FRIENDS
OF ROOKERY BAY

CALL TO ARTISTS

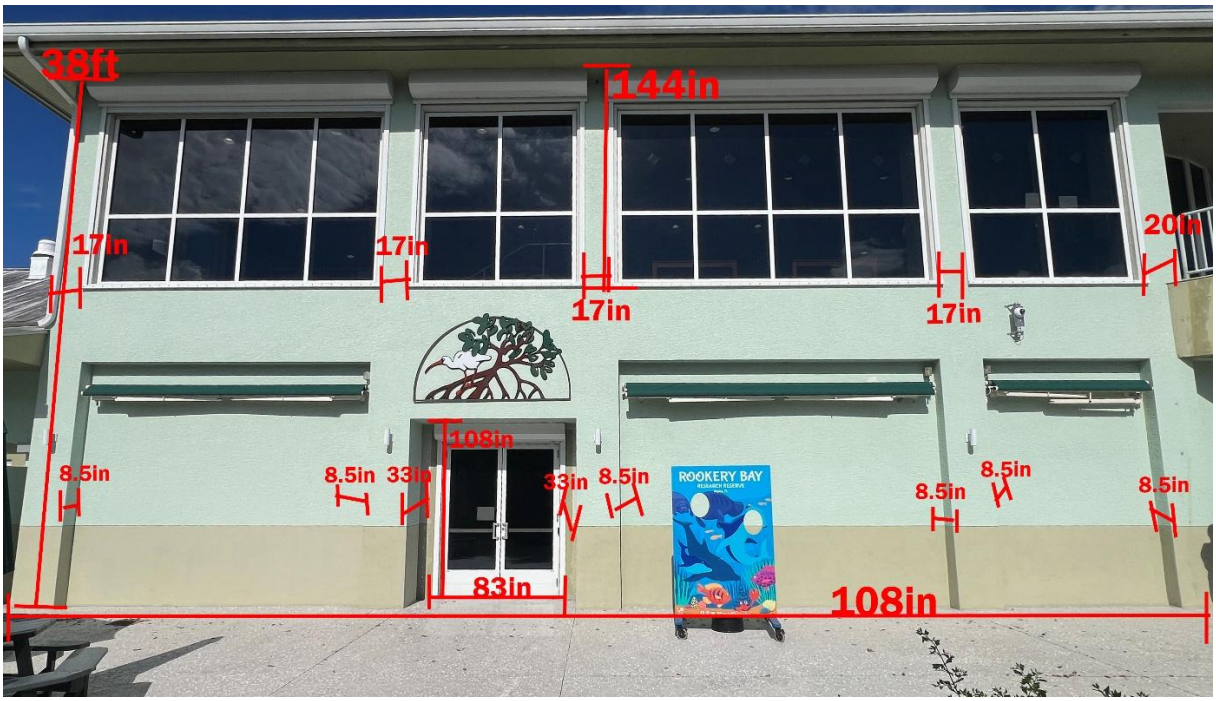
Rookery Bay Patio Mural

Friends of Rookery Bay is seeking an artist or artist team to create a new mural on the back patio of the Rookery Bay Environmental Learning Center.

We are looking for a creative, engaging mural that celebrates the unique natural and cultural heritage of Rookery Bay and Southwest Florida. The finished mural will become a part of the visitor experience at the Learning Center and a backdrop for guests to enjoy, photograph and share.

THE PROJECT

The mural area is approximately **620 square feet**.



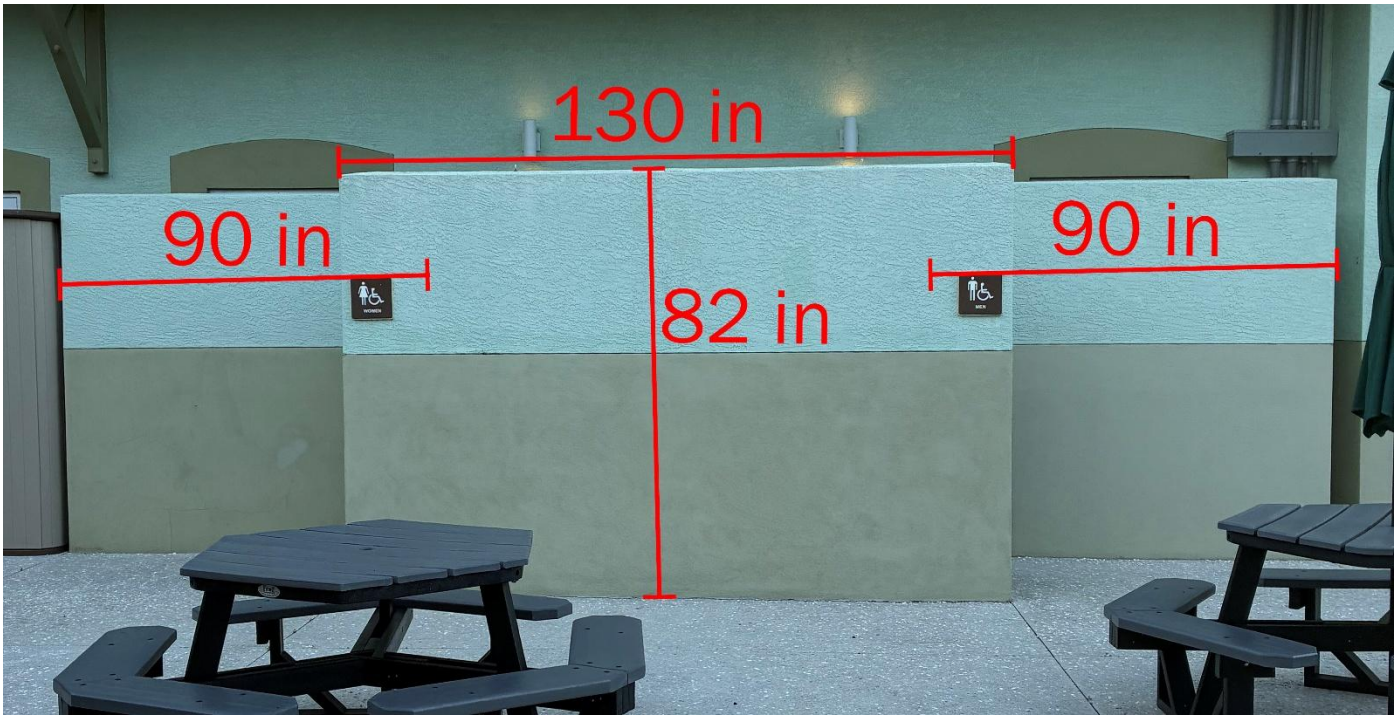
Artists are invited to develop their own creative vision for the mural. Possible themes may include, but are not limited to:

- The Rookery Bay estuary and surrounding environment
- Calusa history and cultural heritage
- Native flora and fauna
- Birds, marine life, wildlife and other animals found in the region
- The connection between people and the estuary
- Any combination of these themes

These are suggested areas of inspiration, not a required list of elements. We encourage artists to bring their own creative perspective and interpretation to the project.

REQUIRED PHOTO OP FEATURE

One portion of the mural must incorporate a **zebra longwing photo opportunity** designed so visitors can stand in front of the mural and appear to have butterfly wings.



The design, style, colors and surrounding artwork are up to the artist.

WHAT WE PROVIDE

Friends of Rookery Bay will provide:

- Access to the mural site
- Coordination with the selected artist regarding scheduling and installation

Artists should submit their proposed project cost based on the information provided. The cost should reflect the artist's labor, design time, installation time and any other artist-related expenses not specifically provided by Friends of Rookery Bay.

WHO MAY APPLY

This opportunity is open to **artists of all backgrounds and experience levels**, including individual artists, professional artists, emerging artists and artist teams.

The selected artist or artist team will be determined based on the submitted **concept and proposed cost**.

SUBMISSION REQUIREMENTS

Please submit the following:

1. **Concept sketch or rendering** of your proposed mural (pdf, png, and jpeg file formats)
2. **Brief description of your concept**, including how it connects to Rookery Bay
3. **Artist bio and/or portfolio**
4. **Proposed project cost**
5. **Estimated amount of time needed to complete the mural**
6. **Contact information**, including name, phone number and email address

Concept artwork does not need to be a final-scale rendering. The concept should provide the mural committee with a clear understanding of the artist's vision, composition and proposed use of the space.

SUBMISSION PROCESS

Please email all submissions to:

Janet Wolfe
Operations Manager
Friends of Rookery Bay
j.wolfe@rookerybay.org

Submission deadline: April 1

Concept submissions will be reviewed by a mural selection committee. Submitted concepts will be viewed only by members of the mural committee for the purpose of evaluating proposals.

The selected artist or artist team will be notified by **June 1**.

PROJECT SCHEDULE

The mural installation date will be coordinated between Friends of Rookery Bay and the selected artist(s) based on mutual availability.

The selected artist will work with Friends of Rookery Bay to finalize the approved concept before painting begins. Reasonable revisions may be requested to ensure that the final design works appropriately within the mural space and meets the needs of the project.

ARTIST RECOGNITION

Friends of Rookery Bay will recognize the selected artist or artist team as the creator of the mural. Artist credit will be provided in connection with the mural and in promotional materials when reasonably practicable.

USE OF THE FINISHED ARTWORK AND PROJECT DOCUMENTATION

Friends of Rookery Bay may photograph and record video of the mural and the process of creating the mural. This may include photographs, video, timelapse footage, interviews, progress updates and other documentation of the project and the selected artist's work.

Friends of Rookery Bay may use this content for nonprofit, educational, promotional, fundraising and commercial purposes, including but not limited to:

- Social media
- Website and digital communications
- Printed materials and brochures
- Educational materials
- Advertising and promotional materials
- Fundraising materials
- Photographs and videos
- Timelapse and behind-the-scenes content
- Public updates about the progress of the mural
- Promotion of the mural's completion and public unveiling
- Postcards, prints and other merchandise
- Nature Store products and displays
- Other materials that support the mission and activities of Friends of Rookery Bay

Friends of Rookery Bay may reproduce, display, publish and distribute images or video of the mural and its creation in whole or in part, including for promotional materials, digital content and merchandise.

The selected artist acknowledges and agrees that Friends of Rookery Bay may document and share the artist's participation in the project, including the artist working on-site, for the purposes described above.

The artist will retain recognition as the creator of the original mural artwork. Friends of Rookery Bay will provide artist credit when reasonably practicable in connection with the mural and related promotional content.

FUTURE MAINTENANCE AND MODIFICATIONS

As an outdoor mural, the artwork will be exposed to weather and environmental conditions and may naturally fade or deteriorate over time.

If touch-ups or restoration are needed, Friends of Rookery Bay may first offer the opportunity to the original artist when reasonably practicable and when the artist is available. Any future touch-up or restoration work by the original artist would be separately coordinated and compensated at a mutually agreed-upon reasonable rate.

If the original artist is unavailable or unable to complete the work, Friends of Rookery Bay may engage another qualified artist or contractor to perform necessary maintenance or restoration.

Friends of Rookery Bay reserves the right to maintain, repair, modify, relocate, cover or remove the mural when reasonably necessary due to property maintenance, construction, safety concerns, significant damage, changes to the facility or other operational needs.

CONCEPT ARTWORK

All concepts submitted by artists who are not selected will remain the property of the submitting artist. Friends of Rookery Bay will not use, reproduce or implement an unselected concept without the artist's permission.

Submitted concepts will be shared only with the mural selection committee for the purpose of evaluating submissions.

SAFETY AND SITE REQUIREMENTS

The selected artist must comply with all applicable site safety requirements and instructions provided by Friends of Rookery Bay while working on the property, including the proper and safe use of scaffolding and other equipment.

The selected artist will be responsible for conducting themselves in a safe and professional manner while working on-site and for any requirements relating to their own business, licensing or insurance, as applicable.

RIGHT TO DECLINE A SUBMISSION

Friends of Rookery Bay reserves the right to accept or decline any submission and to select the artist or artist team it determines best meets the needs of the project based on the submitted concept and proposed cost.

Submission of a concept does not guarantee selection, payment or award of the project.

Friends of Rookery Bay also reserves the right to cancel or modify the project if circumstances require.

QUESTIONS

Questions regarding the project or submission process may be directed to:

Janet Wolfe
Operations Manager

Friends of Rookery Bay
j.wolfe@rookerybay.org