



# THE MOON COMMUNITY ARTS CENTER

## WEST LOBBY ARTISTIC WALLCOVERING

### REQUEST FOR QUALIFICATIONS

#### PROJECT BRIEF

**SUMMARY:** The City of Huntsville, in cooperation with Arts Huntsville, is issuing an Open Call to local artists interested in creating public artwork that will enhance the West Lobby of the Sandra Moon Community Complex in south Huntsville. The artwork may be digital or traditional media, and Client will print wallpaper from the provided artwork.

**SITE INFORMATION:** The artwork will be printed on a high quality vinyl wallcovering to be featured on the interior wall of the West Lobby of the Moon Theatre at the Sandra Moon Community Complex at 7901 Bailey Cove Road in Huntsville.

**ELIGIBILITY:** Professional artists residing in the Arts Huntsville service area (within a 35-mile radius of Huntsville) are eligible to apply.

**BUDGET:** \$6,500, inclusive of all artist expenses. Finalists will each receive a \$500 sketch fee.

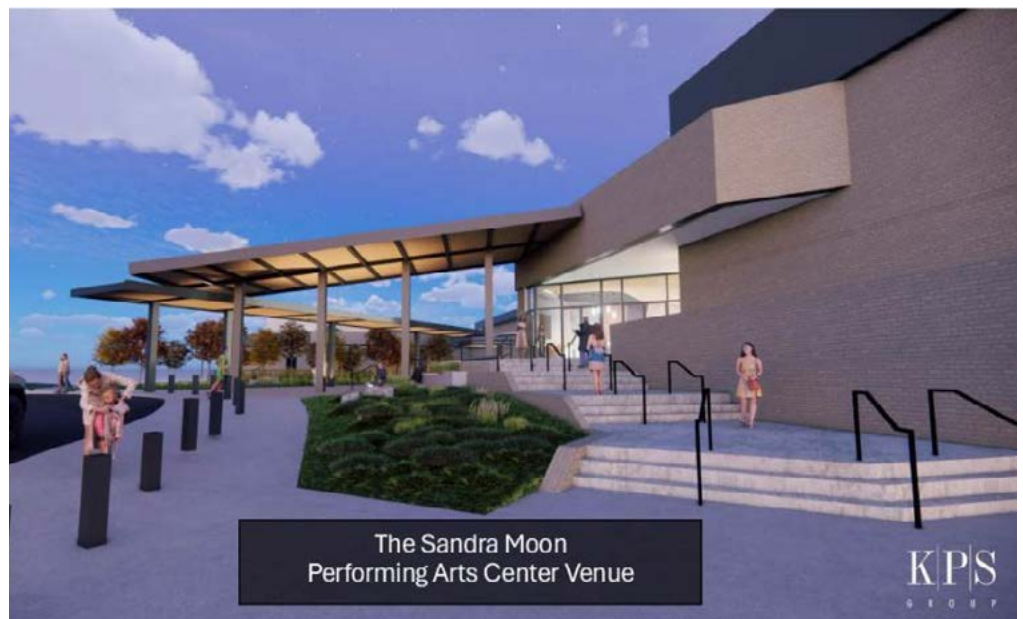
**APPLICATION DEADLINE:** June 15, 2025.

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, June 9, 2025, at 5:00 PM via e-mail to:

**Jennifer Johnson**  
Public Art  
Program Manager  
Arts Huntsville  
256-469-8664

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



## BACKGROUND & SITE INFORMATION

The Sandra Moon Community Complex, on the site of the former Grissom High School campus, is evolving into a dynamic arts recreation, and events venue in Huntsville. Artists applying to this open call will seek to contribute to the transformation of the West Lobby facing Bailey Cove Road.

The Moon already houses rehearsal spaces and collaborative offices for local arts nonprofits. In 2026, the facility will offer new recreation facilities, a community event space, and a newly-renovated 600+ seat proscenium theatre. The facility is projected to become a new arts and recreation hub for the Huntsville metro area, and this project offers artists the opportunity to create impactful, site-specific work that will be viewed by the diverse patrons of the Sandra Moon Community Complex.



The Sandra Moon Community Complex is located at 7901 Bailey Cove Road in Huntsville, with the West Lobby adjacent to a newly-expanded theatre entrance that also faces Bailey Cove Road

The proposed artwork will be created for high-quality vinyl wallcovering to enhance the main wall of the West Lobby. The area to be covered measures 31'4" wide by 12'1.5" high, located on the uninterrupted wall above the stairs, as shown above.

The West Lobby connects the main Sandra Moon Theatre lobby to the Event Hall and serves as the primary accessible entrance to both spaces. The West Lobby is also expected to serve as a secondary gathering area or photo-op location following performances and community events.

The three selected finalists will receive a Request for Proposals, which will include an architectural drawing and further clarification about the designated area to guide their design process.

## PROJECT GOALS AND THEMES

The selected finalists will be encouraged to design artwork that meets the following goals and themes:

- **ENHANCES** the aesthetic appeal of the West Lobby with visually engaging and thought-provoking artwork that sparks curiosity and conversation among visitors.
- **INSPIRES** visitors by capturing the beauty, emotion, and excitement audiences, performers, and event attendees feel when visiting the facility.
- **CELEBRATES** the local community and arts groups that will utilize the space, including theatre, dance, and vocal and instrumental music.
- **ENCOURAGES** interaction by creating a dynamic photo opportunity spot in the West Lobby.

## 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 \$6,500 artist award to complete the artwork in digital format, meeting specifications to be defined in the RFP.

This award will be disbursed in installments tied to specific project milestones, as outlined in the artist's contract.

## ANTICIPATED TIMELINE

- |                     |                                 |
|---------------------|---------------------------------|
| • April 18, 2025    | RFQ Released                    |
| • June 15, 2025     | Application Deadline            |
| • Late June, 2025   | Finalists Selected/RFP Released |
| • August 22, 2025   | Proposal Sketches Due           |
| • Late August, 2025 | Artist Selected                 |
| • September, 2025   | Artist Contracted               |
| • November 24, 2025 | Artwork File Delivery           |
| • February, 2026    | Installation                    |

## **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 qualified project stakeholders.

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, limited to professional artists residing within a 35-mile radius of Huntsville, Alabama
- 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 complete 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 by Sunday, June 15, 2025. All questions regarding this application should be submitted in writing by 5:00 pm on Monday, June 9, 2025 to [publicart@artshuntsville.org](mailto:publicart@artshuntsville.org).