



# JUNIOR LEAGUE LEGACY PROJECT

## REQUEST FOR QUALIFICATIONS

### PROJECT BRIEF

**SUMMARY:** The Junior League of Huntsville, Inc., in cooperation with Arts Huntsville, is issuing an Open Call to artists interested in creating public artwork that will commemorate the Junior League's 75 years of service to Huntsville.

**SITE INFORMATION:** The artwork will be featured on the Jefferson Street side of the Central City Parking garage.

**ELIGIBILITY:** Women artists and all-female artist teams residing in the southeastern United States (AL, FL, GA, KY, LA, MS, NC, SC, TN, MD, VA, and WV).

**BUDGET:** \$22,000, inclusive of all artist expenses. Finalists will each receive a \$500 sketch fee.

**APPLICATION DEADLINE:** February 28, 2025.



This Request for Qualifications (RFQ) will result in the selection of 3 finalists. Each finalist will be invited to submit a design proposal, including a sketch. Further details are outlined in the following sections.

All questions regarding this application should be submitted in writing by Monday, February 24, 2025, at 5:00 PM via e-mail to:

**Jennifer Johnson**  
Public Art  
Program Manager  
Arts Huntsville

[publicart@artshuntsville.org](mailto:publicart@artshuntsville.org)



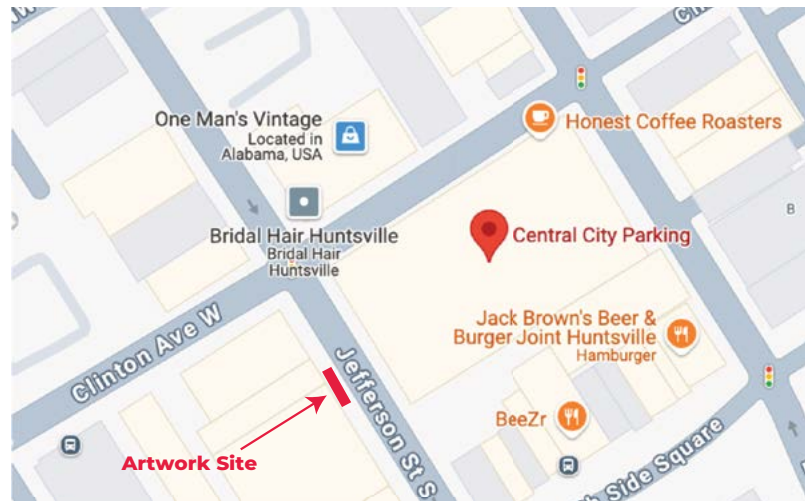
## BACKGROUND & SITE INFORMATION

The Junior League of Huntsville is an organization of women whose mission is to advance women's leadership for meaningful community impact through volunteer action, collaboration, and training. With a vision of women worldwide as catalysts for lasting community change, the Junior League of Huntsville embraces diversity and inclusion, welcoming all women who share their mission. The organization actively partners with other local organizations to address community needs, particularly in the area of literacy. As the community's needs evolve, the Junior League of Huntsville continues to explore new programs and partnerships to optimize its resources and impact.

### Site Information:

The site is located on the south end of the Jefferson Street-facing side of the Central City Parking Structure at 116 Clinton Ave E, Huntsville, Alabama. The 43-foot high by 12-foot wide brick wall is a prominent location downtown.

The proposed artwork will live as a sister mural to 'This Girl Can' by Kim Radford on the west side of the garage, facing Washington Street, seen on the below right.



*Artwork site: above left on Jefferson street. 'This Girl Can': above right, opposite side of garage Washington street.*



# COMMEMORATE, CELEBRATE, & SHOWCASE THE JUNIOR LEAGUE, & ENCOURAGE INTERACTION

## PROJECT GOALS AND THEMES

The proposing artists are encouraged to meet project goals and themes by designing artwork that will:

- **COMMEMORATE:** The 75th anniversary of the Junior League of Huntsville and its legacy of training women community leaders.
- **CELEBRATE:** The achievements and leadership of women in the community.
- **SHOWCASE** Junior League of Huntsville's history and iconic symbols. *(Note: Huntsville wall installations should not include words or narrative.)*
- **INSPIRE:** Future generations to engage in community service and civic involvement.
- **ENCOURAGE:** Interaction and social media sharing to amplify the artwork's impact.

The artwork should be interactive and engaging, inviting viewers to discover hidden details within the artwork. A "Hidden Huntsville" theme, incorporating hidden pictures that showcase the Junior League's history and impact, could be a unique and captivating approach.

Before proposing, artists will attend a mandatory virtual meeting with representatives from the Junior League of Huntsville to learn more about the organization's history and mission. Artists will also learn more about Junior League projects that may be referenced in the artwork.

*More information about the Junior League of Huntsville can be found at:*

[www.jlhuntsville.com](http://www.jlhuntsville.com)

## BUDGET

The selected finalists will each receive a \$500 sketch fee from Arts Huntsville to develop a site-specific proposal. The artist selected from this final round will receive a comprehensive \$22,000 artist award to complete and install the artwork. This award will be disbursed in installments tied to specific project milestones, as outlined in the artist's contract.

## ANTICIPATED TIMELINE

- |                     |   |
|---------------------|---|
| • January 28, 2025  | RFQ Released  |
| • February 28, 2025 | Application Deadline                                  |
| • March 12, 2025    | Artists Selected/RFP Released                         |
| • March 21, 2025    | Artist Virtual Meeting with the Junior League at 4 pm |
| • June 6, 2025      | Proposal Sketches Due                                 |
| • June 13, 2025     | Selected Artist Notified                              |
| • Late June, 2025   | Artist Contracted                                     |
| • July-August, 2025 | Design Development & Installation                     |
| • Early Fall, 2025  | Media Activities and Celebration                      |

## FINALIST SELECTION CRITERIA

Three eligible finalists will be selected by a panel of jurors including, but not necessarily limited to, members of the Public Art Committee (PAC) and members of the Junior League of Huntsville leadership.

The selection panel will review and evaluate the applications based on criteria that may include but is not limited to the following:

- Meets eligibility requirements: *Women artists and all-female artist teams residing in the southeastern United States (Alabama, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Maryland, Virginia and West Virginia).*
- Includes a portfolio of work that demonstrates artistic excellence and capacity to work at scale
- Includes a Letter of Interest that addresses the goals and themes as outlined in this RFQ

## HOW TO SUBMIT

Candidates should submit their qualifying materials on Slideroom at [artshuntsville.slideroom.com](https://artshuntsville.slideroom.com).

Qualifying materials include:

- A one-page resume/CV
- A one-page Letter of Interest
- 3-5 samples of recent work that demonstrate the capacity to work this commission
- A professional artist website or social media link showcasing a broader body of work
- Three references

All qualifying materials are to be uploaded through the Slideroom application portal, Friday, February 28, 2025. All questions regarding this application should be submitted in writing by 5:00 pm on Monday, February 24, 2025 to [publicart@artshuntsville.org](mailto:publicart@artshuntsville.org).