



Call to Artists: Mural Art

Submissions Deadline is March 10, 2025

Overview

Destination Cleveland is seeking proposals for its 2025 Murals Across the City, a project that will select up to four (4) mural designs for multiple locations in the region. Up to four artists will be selected. Proposals should embody the principles of what makes Cleveland unique, including the values of connection, creativity, and determination and a fun unpretentious attitude. Proposals should also express the city's commitment to diversity, equity, inclusion and belonging. Artist commission is \$5,000 per mural. Designs submissions can be either digital or able to be digitized for large-format printing and installation heat-applied vinyl material (rough wrap).

Destination Cleveland

Destination Cleveland is the non-profit destination marketing and management organization for Cuyahoga County. Our primary job: We spend every day helping more people discover the real Cleveland. As unapologetic promoters of Cleveland, we work to fulfill our mission to stimulate economic growth by attracting people and connecting them to experiences that illustrate Cleveland's diversity, creativity and contagious passion.

Racial Equity & Inclusion Commitment

As an initial response to the 2020 call to dismantle systemic and structural racism, Destination Cleveland acknowledged our role in unintentionally perpetuating systemic racism through our work. We took inventory of diversity efforts already underway and started building on what we were doing as an organization including efforts to utilize the Cleveland brand to attract a more diverse visitor audience to Cleveland; ensure destination storytelling is reflective of Cleveland's POC communities; collaborate with Cleveland Neighborhood Progress and Cleveland's community development ecosystem to define distinctive neighborhood brand identities and for clearly promote each neighborhood; and develop, enhance and package immersive experiences that reflect Cleveland's POC experience

Project Logistics

This call seeks selected artists to create photo-worthy expressions of the Cleveland brand throughout the City of Cleveland. Within each mural, artists will be required to apply one (1) Destination Cleveland brand phrase as the focal point of the work. Artists are to design around and behind this typographic design according to their own style, interpretation of the brand phrase,

and/or the neighborhood context. The brand phrase will be provided in a typographic lockup to ensure consistency of application. Additionally, each mural must include the Cleveland Script logo. For examples, please review the 2024 mural installations [here](#).

Brand Phrases

- Always Unmistakably Cleveland
- The Land of Blazing Your Own Trails
- The Land of Exceeding Expectations
- The Land of Living Louder
- The Land of Redefining City Limits
- World-Class Experiences Without the World-Class Ego
- Under the Right Conditions, Pressure Creates Diamonds

Brand phrases will be provided as typographic lockups if an artist is selected to provide a site-specific proposal.

Project Eligibility

This call is open to any artist at any stage of their artistic career. Destination Cleveland strongly encourages submissions from artists residing in the City of Cleveland and elsewhere in Northeast Ohio.

Application Requirement and Submission

Artists should submit their application materials (see below) to murals@DestinationCLE.org by March 10, 2025

Application Materials

All applications should include the following:

- Name of Artist / Artist Team with contact information (email, phone, and mailing address)
- Website and Social Media Handles
- Artist / Artist Team Biography
- Artist Statement of Interest (1 page maximum, double spaced)
- Resume / CV (if a team, one for each member)
- A PDF document containing images of past work as detailed below
- Optional: Professional References from past projects

Within the PDF document, please include up to 15 images of previous work alongside a corresponding, numbered, annotated image list with title, media, dimensions, location, brief description, date of work, and project partners if applicable.

PLEASE NOTE: Design proposals will not be accepted at this point in the process.

Selection Process

Artists will be selected from this call as a pool of eligible artists/teams. Selected artists/teams will be paid an \$800 stipend to develop a site-specific project proposal. Information will be sent to the

selected artists/teams with details of the proposal process and contracts. Design proposals will only be considered after the selection of artists/teams.

Project Timeline

February 10, 2025, 2025: Call to Artists released

March 10, 2025: Responses due

March 24, 2025: Artists selected to produce site-specific designs

April 24, 2025: Site-specific designs due

June & July: City review processes

Late July – September: Installation

Project Contact

If you need assistance with your application, please contact Alex Harnocz, Director of Destination Development aharnocz@DestinationCLE.org