

PRE-QUALIFIED ARTIST LIST

MURALS

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Table of Contents

I. Introduction	1
II. Purpose	1
III. Mural Project Types.....	1
IV. How the List Will be Used.....	1
V. Eligibility	2
VI. Selection Process.....	2
Public Art Mural Task Force.....	2
Relationship to Future Public Art Task Forces for Murals.....	2
VII. Mural Project Scopes.....	3
VIII.Application	3
IX. Panelist Review Criteria.....	4
X. Marketing and Communications	4

I. Introduction

The City of Alexandria's Public Art Implementation Plan sets out a process for the commissioning of new public art. As outlined in the Public Art Implementation Plan, the Office of the Arts can establish a pre-qualified artist list for City projects. An ad hoc Task Force should be organized to review the call and criteria for artist selection, review artist submissions and make recommendations as to which artists should be added to the pre-qualified list.

The Office of the Arts Public Art Program anticipates having multiple mural opportunities over the next three years and a prequalified list will appropriately streamline the City's artist selection process for commissioning murals. The list will be used for interior and exterior wall murals and ground murals. Additionally, the list may be used for murals on private property, in instances when developers or business owners reach out to staff for recommended muralists.

II. Purpose

The Alexandria Public Art Program is establishing a pre-qualified artist list for murals. This list is being created to:

- Help strengthen the sense of community and enrich the quality of life of all Alexandrians by facilitating high quality and varied mural projects across the city.
- Support public art and placemaking initiatives across the City of Alexandria.
- Streamline the process and timelines for artist selections, which will benefit artists, agencies, and partners working on mural projects across the city.
- Foster opportunities for local creative talent.

III. Mural Project Types

Muralists are being sought to complete projects in the following general areas:

- Developing murals at a variety of project scales and methods that are reflective of a neighborhood's identity and celebrates the culture, spirit and/or history of the area.
- Using asphalt art to elevate the importance of transportation safety for pedestrians, cyclists, and motorists.
- Integrating ground murals on sport courts, paving, or hardscape during scheduled park renovations or maintenance projects.
- Improving the appearance outside or inside city facilities, including recreational centers.
- Working with community groups and/or youth to develop and/or implement mural concepts.
- Working with developers to integrate wall murals in new projects, including multi-story development proposals.

IV. How the List Will be Used

In accordance with the Public Art Implementation Plan, once selected, muralists will be kept on the eligibility list for three years before they need to re-apply. *The specific timeframe for the eligibility will be based on the date of the approval of the eligibility list by the Alexandria Commission for the Arts.*

Once an artist is selected for a project within the three-year term, they will be removed from the eligibility list for future city-commissioned projects in the same term.

The pre-qualified artist list will be used as a primary resource for the selection of muralists for City-commissioned projects. Inclusion on the list does not guarantee that an artist will be selected for a project.

V. Eligibility

This pre-qualified artist list for muralists is open to: Independent Artists, and Artist-led teams, studios, or collectives. This is an opportunity for regional artists to submit their qualifications.

Eligible applicants:

- Must reside in Virginia, Maryland, Washington D.C., West Virginia, or Pennsylvania.
- Must produce or present unique and original artwork
- Must be the lead artist whose original work is included in the application.
- Must be 18 years of age or older and able to enter a contract with the City of Alexandria. Artists younger than 18 may be included in an artist team application.

VI. Selection Process

An open call process will be used. This is a regional call open to all artists/muralists living in Virginia, Maryland, Washington D.C., West Virginia, or Pennsylvania. This call will be issued via an online application system (CaFE – callforentry.org) and applications will be accepted over a one-month period with exact dates to be determined between May and June 2026. Interested artists/artist teams are requested to complete an application and submit a letter indicating their project approach, qualifications, and work samples. Experienced and emerging muralists living in the City of Alexandria are especially encouraged to apply.

Applications must be submitted on CaFE to be considered by the posted deadline.

Public Art Mural Task Force

A Public Art Task Force has been formed to help develop this pre-qualified artist list for muralists, as follows:

The two Commission for the Arts representatives on the Task Force are:

- David Pritzker
- Brian Kelley

The Community Stakeholders for the Task Force include:

- Dereth Bush
- Allison Nance

Project Stakeholders for the Task Force include:

- Saya Behnam

The Task Force will review the submitted applications, and make a recommendation to the Alexandria Commission for the Arts regarding the muralists that should be included on the pre-qualified list. The Alexandria Commission for the Arts will approve the artist selections for the pre-qualified list. Once approved, the list will remain valid for three years.

Relationship to Future Public Art Task Forces for Murals

For each new City-commissioned mural project approved in the Public Art Annual Work Plan, the Commission for the Arts appoints a unique Public Art Project Task Force to advise on the entire project development process. The staff and the Public Art Project Task Force develop a Public Art Project Plan that sets out the project goals, artist selection process, budget, timeline, and communications strategy. Through the creation of the pre-qualified artist list, future public art task forces will have the ability to recommend direct selections or requests for proposals to streamline the artist selection process by the Arts Commission. In the event requests for proposals are desired prior to the selection of an artist for a specific project, Public Art Program staff may require or recommend that artists be paid a stipend for their design work.

The above-mentioned Mural Task Force members working on the pre-qualified artist list may have the opportunity to work on future task forces implementing individual mural projects.

VII. Mural Project Scopes

The individual mural project scopes will vary based on the specific project being pursued. Selected artists will be provided specific scope and budget details as opportunities become available. Generally, the following will apply to most projects based on the City's established public art process:

- Murals should be painted on or applied to the wall or ground surface by the selected artist, or artist team. Community involvement in installation may be appropriate in some instances, when this is consistent with an artist's practice and aligns with the specific project goals.
- The design of the mural should be appropriate for and inspire all audiences.
- Artists will be required to apply an anti-graffiti coating to any painted exterior wall murals.
- Artists will be required to use durable materials and mediums that can withstand indoor or outdoor conditions, including weather, dust, and sunlight exposure; and provide information regarding the expected durability and maintenance requirements.
- Selected artists will be required to meet with the community prior to beginning mural installation, and the conversations may inform the final design.

VIII. Application

The open call application should contain the following components. Specific language used in the online application is subject to modification by staff:

Residency

This is a regional muralist call that has residency requirements. Additionally, the call will ask whether a muralist is a resident of the City of Alexandria, since there may be opportunities that target local or neighborhood artists.

Biographical Statement (250-word limit)

Artists will be asked to: Describe your mural experience, especially with commissioned projects. Include your experience with community-based projects. Include any other information you would like to be considered. If no experience, enter None.

Describe Your Practice/ Share what kinds of art you create and why you make these choices [Artist Statement] (250-word limit)

Artists will be asked to: Share what you make and why you make it. Describe the focus of your mural practice. You can share the materials you like to work with and the concepts, ideas, or experiences that inform your process in creating art.

Artwork Samples

Applications will be required to submit a minimum of 5 and a maximum of 8 images.

Budget

Artists will be asked if they have a minimum budget requirement. Staff anticipates that the individual project budgets will range from \$10,000 to \$75,000 for outdoor wall murals; \$5,000-\$15,000 for indoor wall murals, and \$20,000-\$75,000 for ground and street murals. Individual project budgets are based on project complexity, scope, and materials.

Community Engagement

Artists will be asked to: Describe your experience leading community engagement activities in past public art projects; and how that community input informed the design. Please provide at least one specific example of activities or events you have facilitated. If no experience, enter None.

Additionally, artists may be asked to select community engagement methods they have used in the past from a provided list.

Staff is also interested in identifying artists who have or can conduct engagement in Spanish, Arabic, or Amharic.

Familiarity with Alexandria (optional)

This is an optional response question asking artists to share any familiarity they have with Alexandria, its neighborhoods, history, or communities.

IX. Panelist Review Criteria

The Mural Task Force will be asked to qualify artists in the following **general categories**:

Emerging
Professional
Community-Based Practices
Ground and Street
Multistory
Youth Engagement

The following eligibility criteria will be to evaluate applications:

- Artistic Excellence.
- Technical Expertise.
- Ability to achieve stated project goals.
- Connection to Alexandria, or a showing of the ability to connect to the community.

X. Marketing and Communications

The open call will be placed on the City of Alexandria website and promoted on social media. All applications will be directed to CaFE(callforentry.org).

Community engagement, marketing, and communications should build upon the existing stakeholder base for art and tourism in Alexandria and include additional stakeholders. Additionally, specific communication about the mural call should go out to:

- | | |
|------------------------------|------------------------------|
| • Alexandria Arts Alliance | • Arlington Arts |
| • Torpedo Factory Art Center | • Art Business and Galleries |
| • Arts Fairfax | • Visit Alexandria |