

REQUEST FOR QUALIFICATIONS (RFQ)

Artist for Concept Development, Fabrication-Ready Design, and Production Direction

Re: Public Placed-Based Mural

Issued by: Windham and Windsor Housing Trust, Brattleboro, VT

All materials will be submitted electronically, submissions and inquiries will be made to:

Lisa Kuneman

WWHT Associate Developer

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(802)246-2114

Windham & Windsor Housing Trust (WWHT), in partnership with Evernorth, invites artists to submit qualifications for a permanent, place-based mural for our newest affordable housing community at **Alice Holway Drive in Putney, VT**.

Located at the southern gateway to Putney's historic village center, this development provides 25 energy-efficient homes at a vibrant intersection of residential life and community history. The site sits adjacent to the Putney Community Gardens and the Putney Farmers' Market, and is a neighbor to the Putney Food Co-op—originally founded by local wool merchant Carol Brown, for whom the adjacent Carol Brown Way is named.

The project address honors Alice Holway, a pioneering figure in Putney's history. A member of the Women's Land Army during WWI and a long-time "nurseryman" at the historic Aiken Nursery, Alice was a horticultural consultant, an educator, and a community pillar. She famously offered her home and land to those in search of shelter and purpose, embodying a spirit of radical hospitality that precedes the creation of community gardens and this housing project.

We seek an artist to create a visual landmark that honors this "spirit of place." The mural should reflect the following themes:

- **The Intersection of Home and Harvest:** Celebrating the site's current uses and its history as the former Aiken Nursery—a landscape that continues to feed the community through the Gardens and Farmers' Market.
- **Quiet Legacies of Community Builders:** Drawing inspiration from the lives of Alice Holway and Carol Brown, whose contributions to Putney's food security and social fabric continue to resonate today.

The selected artist will translate place-based stories—collected and compiled through a community engagement process—into a compelling visual narrative. We are looking for a multi-scale design that maximizes visual impact from varying distances and considers the full potential of enduring, high-durability materials.

Finalists may be invited to interview and requested to provide supplemental materials.

The project will proceed as follows:

Design Proposal (Sketch Level) Up to four selected artists will be contracted to review already compiled community-generated materials (stories, photos, historic documents, video) and technical design specifications. Each artist will submit 1-3 concept sketches for review by the Community Art Advisory Team (CAAT).

Design Development One sketch proposal will be selected and the artist will begin design development. After image has final approval from the CAAT and the housing project development team, the artist will work with local fabricators of laser cut sheet metal and powder coat finish (with multi-stage masking and 'sublimation' available), to produce a "shovel-ready" plan for fabrication, including mounting detail. This entails coordination of the production of technical drawings and a fabrication plan that will fit the mural budget and weight limitations with support of the Alice Holway Drive development team. This stage must adhere to a timeline dictated by grant application deadlines.

Fabrication Oversight, Installation and Maintenance While WWHT can contract directly with fabricators to ensure performance, warranty and delivery, the artist will be directly involved in and provide direct supervision during the fabrication process. The artist will be responsible for coordination and supervision throughout the fabrication process to ensure the final work adheres to the approved design, material specifications and standard of quality established in the design development phase. The mural will be installed by WWHT's contractor and maintained by WWHT's facilities team.

Submission Requirements

- Letter of interest

Detail interest in this specific project, approach to design and working with community engaged content, experience collaborating with fabricators, architects, or engineers, availability during the project timeline

- CV/Resume

- Images or links to 5-10 high resolution images.

Include annotation that describes the location, budget and dimensions of work presented

- Artist's Statement

- 2-3 Professional References

- Proof of Insurance or insurability for general liability

Phased Scope of Work

4/27/2026 RFQ response deadline

4/29/2026 Community Art Advisory Team Response

Selected artist(s) will

Review community stories, collected media, resident survey, existing mounting plan, site images, WWHT Alice Holway Drive FAQ page, Putney, VT sign ordinance (links below)

Review fabrication information

Observe Putney Sign Ordinance (acceptable submissions will not trigger)

5/11/2026 Submit 2-3 Concept Sketches

Include:

Written narrative describing artistic intent, identifying themes, motifs/resonant visual vocabulary, and conceptual directions

Selected artist will (coordination by WWHT):

Meet with CAAT via Zoom or in person for questions and comments on selected sketch include review of view shed, impacts

Review technical comments by town manager, and project development team

5/14/2026 Contract to proceed executed

Begin 1- 2x weekly communication with WWHT representative via email or zoom for timely progress updates. and to assist with troubleshooting as needed.

Address feasibility re: weight(s) and mounting in consultation with fabricators prior to submitting Revision 1

5/21/2026 Revision 1

CAAT response will be collected, reconciled by WWHT staff

5/28/2026 Revision 2

6/1/2026 Final Approval by WWHT staff in consultation with CAAT

Consultation as needed with fabricators- WWHT rep may be looped in.

June 22, 2026 'Shovel ready' plan for fabrication submitted

Will include detailed rendering, fabrication production plan, technical drawings as needed (sheet metal prep, finishing layers), production schedule, mounting specification and cost quotes from fabricators, artist direction methods, and mural delivery time frames required.

Date TBD Prior to Contracting Fabrication with remote and onsite artist direction

Date TBD Prior to Contracting Mural mounted to building by development team.

Eligibility

This RFQ is open to:

Professional artists

For this RFQ, a professional artist is defined as someone who maintains a regular creative practice and has a history of public presentation or sales, regardless of their primary source of income.

Artists with experience in community engaged design

Artists with experience in fabrication ready design

Selection will consider cultural competency and demonstrated ability to work respectfully with diverse communities.

WWHT is an equal opportunity partner committed to equity in public art. We encourage submissions from historically underrepresented voices, including Black, Indigenous, and People of Color; LGBTQ+ artists; and artists with disabilities.

Consideration will be given to artists—including emerging talent—who demonstrate a meaningful connection to the project's community context.

Selection Criteria & Scoring Rubric

Criteria	Weight	Description
Artistic Quality	30%	Strength, originality, and relevance of past work, ability to work at scale
Community Engagement Experience	25%	Demonstrated ability to work collaboratively and with sensitivity with community engagement
Project Management	20%	Ability to meet deadlines, communicate clearly, and manage workflows
Local/Emerging Talent/Equity considerations	15%	Connection to community, contribution to equity goals
Technical Feasibility	10%	Experience with technical collaboration with fabricators and/or consultants

Budget

The total artist fee is \$3850 to \$4150, inclusive of:

- \$100 per concept sketch submitted (up to 3), image development/production planning \$1750, fabrication direction \$2,000
- Travel (minimum one site visit, production plan will describe provisions for supervision/involvement in detail)
- Meetings and revisions as described
- Design development
- Shovel ready production planning
- Fabrication Direction/Involvement as described in production plan

Fabrication costs of \$7000 are based on early consultation with fabricators, and will be covered separately.

\$2500 allowance for delivery and mounting costs

Budget reflects current availability of funds. Addition of grant funds may increase budgeting capacity for travel, contingencies reflected in production plan, and other incidentals.

Contracting Requirements

The selected artist must be able to:

- Sign a professional services agreement
- Provide a W9
- Carry general liability insurance
- If the Artist has employees as defined by Vermont Statutes and Regulations, provide workers comp COI, otherwise artist must be able to sign waiver.
- Insure the work will not trigger Putney's Sign Ordinance
- Coordinate schedule with project timeline

Coordination

The artist will collaborate with:

The Community Art Advisory Team as described in scope of work

Fabricators selected or approved by the Project Development Team

WWHT Associate Housing Developer will provide additional coordination and project management support

The Project Development Team will provide consultation

The artist may suggest other collaboration

Community Engagement materials and additional project Information is being compiled here- will be complete by 4/25:

https://www.dropbox.com/scl/fo/zcnay7jvb2ycx0ez2lya2/ACFc4wcKBla_HPBCzsQ29Fo?rlkey=qdiy530d07bjrgqsrvrbc0nv&st=ooowqmtk&dl=0

Alice Holway Drive Project webpage:

<https://www.homemattershere.org/alice-holway-drive-info-page/>