CREATIVE BRIEF - YWCA FAMILY CENTER ART MURAL

ABOUT YWCA COLUMBUS

YOUR YWCA COLUMBUS IS ON A MISSION
YWCA Columbus defies a status quo that puts women, people of color, and the underprivileged on uneven footing. By fostering dialog, providing practical resources, and educating, we promote empowerment and inclusion. We initiate systematic social change that will create a Columbus of peace, justice, freedom and dignity for all.

We are living in a cultural moment when issues around race are becoming more and more complex, heated and pervasive. We must create a space where we can hash out issues, look for solutions, and march boldly toward equity and inclusion for all.

YWCA Columbus believes that every person deserves to be treated with dignity.

For more about YWCA Columbus go here: ywcacolumbus.org.

PROJECT DESCRIPTION

The YWCA Columbus Development and Marketing Team is seeking a talented artist with a social justice focus to bring hope, light and love to families and volunteers to the community space at our emergency shelter. We are inspired by the messages/images of hope you've seen on the boarded up store fronts around our Columbus communities. Our current vision would be a mural, but the medium, substrate and imagery/messaging used will be open to artist interpretation, with YWCA approval. Please submit your creative proposal along with a link to your portfolio and resume to: https://www.ywcacolumbus.org/familycenter-mural/.

THE SPACE

Marking 15-years in operation this year, YWCA Columbus responded to a community call to build an emergency shelter and services for families without homes. Many are working poor and unable to meet high housing costs; many are women raising children alone. The 50-room center offers these families safety and support, a place where they can get three healthy meals a day and a warm, secure place to sleep. With their basic needs provided, parents can concentrate on moving forward, using the job-and-housing-search resources, transportation services and the five-star Step Up To Quality rated Safe & Sound child care program.

The mural will be in a prominent spot in our community room where families meet and dine. Nearby are the kitchen, volunteer office, employment resource center and training rooms. Also of note, our volunteers (community members, church groups and organizations) regularly pose for group photos in this spot, sharing on social media (see reverse for a visual).

AUDIENCE

PRIMARY: Homeless families
SECONDARY: Volunteers
THIRD: Our essential staff that keep the family center running
FOURTH: The greater Columbus community via social media

OBJECTIVE

PRIMARY: To add beauty, encouragement, life and hope to families during crisis
SECONDARY: To serve as a recognizable backdrop for volunteer group photos that emphasizes our brand and mission

SCOPE

DELIVERABLES: First, please submit a creative proposal along with a link to your portfolio and resume to this website.
ONCE APPROVED:
Mural Max Size: 12 ft. (W) X 7 ft. (H)
Medium: Up to artist
Substrate: Up to artist. Considerations: social distancing requirements will limit direct application to wall but artist will be given access upon request to see and/or install piece.
Musts: Please include ‘YWCA Columbus Family Center’ prominently--ideally above the shoulders of where an average person stands.

MILESTONE DATES:
All proposals in by: Monday, September 21
Mural finished and installed by: Sunday, October 25

BUDGET:
Payment will be fair and determined upon approval of an artists’ proposal.
Current Mural: acrylic on canvas, 9 ft.(W) X 3.5 ft.(H)

The community room. This gives you an idea of the types of activities going on around the space where the mural will hang.