

WELLORY LIVING NET-ZERO PROJECT

REQUEST FOR QUALIFICATIONS

PROJECT BRIEF

SUMMARY: Apollo Coalition, MidCity District, Wellory, and Arts Huntsville invite artists and artist teams across the United States to apply for a public art opportunity that explores the connection between artistic expression and environmental innovation.

SITE INFORMATION: The artwork will be painted on the north side of the Wellory Living Parking Garage, facing Highway 72.

ELIGIBILITY: Artist and artist-led teams legally authorized to work in the United States.

BUDGET: Up to \$110,000, inclusive of all artist expenses. Finalists will each receive a \$750 proposal fee. *(Housing support is available if selected artist resides outside of the Arts Huntsville 35-mile service area.)*

APPLICATION DEADLINE: August 21, 2025, at 5:00 p.m. (CST).

This Request for Qualifications (RFQ) will result in the selection of up to 5 finalists. Each finalist will be invited to submit a design proposal, including drawings, a budget, and a timeline. Further details are outlined in the following sections.

All questions regarding this application should be submitted in writing by Thursday, August 14, 2025, at 5:00 p.m. (CST).

Contact:

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Public Art Project Manager
Arts Huntsville

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BACKGROUND & SITE INFORMATION

Apollo Coalition, MidCity District, Wellory, and Arts Huntsville invite artists and artist teams across the United States to apply for a public art opportunity that explores the connection between artistic expression and environmental innovation. This open call seeks visionary creatives to propose a mural for Wellory Living, the first net-zero urban multi-family building in the southeastern United States. The chosen artwork will reflect and amplify Wellory Living's strong commitment to sustainability and its role as a symbol of forward-thinking design in Huntsville's growing MidCity District.

Site Information:

Wellory Living is an urban mixed-use residential development located on the eastern edge of Huntsville's MidCity District. The project features 328 thoughtfully designed one-, two-, and three-bedroom units, along with a rooftop lounge, co-working spaces, and outdoor terraces offering panoramic views of MidCity.

Anchored by 13,000 square feet of street-level retail curated for health and wellness tenants, Wellory Living combines lifestyle, sustainability, and connectivity. It is projected to be an all-electric building and is the first net-zero energy multi-family development in the Southeastern United States.

The development adopts a dynamic approach to sustainability, minimizing environmental impact not only during construction but also throughout its long-term operations. Its location within the walkable MidCity District further supports this forward-thinking design, providing residents with access to a range of amenities, green spaces, and community-focused experiences.

The artwork site is located on north side of the Wellory Living Parking Garage facing Highway 72.

The Wellory Living Parking Garage spans approximately 7,700 square feet of potential surface area. As one of the first net-zero buildings in the Southeast, it represents a commitment to sustainable design and innovation. Artists are encouraged to activate the space in a way that aligns with these values.

A full-coverage approach is not required; strategic, creative use of the surface is welcome, whether through bold focal points, dispersed interventions, or expansive compositions. The goal is to inspire a compelling, site-responsive artwork that reflects the building's vision for a sustainable future.

More information about the Wellory Living can be found at:
<https://www.arcomurray.com/project/wellory-living/>



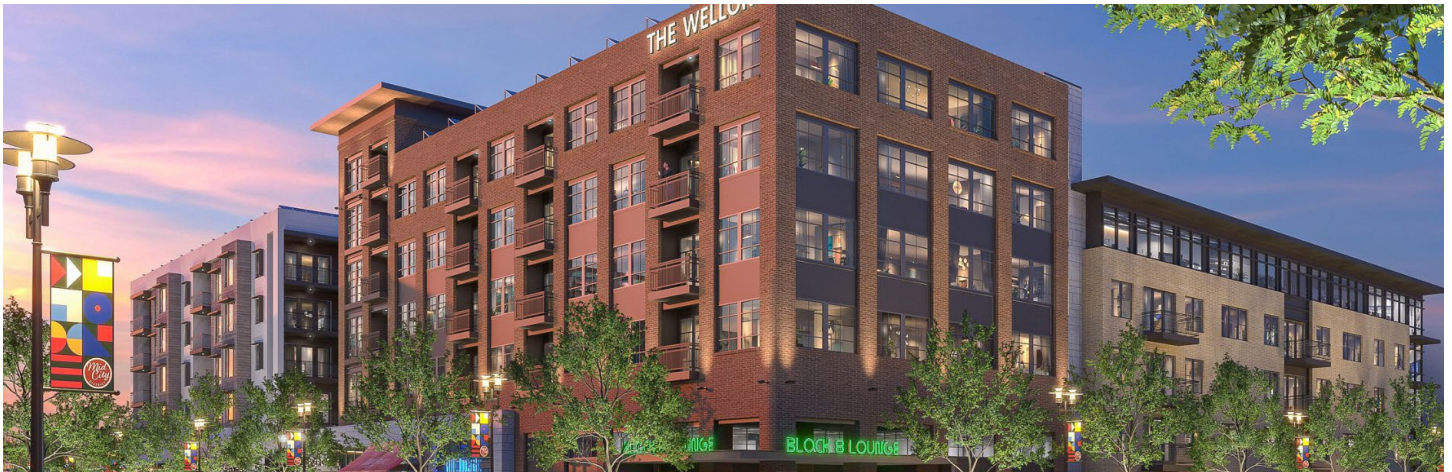
Approximate available wall surface area: 7,700 square feet. Full mural coverage is not required.

PROJECT GOALS AND THEMES

Selected finalists will be encouraged to align their concepts with the values and vision of *Wellory Living* by designing artwork that will:

- **REFLECT** the innovation and environmental ambition of a **net-zero, all-electric building**
- **CELEBRATE** sustainability, resilience, and **forward-thinking urban living**
- **ENHANCE** the visual identity of the MidCity District and create a **strong sense of place**
- **ENGAGE** the public through inspiring imagery that sparks **curiosity, connection, or dialogue**
- **INCORPORATE** design elements that respond to the **architecture, scale, and energy of the site**
- **CONTRIBUTE** to Huntsville's growing public art collection with a work that is **bold, thoughtful, and enduring**

INNOVATION,
FORWARD-THINKING,
SUSTAINABILITY,
CONNECTION



BUDGET

Up to five (5) finalists will each receive a **\$750 proposal fee** from Arts Huntsville to develop a site-specific concept for the mural. The artist ultimately selected to complete the project will receive a **comprehensive artist award of up to \$110,000**, which includes all costs* associated with design, materials, and installation. **This award will be disbursed in installments tied to key project milestones**, as detailed in the artist's contract with Arts Huntsville.

While murals are traditionally priced by square footage, this project is designed as an “up to “ budget model, with a maximum total of \$110,000. This flexible approach allows the artist or artist team to prioritize creative vision and impact, rather than being limited by rigid per-foot calculations.

** Additional housing support during the installation period is available to artists residing outside of the Arts Huntsville 35-mile radius service area.*

ANTICIPATED TIMELINE

- Application Deadline August 21, 2025
- Finalists Notified August 28, 2025
- RFP Deadline September 29, 2025
- Artists Notified of Selection October 10, 2025
- Contracting October 13-24, 2025
- Mural Completion Mid-December, 2025



FINALIST SELECTION CRITERIA

Up to five eligible finalists will be selected by a panel of jurors comprised of representatives from Apollo Coalition, MidCity District, Wellory, and members of the Public Art Committee (PAC), and other arts and community stakeholders.

Applications will be reviewed and evaluated based on the following criteria, including but not limited to:

- **Artistic Excellence:** A portfolio that demonstrates a high level of artistic quality, originality, and the ability to execute mural work on a large scale.
- **Relevance:** A Letter of Interest that thoughtfully addresses the goals and themes outlined in this RFQ, demonstrating alignment with the project vision.
- **Professional Experience:** Evidence of the artist's ability to manage a public art project of similar scope, including prior outdoor mural projects and experience with budgeting, project management, and installation.
- **Collaborative Spirit:** Willingness and ability to work with project stakeholders, fabricators, and community representatives in a collaborative process.

HOW TO SUBMIT

Candidates should submit their qualifying materials on Slideroom at artshuntsville.slideroom.com. Applicants must upload the following materials to be considered:

- One-page Resume/CV
- One-page Letter of Interest addressing the goals and themes of this RFQ
- Four (4) images of large-scale mural work demonstrating artistic excellence and the ability to execute a project of this scope
- Link to a professional artist website or social media account showcasing a broader portfolio
- Three professional references, including name, title, affiliation, email, and phone number

All qualifying materials are to be uploaded through the Slideroom application portal by **Thursday, August 21, 2025**, at 5:00 p.m. (CST). All questions regarding this RFQ must be submitted in writing by Thursday, August 14, 2025, at 5:00 p.m. (CST). Please direct inquiries to:

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Email: publicart@artshuntsville.org

