

Request for Qualifications

Mural for the Horwitz-Wasserman Holocaust Memorial Plaza

**A project facilitated by Mural Arts Philadelphia
In collaboration with the Philadelphia Holocaust Remembrance Foundation**

Issued: May 2, 2023

Letters of Interest Due: June 30, 2023

For more information: mural@philaholocaustmemorial.org



1. Introduction

Mural Arts Philadelphia and the Philadelphia Holocaust Remembrance Foundation (PHRF) are collaborating to create a new artwork that will be installed on a wall adjacent to the Horwitz-Wasserman Holocaust Memorial Plaza, at 16th and Arch Streets in Center City Philadelphia.

The project will continue the decades-long effort to remember and reflect on the Holocaust in Philadelphia, first through a memorial sculpture, then through the creation of a plaza with interpretive features, and now through the creation of a new artwork on the wall that provides a backdrop for the Memorial Plaza.

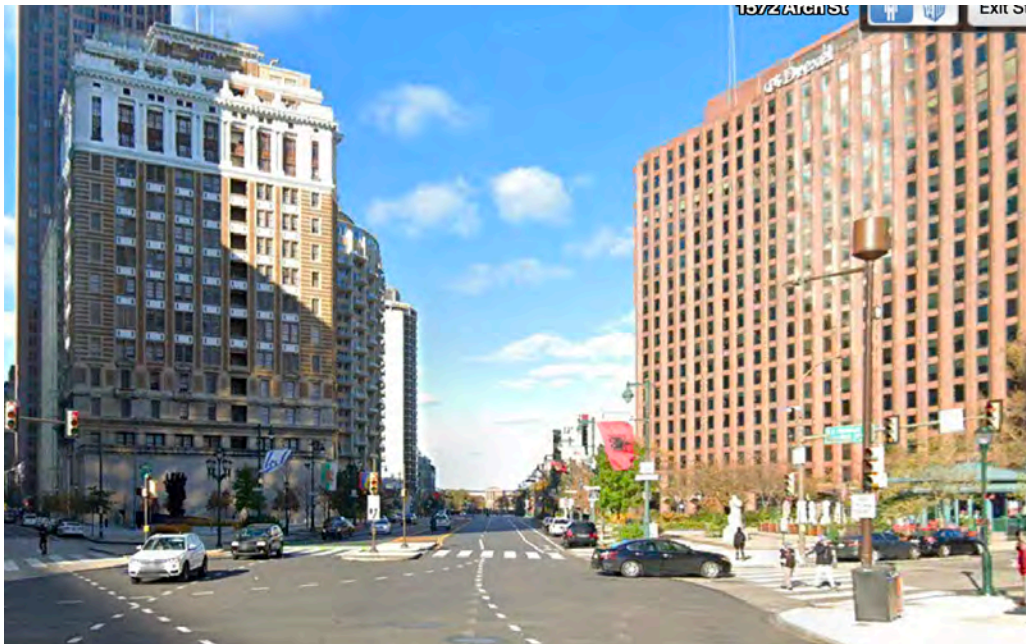
This is an extraordinary opportunity for an artist to work on a project of profound significance in one of Philadelphia's most visible civic locations. The artwork has the opportunity to link the storytelling, interpretation and commemoration that occur at the Plaza now with ongoing global narratives of freedom and resistance, and to engage with future generations who did not experience the Holocaust directly but will carry the stories forward in their own ways.

Mural Arts is seeking an artist who is highly accomplished in creating two-dimensional public art, has experience working with topics of deep significance and complexity in public dialogue and public space, and has an emotional connection to the Holocaust through a family, community or cultural connection. The artist's experience, their artistic practice and their approach to this project should be clearly aligned with the vision of this project.

Artist letters of interest are due June 30, 2023. Qualifying artists will be identified based on the letters of interest; qualifying artists will be asked to submit a portfolio and a short list will be interviewed. The selection is expected to be announced by September, 2023. Anticipated completion of the project is a year after that.

For more information, contact: mural@philaholocaustmemorial.org

Mural location (lower left) as viewed looking west on Benjamin Franklin Parkway



2. About the Project

Context

This project continues the evolution of Horwitz-Wasserman Holocaust Memorial Plaza in Center City Philadelphia. This public space occupies a prominent location on the Benjamin Franklin Parkway at 16th and Arch Streets, steps away from the city's civic heart and a major commuter terminal.

For more than fifty years this has been the place where Philadelphians have remembered, reflected on and learned about the Holocaust. In 1964, a group of Holocaust survivors, family members and community leaders gave to Philadelphia a towering bronze sculpture, *Monument to Six Million Jewish Martyrs* (by Nathan Rapoport), which was the first public monument in North America to memorialize the victims of the Holocaust.

Beginning in 2006, the Philadelphia Holocaust Remembrance Foundation (PHRF) spearheaded efforts to preserve the existing monument and activate the site for enhanced public access and education. The Horwitz-Wasserman Holocaust Memorial Plaza was opened in 2018. In addition to the sculpture, new interpretive elements and landscape features reflect themes of resilience, reflection and resistance.

Most recently, PHRF collaborated with the USC Shoah Foundation to develop an educational app that connects the Plaza's various features with historical context and Holocaust survivor testimony. As visitors explore the various educational features of the site, the IWalk app presents customizable content and survivor video testimony. In addition to helping visitors reflect on the past, these features explore the universal lessons of the Holocaust, so that all feel compelled to counter prejudice, hatred and indifference.

This project will occupy a wall on a building that is adjacent to the Plaza and creates a backdrop to the space. The wall faces a grove of trees that represents the woodlands that sheltered those who resisted or hid in forests throughout Nazi-occupied Europe. The wall provides an opportunity to enclose the urban space, bring a new artistic medium into the experience, weave together the different storylines and themes that are explored in the Plaza's design and interpretive elements, and open the conversation to new generations.

Goals

The stakeholders have established six goals for this project. These are articulated more fully in the goals statement that follows this RFQ.

- The Holocaust: Remember, Reflect, Learn
- Embrace this Pivotal Moment in Time
- Connect the Holocaust to Broader Contexts and Experiences
- Build on / Expand the Experience of the Existing Monument and Plaza
- Communicate and Connect through Storytelling
- Approach Storytelling with Utmost Sensitivity

About Philadelphia Holocaust Remembrance Foundation

The Philadelphia Holocaust Remembrance Foundation seeks to educate people on the atrocities of the past, while working toward a future of tolerance and enlightenment.

Beginning in 2006, the Philadelphia Holocaust Remembrance Foundation (PHRF) spearheaded efforts to preserve the existing monument and reactivate the site for enhanced public access and education. PHRF offers teacher trainings, student tours, and public commemorative and educational programs, using the Plaza as a resource.

For more information:

<https://www.philaholocaustmemorial.org/about/history/>

About Mural Arts Philadelphia

Mural Arts Philadelphia is the nation's largest public art program, dedicated to the belief that art ignites change.

For 30 years, Mural Arts has united artists and communities through a collaborative process, rooted in the traditions of mural-making, to create art that transforms public spaces and individual lives. Mural Arts engages communities in nearly 100 public art projects each year, and maintains its growing collection through a restoration initiative. Core Mural Arts programs such as Art Education, Restorative Justice, and Porch Light yield unique, project-based learning opportunities for thousands of youth and adults.

In recent years, Mural Arts has evolved into a multi-disciplinary arts organization exploring the intersection of muralism, public art and contemporary art. In addition, Mural Arts has collaborated with an increasing range of community, civic, cultural and development organizations to realize projects that have expanded the city's public art portfolio in new and exciting ways. Increasingly, Mural Arts has assisted in private organizations in commissioning artworks that engage the communities where they are working.

For more information:

<https://www.muralarts.org/>

3. Scope of Work, Budget and Schedule

Artwork

The artwork will be located on a wall that forms a backdrop for the Plaza. The area that the artwork should cover is approximately 2,600 s.f. in size, and faces southeast.

We anticipate that the artwork will be largely two-dimensional, most likely a painted mural. We are interested in incorporating other materials, such as mosaic, tile or low relief, to the extent feasible given budget and further investigation of the wall's construction.

Scope of Work

Artist Responsibility

- Conduct research and stakeholder engagement to understand the site, the project, and other considerations as necessary to inform the artistic approach
- Develop a concept for a site-specific artwork for the wall, relating to the goals and themes of the project
- Present concept to the Mural Arts design review committee and the Steering Committee, as well as the City of Philadelphia Art Commission and any other necessary public entities.
- Work collaboratively with Mural Arts on the production of the artwork.

Mural Arts is open to an artist who conceptualizes and designs the work, but oversees fabrication / production / installation by a production team organized by Mural Arts.

Mural Arts Responsibility

- Lead artist recruitment and selection process
- Contract with and pay artist
- Support research, stakeholder engagement and design development
- Confirm feasibility of using materials such as cloth, mosaic, tile
- Assist with reviews and permissions
- Support production and installation, including the provision of technical assistance, materials, supplies, equipment and labor as required
- Manage project budget
- Coordinate marketing and documentation

PHRF Responsibility

- Support research, stakeholder engagement and design development
- Assist with reviews and permissions
- Coordinate marketing and documentation

Artist Fee and Budget

The overall budget for design and production of the artwork is \$80,000, including artist fees, public engagement meetings, and materials, supplies, equipment and labor for fabrication and installation.

The artist fee will be negotiated to compensate for the artist's design services, involvement in public engagement, involvement in fabrication and installation of the mural, and travel expenses.

Proposed Schedule

RFQ released:	May 2, 2023
Responses due:	June 30, 2023
Artist portfolios due:	Mid-August, 2023
Artist interviews / selection:	September, 2023
Research and engagement:	Fall 2023
Concept development	Winter 2024
Design Finalization	Spring 2024
Installation	Summer 2024

4. Artist Selection Process

Eligibility

This opportunity is open to any artist who meet the qualifications below. There are no preferences or restrictions in regard to where an artist lives or works. We welcome artist collaborations.

Process

Artists are requested to submit a letter of interest, as described below.

Artist letters of interest will be reviewed by a Steering Committee consisting of project stakeholders and artistic advisors, according to the review criteria outlined below. Artists who meet the qualifications below will be invited to submit additional material, including their portfolios.

The Steering Committee will meet again to review application materials and identify a short list of finalists. The Committee will interview finalists and make a recommendation based on the interviews and the qualifications that have been submitted.

The directors of PHRF and MAP will review the Steering Committee's recommendation and make the final determination of the selection.

Qualifications and Review Criteria

Artist letters of interest will be reviewed using the following criteria:

- The artist must demonstrate a strong emotional connection to the Holocaust, rooted in a family, community or cultural relationship. Examples include:
 - Descendant of a person that was persecuted by the Nazi regime or its collaborators during the Holocaust
 - Descendant of a person who was actively helping those who were persecuted by the Nazi regime or its collaborators during the Holocaust
 - Descendant of a person who liberated concentration and extermination camps during the Holocaust
 - A person who is in the same family as a person who falls within one of the above categories (such as a spouse, partner).
 - A person who is unsure of a direct family connection to the Holocaust, but whose cultural identity and community connections have been greatly influenced by the tragedies of the Holocaust.
- The artist should have experience working with topics of deep significance and complexity in public dialogue and public space.

Artists invited to make a follow-up submission will be evaluated according to the following criteria:

- The artist's accomplishments in creating two-dimensional public art, primarily murals or other types of two-dimensional work that is suitable for translation into a mural.

- The artist's experience in working with stakeholder groups around a topic that has deep significance, complexity and emotional intensity; and working in the context of a civic space.
- The artist's vision for creating a compelling artwork based on their own connection to the Holocaust and their understanding of the goals of the project.

5. How to Apply

Preliminary Consultation / Information Meeting

Artists who are interested in submitting their qualifications are encouraged to contact us with any questions about the project, its scope or requirements, or how to complete an application. Artists can obtain more information in the following ways:

- Submit a question via email. Questions will be answered directly, and all questions and answers will be posted in an addendum to the RFQ.
- Contact us for a preliminary consultation at: mural@philaholocaustmemorial.org

Submission Requirements

For the initial submission, please provide the following information:

- A letter of interest that addresses:
 - Your emotional connection to the Holocaust, particularly through family, community or cultural experiences
 - Your artistic practice, including:
 - Experience working with stakeholder groups around topics that have significance, complexity and emotional intensity
 - Your ability to design a two-dimensional public artwork
 - How your connection to the Holocaust, artistic practice and vision are aligned with the goals of project
- Contact information (email, telephone, mail)

Artists invited to make a follow-up submission will be asked to provide:

- An application checklist including the names and contact information for the artist, or all artists on the team, and an inventory of all material that is being submitted.
- A CV or resume for each artist (up to 2 pages).
- Images of past completed work that help us understand your qualifications for this project.
- A list of images, including the following information:
 - Image name, Artist's name*
 - Title of artwork, Location, Date of Completion, Budget*
 - Medium and Dimensions*
 - Brief description*
- References who can speak to your creative practice and ability to work on a project of this nature

At this stage artists will also be allowed to update their letter of interest.

Submission Instructions

Submissions will be accepted electronically by email, Drop Box or WeTransfer, sent to the following email address: mural@philaholocaustmemorial.org



Mural Arts will reply with an acknowledgement of all submissions it receives.



Miscellaneous

Proof of Insurance

Prior to performing any Works or Services, or entering into a contract with Mural Arts, the selected artist(s)/artist team(s) must show proof of the minimum insurance as indicated below. This insurance must be maintained during the term of this Agreement:

- a. Workers' Compensation Insurance (including without limitation coverage for Artist, its officers, owners, principals, directors, employees, volunteers, guests, and/or agents) if applicable.
- b. Employers Liability Insurance, if applicable, with minimum limits of the greater of \$100,000 E.L. each accident, \$100,000 E. L. disease-each employee, \$500,000 E.L. disease-policy limit or as required by the law of the state in which the Project is located.
- c. Commercial General Liability Insurance, Insurance Services Office (ISO) form Commercial General (CG) 00 01 (12/07) or equivalent occurrence policy which will provide primary coverage to the additional insureds (Owner) in the event of any occurrence, claim, or suit with limits of the greater of: (1) Artist's actual coverage amounts or (2) One Million Dollars (\$1,000,000) per occurrence and Two Million Dollars (\$2,000,000) in the aggregate. Artist's insurer will add Owner as an additional insured on this policy using ISO endorsement CG 2010 (07/04) or its equivalent.
- d. Automobile Liability Insurance (1) having a combined single limit each accident in the amount of Three Hundred Thousand Dollars (\$300,000) or in the amount of Artist's actual coverage, whichever is greater, and (2) coverage applying to "any auto", including hired and non-owned auto liability.

Artist may satisfy the insurance amounts by an umbrella / excess insurance coverage policy.



Goals Statement

Mural for the Horowitz-Wasserman Holocaust Memorial Plaza

The following notes were developed by the Philadelphia Holocaust Remembrance Foundation and Mural Arts Philadelphia. For more information about guidelines in teaching the history of the Holocaust, visit the U.S. Holocaust Memorial Museum teaching resources web site: <https://www.ushmm.org/teach>

Horowitz-Wasserman Holocaust Memorial Plaza

The mural will be located on a wall that faces the Horowitz-Wasserman Holocaust Memorial Plaza, at 16th St., Arch Street, and the Benjamin Franklin Parkway in Center City Philadelphia. Benjamin Franklin Parkway is Philadelphia's major ceremonial street and one of the most notable legacies of the Beaux Arts movement in American city planning.

The plaza includes several key features: a memorial sculpture (*Monument to Six Million Jewish Martyrs*, by Nathan Rapoport, 1964), interpretive features (such as the "Six Pillars" installation, original train tracks from Treblinka) and IWalk, an educational app that guides visitors through the space. For a description of the plaza and its history, visit the PHRF's website: <https://www.philaholocaustmemorial.org/visit/>

Because the artwork will be part of an urban space and ensemble of components that already provide opportunities for remembrance, reflection and interpretation, it has the unique opportunity to build on what already exists and create a new way for people to engage with this story.

Project Goals

The Holocaust: Remember, Reflect, Learn

Foundationally, the mural must respect themes that are essential to the recognition and remembrance of the Holocaust. Even as time goes on and the contextualization of our understanding becomes more complex, the basic history of the Holocaust must be presented to new generations.

- Remember, reflect, learn
- Provide an homage to those who did not survive, an homage to those who survived, and an homage to the future generations of the communities for whom the suffering of the Holocaust is threaded through their culture
- Acknowledge the courage of those who bear witness, after experiencing such trauma, and sometimes at great personal risk

Build on/Expand the Experience of the Existing Monument and Plaza

The mural will be part of a larger site, the Horowitz-Wasserman Holocaust Memorial Plaza (2018), which already includes a significant monumental sculpture, *Monument to the Six Million Jewish Martyrs*. The relationship of the mural to the Plaza and the monument – visually, spatially and in terms of storytelling – is complex and requires careful consideration.



More specifically, the mural will provide a backdrop for the Plaza. The mural should provide a counterpoint to the sculpture, yet make the Plaza feel bigger, adding visual and spatial depth. It should integrate smoothly into its surroundings, not overshadow them; the composition, color and texture of the mural must carefully consider the Plaza's existing materials, scale and elements, complementing or contrasting as necessary.

Overall, the mural should make the Plaza and its meaning more pronounced in the cityscape. Since not all pedestrians will enter the center of the Plaza, some viewers will see it as part of the streetscape and against the background of the westward views along the Parkway, including Logan Square and the Art Museum in the distance.

Communicate and Connect through Storytelling

Currently, the Plaza offers interpretive material about the history of the Holocaust, as well as a contextualization of totalitarianism and Nazi Germany, juxtaposing them with American constitutional values. The Plaza also includes an evocative sculpture that memorializes the tragedy of the Holocaust.

The mural should add a storytelling element that isn't part of the visual and spatial experience now. The storytelling should consider how to tie together the various themes that are explored at the Plaza. It could also expand on the storytelling by exploring aspects that have not been considered before, as described below.

Most importantly, through its storytelling, the mural should provide people with ways to find their own paths through the story of the Holocaust, of genocide and the struggle to preserve our liberties.

Connect the Holocaust to Broader Contexts and Experiences

The mural may stretch beyond a core reflection on the Holocaust, and consider more universal meanings and contexts, particularly in relation to the experiences of a broader base of groups who have experienced displacement, violence and genocide.

The mural could consider how the story of the Holocaust relates to the wider and recurring history of genocide. Just as the story of the Holocaust has become better understood as more and more voices have spoken about it, our understanding of other historical and ongoing acts of genocide is also evolving, providing new context. Related to this could be explorations of the migrations that genocides often precipitate, as well as the indifference or willingness of others to accept those who are seeking sanctuary.

The mural could consider the theme of underlying fragility of liberty — it should remind us that we have to be vigilant, we have to fight for liberty, and we have to remember those whose struggles brought us the liberty that we have. It could consider the connection of global genocides to the immigrant history of this county, as well as the beauty and fragility of the freedoms sought in the Declaration of Independence and embedded in the U.S. Constitution, both realized and still aspirational.

The mural could consider how the Holocaust is situated within broader themes of race and cultural differences, such as the purposes for which racism is constructed, the ways that racism is perpetuated, and the situations in which it continues to appear.



Embrace this Pivotal Moment in Time

Another important consideration is the passage of time – this mural will be part of a larger chronology of memory and place, and thus will connect the past, present and future.

Over time, the story of the Holocaust has been documented from many perspectives; by governments and scholars, by organizations devoted to public history, and by survivors themselves. As the years go by, fewer and fewer survivors of the Holocaust remain to tell their stories. This mural will mark an inflection point, a time when the responsibility for storytelling must be stewarded by new generations.

The interpretation of the Holocaust has evolved at this particular site, as well. For fifty years, the site featured a single sculptural memorial, which encourages reflection on both the agony of suffering and hope of survival. In recent years, the area surrounding the sculpture has been turned into a contemplative plaza with interpretive materials (including multimedia resources that people can access on digital devices) that incorporate the voices of individual survivors into a broader dialogue on freedom. This mural can build on the experiences the Monument and Plaza already offer and offer a fresh chapter on an exploration of the Holocaust and its broader human meanings.

Approach Storytelling with Utmost Sensitivity

As with all histories, especially those of people who have not survived to tell their stories, there is a critical conversation about who is empowered to tell this story. The artist selected for this project must demonstrate great sensitivity to the responsibility that is being placed in their hands and, in particular, sensitivity to deep emotional responses the Holocaust elicits in people and the way that shapes their thoughts about how the story should be presented and preserved.