

*Seeking Design Applications*

# TRAFFIC SAFETY MURAL

*DUE APRIL 30, 2023*



**[WWW.LOOKOUTASOTINCOUNTY.COM](http://WWW.LOOKOUTASOTINCOUNTY.COM)**

  /LookOutAsotinCounty





# Call for Mural Artists

## PROJECT DESCRIPTION

Asotin County Community Services Look Out Campaign and Unleashed Marketing + Design invites artists to submit designs for a traffic safety mural, to be painted on the Asotin County Community Services building located at 549 5th Street, Suite A in Clarkston, WA. This project provides a public space for artists to share their two-dimensional artwork with the public, and beautifies the community. One selected artist will install a hand-painted mural on two building walls to communicate traffic safety and inclusion in our community.

The goal of the Look Out Asotin County educational campaign is to increase community awareness of the need for drivers to yield for walkers and rollers to allow their safe passage on the Bridge and Diagonal Street corridors. These corridors have daily traffic counts between 10,000 and 18,000 vehicles daily with 6 crosswalks in less than one-third of a mile. The majority of accidents that involve pedestrians are a result of inattentive driving, driving while under the influence of alcohol and/or drugs, and failing to yield. As part of the campaign requirements, Asotin County Community Services is required to conduct Public Education and Outreach activities. A traffic safety mural is a way to meet portions of this provision in a way that engages the community, aligns with a commitment to the arts, and supports local artists.

Successful submissions will be those that communicate inclusive pedestrian safety for all individuals in our community. Learn more about inclusion for individuals with disabilities online at [www.asotincommunityservices.com](http://www.asotincommunityservices.com).

## ELIGIBILITY

This call is open to youth and adult artists. Artists are eligible regardless of race, color, religion, national origin, gender, age, marital or familial status, physical or mental disability, sexual orientation, and gender expression or identity. Artist teams are eligible to apply, including teams of artists from multiple disciplines.

## PROJECT TIMELINE (subject to change)

April 1-30, 2023: Submission Period

May 15, 2023: Artwork Selection, Notification, and Agreements

June 30, 2023: Finished Artwork Delivered

## HONORARIUM, SALES INFORMATION AND AGREEMENT

1. Selected artists will complete an Art Purchase Agreement.
2. Selected artist will receive an honorarium of \$6,000 upon completion of the artwork.
3. Asotin County Community Services and Unleashed Marketing + Design provide

exterior-grade paint for the artists' to use to prepare the background for the mural as well as the protective clear coat upon completion, though the artist will be responsible for providing all other paint, tools and supplies to complete the mural design.

4. A variety of promotions such as press releases, social media posts, and educational events will follow the completion of the mural. Artists may be called upon for media events, such as interviews or photo opportunities.

## **SUBMISSION REQUIREMENTS**

1. Artwork submissions will be submitted by April 30, 2023 by 5 pm via email to [jenny@unleashedmarketingdesign.com](mailto:jenny@unleashedmarketingdesign.com) or mailed/hand-delivered to:  
Asotin County Community Services Mural Project, 549 5th Street, Suite A, Clarkston, WA 99403.
2. Artists may submit up to three separate design concepts for consideration.
3. Each design submission must be presented approximately to the scale of the designated mural wall.
4. JPEG file(s) of each design at 72 DPI or .pdf file.
5. Please include artist or artist group name(s), phone number, email, residential address, mural and art experience and design concept description and visual in submission.

## **SELECTION PROCESS**

The Selection Panel will select designs based on the works' alignment with the criteria below. Selection processes will be facilitated by Asotin County Community Services and Unleashed Marketing + Design. The selection committee retains the right to reject any or all submissions.

## **SELECTION CRITERIA**

1. Formal & Conceptual Quality: The artist presents a compelling concept. The proposed design is original to the presenting artist.
2. Content & Context: The artwork's subject matter and content is appropriate for public exhibition and does not contain advertising, religious references, sexual content, negative imagery, or convey political partisanship. The content of the proposed design is relevant to Asotin County Community Services' values, culture, and people. The proposed design communicates the importance of traffic safety and inclusion of the disabled community.

## **SITE DETAILS**

The selected artist will paint/prep the wall prior to installation of the mural at 549 5th Street, Suite A in Clarkston, WA. Once the walls are prepped the artist will use provided paint materials to create the selected mural artwork.

## **QUESTIONS**

Please direct any questions to Jenny Kuther at [jenny@unleashedmarketingdesign.com](mailto:jenny@unleashedmarketingdesign.com) or (208) 305-7013.

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Asotin County Community Services  
549 5th Street Suite A | Clarkston, WA 99403  
(509) 758-8349  
[www.asotincommunityservices.com](http://www.asotincommunityservices.com)



Valley  
COMMUNITY CENTER

COMMUNITY Living

ASOTIN COUNTY  
COMMUNITY SERVICES

HOME CARE Services

The SILVER Comb

The PINK POODLE



MURAL LOCATION

**ASOTIN COUNTY COMMUNITY SERVICES**  
**549 5TH STREET SUITE A**  
**CLARKSTON, WA 99403**

Poplar St