



**RIVER FALLS CREATES EXHIBIT SELECTION COMMITTEE: Call for Artists**  
River Falls Railroad Abutment Project #2 RFP  
February 2024

**ABOUT THE PROJECT**

The City of River Falls, WI is accepting proposals from emerging artists or teams of artists who would like to be considered for a 2D mural installation on the second railroad abutment (cement structure) located off the Riverwalk Pathway near Heritage Park, in Downtown River Falls.

The abutment is a large free-standing cement structure that once supported a railroad bridge spanning the Kinnickinnic River. A mural on the first abutment (closest to the pathway) was completed in the summer of 2022. This RFP is for the second abutment from the pathway. The site can be reached from the Riverwalk Pathway on the south side of Heritage Park.

The City is seeking proposals for public art to complement the first abutment mural, as well as to enhance the area for citizens and future of River Falls. The artist(s) will design and install the artwork on site. The mural should encompass all sides of the abutment and/or top of structure. The artwork should be made of durable materials suitable for outside elements and change in temperature, and as impervious to vandalism as possible. The artwork shall require little or no maintenance. Assistance and feedback are available for design, materials and longevity of artwork.

As part of the proposal, the artist(s) will include information on the design, and installation of the artwork, including anti-vandalism/protective coating.

The artist(s) should visit the proposed installation site prior to submitting a proposal. Please contact Sara Kasel at (715) 425-2946 or at [skasel@rfcity.org](mailto:skasel@rfcity.org) with any questions.

No prior public art experience is necessary. A mentorship is included for design revisions, material considerations, and installation, if needed.

**ABOUT THE CITY**

The City of River Falls is in the beautiful St. Croix Valley just 30 minutes from the Twin Cities and is home to 16,000 residents. The City houses the University of Wisconsin-River Falls, Chippewa Valley Technical College, an eclectic and vibrant downtown, and several international companies. The River Falls City Council has established a percent for art program, "River Falls Creates," to enhance the quality of life for residents and visitors. The objectives of the program include:

- Increase the understanding and enjoyment of public art by River Falls residents.
- Promote public interaction with public spaces.
- Provide unusual and challenging employment opportunities for artists.



- Encourage collaborations between artists and architects, and artists and engineers.
- Support artist participation in planning public projects.

## **ELIGIBILITY**

This call for artists is only open to emerging artists 18 years of age or older, who currently reside in the city of River Falls, or surrounding area of Western Wisconsin. Current, degree-seeking students are encouraged to apply. No prior public art experience or installation is needed: the intention of this opportunity is to provide an opportunity for those seeking public art experience, and who call River Falls home.

## **SELECTION PROCESS and EVALUATION CRITERIA**

The River Falls Creates committee will select the finalist. The committee will review all eligible artist submissions with preference given to creative and site-specific proposals that the committee believes to be the best for the site and vision of the project. Preference will be given to local emerging artist(s).

Submissions are evaluated by the following criteria:

- Artistic excellence and originality as evidenced by the representations of past work images and/or submission concepts.
- Appropriateness of artist's medium, style, and previous experiences as they relate to the project goals, site setting, and Wisconsin climate.
- Proposed cost (material budget).
- Ability to create site-specific or site-reactive works.
- Availability to participate in the design and implementation of the project as required.
- The committee is open to any theme and style the artist(s) would like to submit. Themes are not limited to, but can address: Local and natural history, ecology, site-specificity, speculative realism and abstraction.

## **BUDGET**

A one-time stipend of \$1200 will be paid in-full upon the completion of the project. A material cost of \$600 will also be provided prior to the purchase of materials.

Artist is responsible for all associated expenses related to design and installation of the artwork. The awarded project will need not exceed \$1,800. Please include an itemized project budget for materials in your proposal.

## **INSTALLATION**

Our preference for installation is the summer of 2024. Artist availability to meet that preference may impact proposal selection. Longevity of installation is considered 5 years, considering the life of the artwork. The City of River Falls will retain ownership of the artwork or decommission at its discretion. Artist(s) retains rights to original design.



## PROPOSAL SUBMISSION

Submission deadline is **Monday, April 1, 2024 at 12 noon.**

The following should be addressed to River Falls Creates Committee and submitted through Management Analyst Sara Kasel at [skasel@rfcity.org](mailto:skasel@rfcity.org) or by mail to:

Sara Kasel  
River Falls City Hall  
222 Lewis St.  
River Falls, WI, 54022.

1. Resume (including contact information)
2. Artist statement
3. Written proposal – proposal should be clear, specific, and outline the plan and timeline for the artwork as well as installation. Please include a written description of the concept.
4. Itemized budget of materials.
5. Images or current related work and at least one rendering of the proposed project.

## SITE LOCATION

Coordinates of abutment: 44.858359, -92.628130

Site: Heritage Park, River Falls, WI 54022





### 2nd Railroad Abutment

- Please note, the site has shallow, standing water on 3 sides of the structure, for most of the summer.

