



OVERVIEW

Greater Newark Convention and Visitor Bureau requests proposals for an entry mural opportunity at their Downtown Newark visitor center. The artwork will present a montage of experiences and key sites that make Newark, NJ, home and a destination. A request for proposals will collect submissions from February 26th through March 26th, 2024. The mural will be unveiled during National Tourism Week: May 19-25, 2024.

Apply now at newarkhappening.com/mural

DEADLINE:

March 26th, 2024

LOCATION/FOOTPRINT OF ACTIVATION

Interior Location at

58 Park Place Newark, NJ 07102

380" (length) by 216" (height)

ARTIST ELIGIBILITY

Essex County, New Jersey, artist(s) and artist collectives are welcome to apply. To be eligible to submit a proposal, applicants must be 18 or over and currently living or working in this region. Applicants must show evidence of currently living or working in Essex County, New Jersey, which may be accomplished by submitting (i) an active home or studio lease, (ii) a current utility bill, or (iii) a current letter of employment.

APPLICATION

Painted Mural

TIMELINE

Request for Proposals: February 26 - March 26, 2024

Contracting and Rendering Advancements: April

Mural Creation Window: May 1 - May 15, 2024

Completion/National Tourism Week: May 19 - 25, 2024

COMPENSATION

\$7,500.00

*Mural materials and needs will be provided from a separate budget.

AESTHETIC/CONCEPTUAL DIRECTIONS FOR CONSIDERATION:

- Greater Newark Convention and Visitor Bureau Branding Elements and Palette
See attached Digital Color Palette.

- Our City is a destination for attractions, cultural experiences, and dining options that can appeal to tourists looking to explore. In Newark, you can:
Live. Learn. Love. Shop. Rock. Sports. Arts. Eats. Events. Adventure.

- Community Building Spaces in Newark: Parks, plazas, and public spaces serve as gathering points for the community. Events, markets, and cultural activities often take place in these areas, providing opportunities for residents to interact and connect.

- Civic Engagement: Newark has a history of civic engagement and activism. Community organizations, advocacy groups, and grassroots movements work towards addressing social issues, promoting equality, and improving the quality of life for residents.

- Food Culture: Newark is home to a diverse population, including communities with roots in Portugal, Brazil, Italy, Puerto Rico, and many other countries. This is reflected in the city's food scene, where you can find a variety of cuisines representing different cultures. For example, the Ironbound district is a hub for delicious Portuguese and Brazilian cuisine. Visitors can enjoy traditional dishes such as bacalhau (salted codfish), feijoada (Brazilian black bean stew), and various grilled meats at the numerous restaurants in this area. Newark hosts various cultural festivals, which often feature a wide array of traditional foods, allowing locals and visitors to experience different cuisines in one place.

- Architectural Landscape: Newark's architecture reflects the city's history, economic development, and the changing styles and trends in American urban design. From historic landmarks to modern developments, the architecture of Newark is a dynamic tapestry that tells the story of the city's evolution.. Some architectural features and styles that contribute to Newark's built environment are Beaux-Arts Style, Gothic Revival, Art Deco, Victorian and Queen Anne Styles, Red Brick Row Houses, New Revitalization and Adaptive Reuse, and more.

- Landmarks: Key sites that contribute to the city's identity: Newark Penn Station, Prudential Center, The Newark Museum of Art, Cathedral Basilica of the Sacred Heart, The Harriet Tubman Monument, Military Park, New Jersey Performing Arts Center, Newark Symphony Hall, The Hahne & Co, Building, Branch Brook Park, Paramount Theatre Marquee, and more.

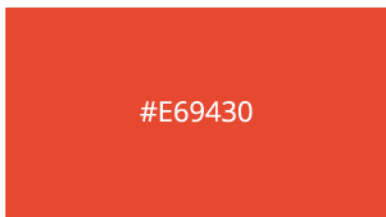
- Home to several universities and educational institutions, including Rutgers University - Newark, New Jersey Institute of Technology (NJIT), Seton Hall University, University of Medicine and Dentistry of New Jersey (UMDNJ), and Essex County College.

ABOUT GREATER NEWARK CONVENTION AND VISITOR BUREAU:

The Greater Newark region is a happening place for just a fraction of the price of New York City! Visit Newark, the Garden State's largest metropolis, just eight short miles from Manhattan, where you'll find Big Apple-style action in smaller, more intimate bites. From America's first and oldest public park to one of the country's largest performing arts venues, to the state's biggest museum, to the continent's 5th largest cathedral, pro sports, fine arts, urban retail, and outdoor adventure, it all happening here. Shop till you drop at the largest premium outlet mall in the state.

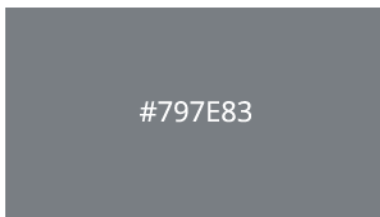
Newark isn't just a happening place. It's also a place for higher education where many colleges and universities call Newark home. As a result, there are a ton of college students in and around town. Reinvigorate yourself with a performance at the New Jersey Performing Arts Center. Consider us your test prep, and get cracking on all that's happening.

Live. Learn. Love. Shop. Rock. Sports. Arts. Eats. Events. Adventure.



#E69430

C: 0% M: 62% Y: 71% K: 10%



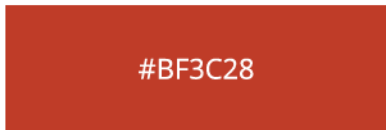
#797E83

C: 4% M: 2% Y: 0% K: 49%



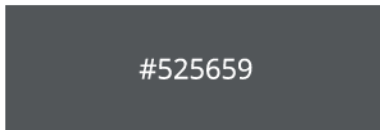
#F9B83E

C: 0% M: 25% Y: 73% K: 2%



#BF3C28

C: 0% M: 51% Y: 59% K: 25%



#525659

C: 3% M: 1% Y: 0% K: 65%



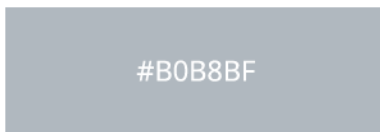
#DE9D02

C: 0% M: 32% Y: 71% K: 10%



#FF5E3E

C: 0% M: 63% Y: 76% K: 0%



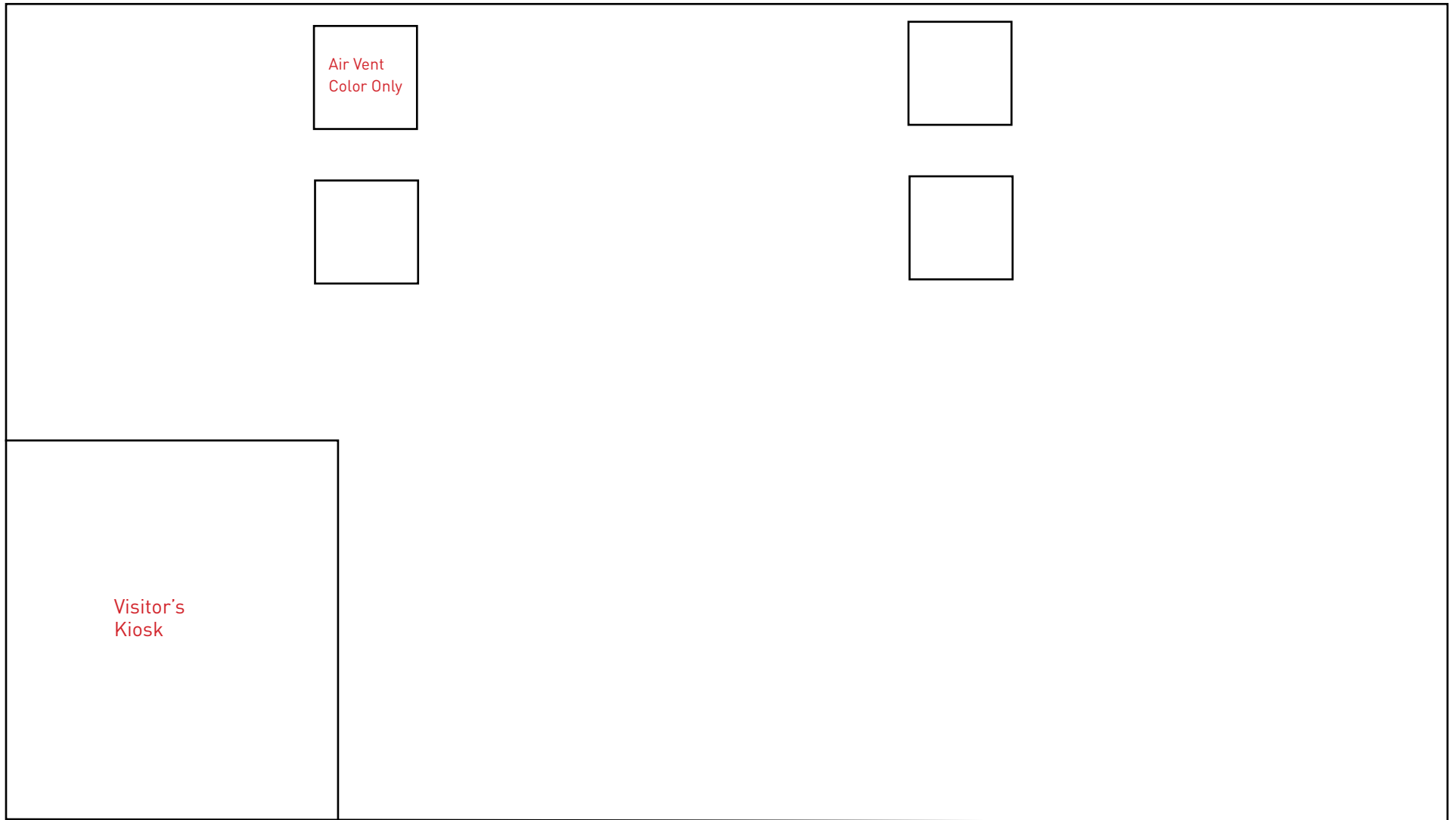
#B0B8BF

C: 6% M: 3% Y: 0% K: 25%



#FCDB9E

C: 0% M: 13% Y: 37% K: 1%



380"

216"