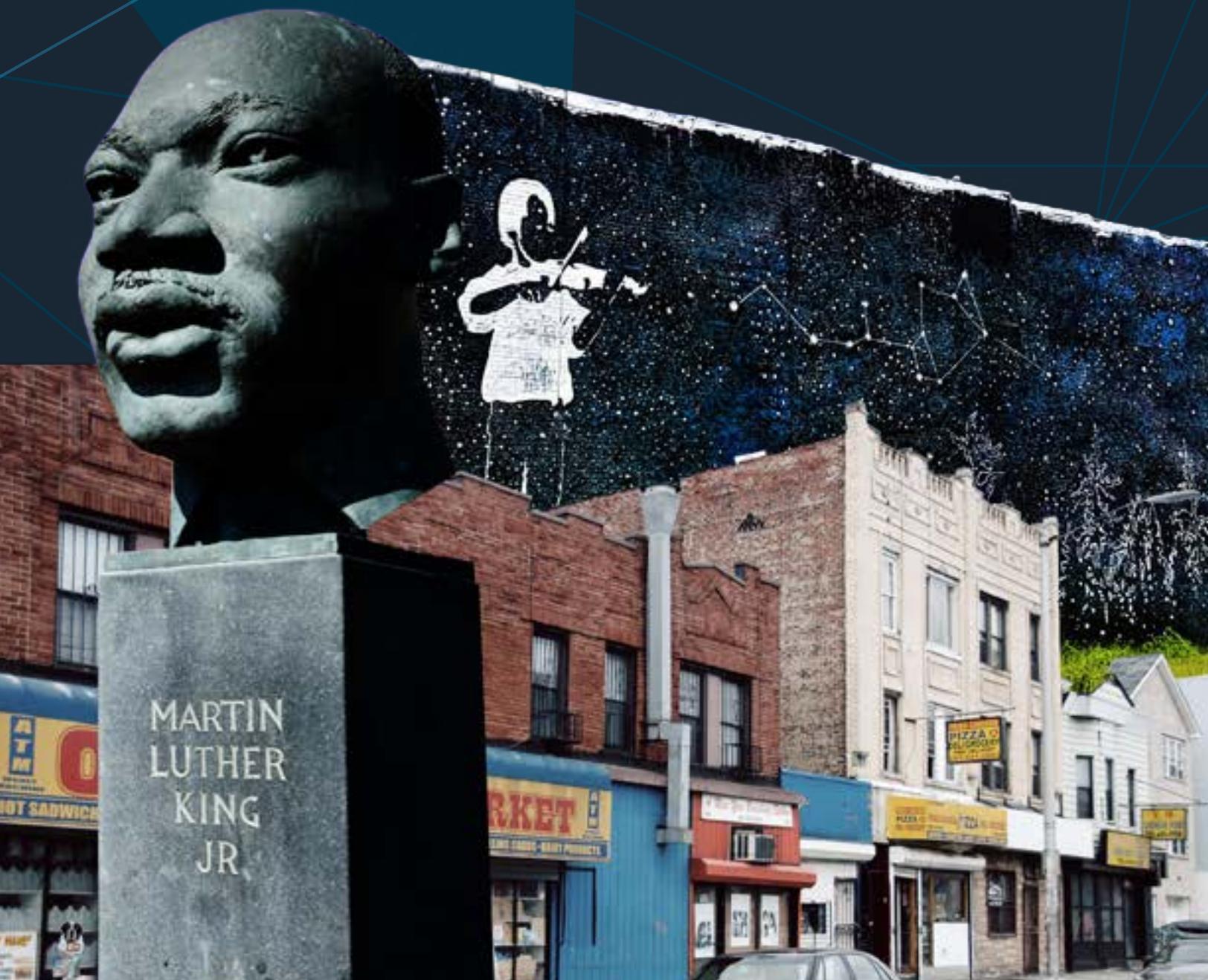
RISING TIDE
CAPITAL

CALL FOR ARTS

311MLK MURAL

Rising Tide Capital invites BIPOC and LGBTQIA+ muralists in close connection with Jersey City's Greenville neighborhood to apply to develop a location-specific mural for its new Headquarters on 311 Martin Luther King Drive.

First submission on June 1, 2021



OVERVIEW

Rising Tide Capital invites BIPOC and LGBTQIA+ muralists in close connection with Jersey City's Greenville neighborhood to apply to develop a location-specific mural for its new Headquarters on 311 Martin Luther King Drive (311MLK). Starting in August, one artist or design team will be selected to paint one mural in 311MLK's back courtyard, spanning three walls and across 1,100 square feet.

This outdoor community space will serve as a space for gathering, healing, reflection and will showcase Greenville's vibrant imagination and creativity. In celebration of our collective work towards a more equitable world, this project will inspire positive, sustainable change by elevating voices within Greenville's long-standing community. The objective of these murals is to use patterns and images to exemplify Layers of Interconnectivity that are open to the artist/team's interpretation.

THEME: LAYERS OF INTERCONNECTIVITY

How are we interconnected? What does it mean to belong?

We are brought back to what fundamentally matters within the aftermath of loss, grief, and death. There is a generative blossoming of creativity that continues the cycle of life within an intricate and interconnected web of ecosystems. The broad theme, 'Layers of Interconnectivity,' is open to the artist's interpretation.

ELIGIBILITY

- Artists, designers, studios, and teams of artists
- Artists in close connection to Greenville Neighborhood in Jersey City, NJ
- Artistic innovation and originality in past works (past mural experience is not mandatory)
- Artists of all experience levels encouraged to apply (Emerging, Mid-Career, and Established Artists)
- BIPOC & LGBTQIA+ strongly encouraged to apply

SUBMISSION REQUIREMENTS

Submissions will happen in 2 phases—the first being a Portfolio Submission. The second phase consists of 3-5 selected artists from said Portfolio Submission.

Portfolio Submission (due June 1, 2021):

- Portfolio of 5-10 images of past work (JPEG format with descriptions provided)
- First Name_Last Name_Title of work
- A brief statement of what you hope to make (150 words max)
- Brief Artist Statement (150 words max)

Second Submission (3-5 Artists Selected from the first Submission - due July 9, 2021):

The selected 3-5 artists will individually receive a \$250 stipend to expand upon their first Portfolio Submission.

- Images of your design concept for the mural (preferably depicted in the courtyard)
- Expanded statement of intent (500 words max)
- Timeline for completed work
- Requirements for install; the exterior walls will be cleaned and primed before installation. If possible, please provide your preference for the wall color.
- Your forecasted budget for materials and other costs beyond the honorarium

COMMISSION

The selected artist/design team will receive an honorarium of \$5,000 on top of their budget for materials and other costs.

If selected, the payment schedule is as follows: Rising Tide Capital will pay 25% upon installation and will pay the remaining 75% upon completion.

SELECTION PROCESS

Selections will be reviewed by a selection committee composed of Rising Tide Capital staff and Greenville community members. The selection committee is committed to finding the most fitting art, artist, and message to exemplify Layers of Interconnectivity

- The selected artists from the first round of submissions will be announced: June 11
- The finalist will be announced July 16
- The mural install to begin soon after that and must be done before September, 2021.

Have Questions?

Contact Communications@RisingTideCapital.org using the subject: **311MLK Murals Inquiry**

APPLY HERE: bit.ly/rtc-mural

About the Organization

Rising Tide Capital is a 501(c)3 nonprofit organization headquartered in Jersey City, New Jersey with a hub in Newark, that seeks to transform lives and communities through entrepreneurship. The Rising Tide model also operates in Florida, Illinois, Louisiana, Minnesota, North Carolina, and South Carolina through partnerships with local non-profits. Rising Tide's signature programs include the Community Business Academy, Credit to Capital, and Business Acceleration Services, equipping entrepreneurs to pursue greater economic security and deliver value to their communities. The organization's model is unique in its focus on consistent mentoring over time to support greater sustainability. Rising Tide's community includes 3,000 entrepreneurs across New Jersey with programs delivered in English and Spanish in Newark, Jersey City, East Orange, Elizabeth, Union City, and New Brunswick. On average, graduates of the Community Business Academy open a new business every 3 days and enjoy an 80% survival rate after 5 years in business. At any given time, 71% of RTC's entrepreneurs are women, 93% are people of color, and 80% are low-to-moderate income. The organization's work has been recognized by President Obama at the White House, the World Economic Forum, CNN, and many more. To learn more about Rising Tide Capital, visit www.risingtidecapital.org.