

## Open Call: “We Build Giants” Mural Project

**Deadline to Apply: 9/3/24**

### Project Description:

City Walls Detroit (CWD) is partnering with BuildSubmarines.com to celebrate Michigan’s manufacturing workforce through the eyes and talent of its incredible artists. Specifically, we are seeking an artist to design a mural that brings to life Michigan’s skilled trade workers of today *and* tomorrow working on and being trained to work on Michigan’s new major maritime manufacturing initiative: the maintenance and construction of U.S. Navy Submarines.

### Project Background:

The U.S. Submarine Industrial Base and Navy is at the beginning of a 10-year initiative to maintain and construct its submarine fleets, and as a result, providing skilled and aspiring trade workers around the country with significant opportunity for meaningful, enduring maritime manufacturing careers. However, this manufacturing initiative is challenging given the current shortage of trade workers in our country due to several factors such as a decades-long turn away from vocational education/job training programs, a hyper focus on the college learning model, skilled trade worker retirement, etc.

So, to drive national awareness of and attraction to the maritime manufacturing career and training opportunities on [BuildSubmarines.com](https://BuildSubmarines.com), the U.S. Submarine Industrial Base, U.S. Navy, and BlueForge Alliance launched the national recruitment advertising campaign “We Build Giants.” Inspired by insights derived from research with national and local workforce opportunity focus groups, [the “We Build Giants” commercial](#) aired nationally in Fall 2023 gaining hundreds of millions of media impressions (broadcast, digital, etc.) and record breaking traffic on BuildSubmarines.com, where more than 37,000 tradespeople across the U.S. in every role, skill level, and industry have gone to create profiles and get hired by hundreds of U.S. maritime manufacturing suppliers.

Recently, in Michigan, Governor Whitmer [announced](#) the U.S. Submarine Industrial Base and Navy’s recognition of Michigan and its incredible manufacturing talent and history as a perfect place to invest millions of dollars into maritime manufacturing infrastructure, technology, workforce training and K-12 education via the **Michigan Maritime Manufacturing (M3)** initiative. To help inform Michiganders about the robust career opportunities the **M3 initiative** brings to Michigan’s current and future generations of trade workers, the U.S. Submarine Industrial Base, U.S. Navy, and BlueForge Alliance produced a [Michigan version of the “We Build Giants”](#) campaign that aired in July 2024 and features footage shot in and language inspired by Detroit and surrounding Michigan areas, along with accompanying digital and out-of-home executions.

### Project Vision: BuildSubmarines.com

BuildSubmarines.com would like to partner with Detroit’s incredible artist talent to produce a mural that celebrates the meaningful career opportunities associated with, and Michigan’s manufacturing workforce’s critical role in, the construction and maintenance of U.S. Navy Submarines through the eyes of people who know Michigan best: its artists, and where the spirit and pride of Michigan is so vibrant: Detroit.

We envision a spirited mural that showcases Michigan skilled trade workers (experienced, novice, retired military, men, women, variety of ages) supporting the construction and maintenance of maritime manufacturing in Michigan along with the benefits of joining the skilled trade work force.

- **The main focus of the mural should be Michigan’s skilled trade workers of today and tomorrow engaged in meaningful submarine manufacturing careers.** To a smaller but still noticeable degree, the mural should pay homage to the incredible accomplishments, dedication, and legacy of Michigan’s current and historic manufacturing workforce.
- Please utilize the [Michigan version of the “We Build Giants”](#) advertising campaign and content/imagery on [BuildSubmarines.com](#) for inspiration and education about the mission, but do not create a mural design that exactly mirrors these creative executions. **The mural should not feel or look like an advertisement.**
- Please visit <https://www.buildsubmarines.com/career-paths> to learn more about several of the **high priority job segments buildsubmarines.com will hire for over the next 10 years: Additive Manufacturing, CNC Machining, Metrology, Non-Destructive Testing, and Welding.** Scroll towards the bottom of <https://www.buildsubmarines.com/career-paths> to see a list of other positions that while not high hiring priority job segments, will play an integral part in our pursuit of constructing a fleet of next-generation submarines.
- Michigan has a tremendous/growing Veteran population and Michigan’s maritime manufacturing sector represents opportunity for Michigan men and women who once wore a uniform to serve their country in a new and different capacity. As such, please incorporate a degree of patriotism, but **ensure patriotism does not take over, as the focus of the mural should be meaningful skilled trade manufacturing careers in Michigan.**

#### **Project Vision: City Walls Detroit**

We have selected this location due to its visibility from the Ambassador Bridge, Detroit River, and from Riverside Park. This location is high visibility and will serve as an arts anchor to the park welcoming visitors and helping to frame the park with hopefully an energetic backdrop. We hope the mural incorporates the skilled trade work force and the critical role they play in improving the quality of life for themselves, their family, and the community. We believe the park is an ideal location to highlight that we Detroiters and Michiganders both work hard and play hard in our parks. We hope this mural adds energy to the surroundings and inspires folks to get involved with the evolution of the workforce and take pride in their city and state as a driving force in the future of manufacturing as it has been the foundation of the manufacturing past in putting the world on wheels and being the arsenal of democracy.

**The City of Detroit has a vision for neighbors to feel connected to each other, take shared responsibility for their neighborhoods, feel empowered to make a change in their environment, and envision a positive future for themselves, their children, and the built environment in which they live.**

#### **Project Scope and Deliverable:**

- Provide (1) one unique mural design concept that aligns with the above Project Vision.
- Execute (1) one approved mural design that aligns with the above Project Vision

**Project Schedule:**

- 8/12/2024: Open Call released
- 8/20/2024: Deadline for question submissions
- 9/3/2024: Open Call closes
- 9/16/2024: Artist or artist team announced
- Late September 2024: Artist or artist team starts work on approved mural concept
- By the end of October 2024: Artist or artist team concludes work

**Project Location:**

- Detroit's Nicholson Terminal (4105 W Jefferson Ave, Detroit, MI 48209), located along the perimeter of newly-renovated and highly-trafficked 29-acre Riverside Park.

**Artist Scope of Work Artist or Artist Team Responsibilities:**

- The selected artist or artist team will be required to work in collaboration with City of Detroit, the U.S. Submarine Industrial Base, BlueForge Alliance, Nicholson Terminal and Accenture Federal Services.
- The selected artist or artist team is responsible for:
  - Conducting research to better understand the site, the project, Michigan's manufacturing history and current culture, along with any other elements deemed helpful to their creative process.
  - Developing and presenting to Selection Panel: (1) one unique mural design concept that represents the above Project Vision.
  - Incorporating feedback from Selection Panel about concept, making revisions, and presenting (1) one final concept for approval.
  - Creating and executing the final concept.
  - Fulfilling the responsibilities within the contracted budget and timeline.
  - Participating in any planned unveilings, if necessary.

**City Walls Detroit Responsibilities:**

- Coordinate reviews and permissions regarding artist selection and concept development
- Coordinate marketing, documentation, and public engagement
- Assist in the coordinating applicable permits and right of entry for install

**Budget:**

- \$75,000
- The budget is all-inclusive, including but not limited to the artist's fees, artist's assistant costs, artist's studio costs, materials and supplies, consultants, and installation.

**Artist Selection Process:**

- Eligibility: We are seeking an artist or artist team who can make a commitment to working in Detroit as necessary to fulfill the responsibilities of this project. Any artist or artist team is encouraged to apply.
- Process: This will be an open call. Qualifications, portfolios, and statements will be solicited by City Walls Detroit. A 9-member selection panel will score each application with the highest score winning the commission.

**Selection Criteria:**

- Winning artist or artist team will be selected based on the Selection Panel's evaluation of the following 100 point-scale criteria:
  - 30pts: Ability to accomplish projects of a similar complexity within the budget, timeline, and technical constraints presented, based on examples of prior works
  - 30pts: Preliminary sketches/renderings
  - 20pts: Artist or artist team statement
  - 10pts Detroit Based Artist
  - 5pts: Michigan-based artist
  - 5pts: Veteran

**9 Member Selection Panel will consist of one member per category below:**

- City Walls Detroit
- The U.S. Submarine Industrial Base
- BlueForge Alliance
- Accenture Federal Services
- Nicholson Terminal
- Community Arts Professional
- Community Arts Professional
- Community Member
- Community Member

**Application:**

- After completing the online form, each interested artist or artist team must submit:
- A CV or resume for each artist (1 page max per artist) including a min of 2 references of previous public art clients
- Up to 3 images of past work considered relevant to this project
- Up to 3 images of preliminary designs for this project
  - Digital images must be JPEG files
  - Each image must be unlocked and downloadable for viewing
  - Upload 1 sheet with the following information per image
    - Image name
    - Title of artwork
    - Location
    - Date of completion
    - Budget, medium, and dimensions
    - Up to 4 sentences of project description

**Additional Background / Project Inspiration / Context:**

- The U.S. Navy is on a once-in-a-generation journey to completely transform its next-gen submarine fleet by producing 2 fleets of next-generation submarines (2 Virginia-Class Submarines and 1 Columbia-Class Submarine per year over the next ten years). What makes a next-generation submarine? They are the largest and most technologically advanced subs the U.S. Navy has ever put to sea, with the endurance to run without

refueling for over 40 years, and unlimited range. These are truly futuristic marvels of design and engineering.

- The Great Lakes is a critical maritime center of gravity for the U.S. Navy's submarine enterprise and includes 2,510 partners from across region. In Michigan, there are more than 400 businesses that currently support related U.S. Navy programs and platforms, 175 of which are in the Greater Detroit area. Several of these suppliers (7 in MI) are considered "critical" to shipbuilding efforts either by volume or nature of work.
- Examples of tailored programs for Michigan's elementary, middle, and high-school students that will provide students with hands-on activities to inspire an interest in trades and the skills necessary to build submarines. **The following is for artist inspiration only, please do not use program names.**
  - "BOAT for Kids" elementary school program provides students with a series of weekly structured activities aimed at exposure to maritime trades. The program provides curricula and project kits (activity books, drawstring bags, kitted projects like cheese whiz welding, PVC periscopes, etc.)
  - "BOAT for Explorers" is aimed at middle school students and provides exposure to maritime careers. EB and SIB industry personnel are present in the classroom, supporting teachers while they deliver the lessons. The program provides activity kits and materials for a series of 2-4 structured activities totaling 10 hours of curriculum.
  - "BOAT for NextGen" is a comprehensive program for high school students with six structured, hands-on trade exposure projects for students interested in maritime trades post-graduation. This program is timed to ensure students are aware of opportunities as they make post-graduation plans, including partnering with Community Colleges, so students can learn in the same environment as adult learners.

Questions can be submitted to [citywalls@detroitmi.gov](mailto:citywalls@detroitmi.gov)

**Wall:**





**Dimensions: 150x40 feet**