



# Mural Call for Artists

## Spring 2025

Columbia Residential, developer of The Legacy at Eastlake, formerly known as Eastlake Highrise, will commission and install one exterior public art mural on the newly renovated 8-story building, the installation will be on the north facing wall of the building. Proposals will be accepted with provisions that the artwork is durable, representative of the community, can remain installed with minimal maintenance for at least 10 years, and achieves the concept goals set forth in the mission summary.

**Eligibility:** Artist applicants must be at least 18 years of age.

**Budget:** \$30,000

**Submission Deadline:** June 18, 2025

### MISSION SUMMARY

The mission of this project is to celebrate Eastlake's rich history and traditions, with a special focus on honoring the neighborhood's senior community. This building stands as a testament to the legacy of its current residents, those we hold in high regard as trailblazers who paved the way, providing the knowledge, access, and resources we enjoy today.

The mural's purpose is to foster a deep sense of pride and unity across the entire Eastlake community. To achieve this, Columbia Residential seeks to commission an artist or muralist to create a work of art that reflects the spirit of Eastlake and contributes to its positive reinvestment and redevelopment. This mural will embody the character and brand of Eastlake while promoting public art throughout the Atlanta metro area.

Residents collaborated to create a story quilt that reflects the community's values, memories, culture, and hopes for the future. This quilt, rich in symbolism and personal connection, served as a foundational element in informing the thematic direction of the building's mural and will also be displayed in the newly renovated building as a lasting piece of community art. Key themes that emerged from the quilt include **Family, Friendship, Power, Hope, Love, Respect, and Identity**, with visual inspiration drawn from **Nature, Personal Expression, and Community Unity**. These themes are deeply rooted in the intergenerational bonds that define Eastlake- a community where elders, youth, and families come together to share stories, traditions, and a collective vision for the future.

As we translate these themes into the mural design, it is important to note that while we aim for the mural to be fully representative of the community and its members, we ask that it not include a direct portrait or depiction of any specific individual. This is out of respect for the sensitivity and privacy of all residents. Instead, we envision an artistic interpretation that honors the collective spirit and diverse voices of the community through symbolic and inclusive imagery. The East Lake Highrise, constructed in 1971 as part of the East Lake Meadows public housing development, features original red brick masonry that remains intact today. As you develop your mural proposal, we encourage you to thoughtfully incorporate this historic brickwork into your design, allowing portions of the natural brick to remain visible and celebrate the building's architectural legacy.

Residents discussed their associations with different colors, identifying the following meanings:

- Orange: Warmth, kindness, joy, enthusiasm, creativity, optimism
- Purple: Mysterious, noble, glamorous, creativity
- Brown: Warmth, comfort, security
- Pink: Reserved, gentle
- Green: Nature, growth, freshness, peace, calmness
- Yellow: Hope, happiness, optimism, positivity

[Full community engagement/history summary here.](#)

## PROJECT SUMMARY

Proposals for a single, site-specific mural are being considered. Works submitted must be of a scale and made of materials suitable for long-term outdoor display. Minimum desired height for the final mural is 58'-18" x 72'-1" or the full size of the wall (inclusive of the window panels). All proposed work must be designed to withstand outdoor conditions and require minimal maintenance throughout the duration of its desired minimum 15-year lifespan. The work must be securely sealed. All Finalists will be subject to a technical review by an engineer and Columbia's Executive Committee. Columbia Residential will review the plans, handle the installation throughout the scope with the artist, and coordinate the post installation review. We are looking for artists who can commit to a 4–5-week execution timeline.

The site where the mural will be installed is located at the site of the Legacy at East Lake development in Atlanta, Georgia, at 380 Eva Davis Way (formerly East Lake Blvd) in DeKalb County, GA. The unveiling of this public art will coincide with the formal grand opening of *The Legacy at Eastlake*, scheduled for July 2025. (See pages 4 & 5 of this document for a location reference.)

## ARTIST ELIGIBILITY

Artists who are at least 18 years of age are eligible to submit proposals. Employees of Columbia Residential are ineligible to apply. Artists must be able to provide their own General Liability insurance up to \$1M in coverage.

## SELECTION PROCESS

The Executive Committee will convene to evaluate the submissions. The Executive Committee will only consider proposals submitted by eligible artists. The Executive Committee will then choose from three (3) finalists. The following criteria will be used in the selection process:

- Experience and overall professionalism
- Appropriateness to the site, including aesthetic and cultural relevance (Sample piece)
- Feasibility given timeline and budget
- Durability – the artwork's ability to withstand weather and human interaction • The artist's past work and experience
- Community engagement experience

## APPLICATION PROCESS

### Steps to Apply:

- Please submit your proposal to [murals@columbiares.com](mailto:murals@columbiares.com) to register your intent to apply.
  - Please submit proposal via zip file, Dropbox, or OneDrive
- **Proposal:** A preliminary written and visual description of your concept(s). (mood board, conceptual designs, and color renderings are all acceptable forms of submission)
- **Biography:** A brief paragraph about the artist's background or a professional resumé.
- **Budget:** Itemized, estimated cost of all materials, equipment, and artists' fees. (NOTE: Artist fee is capped at 25% of the total budget)
- **Installation:** A written description of the installation plan and equipment needed. (If selected, this will be reviewed by the project team and can be revised before final acceptance.)
- **Portfolio Images:** Minimum of 4, up to 8 digital images of past work related to this project. All images should be JPEGs at least 800 x 800 pixels in size. All digital images must be clearly labeled with the name of the artist, dimensions, location, and year created.
- **Proof of Eligibility:** Proof of age (ex: copy of driver's license, passport, birth certificate, utility bill or lease).
- **References:** 1 personal and 2 professional references for whom work has been done and can be viewed. Please include name, email address, phone number, description of relationship to applicant and the amount of time they've known the applicant.
- **Insurance:** Proof of General Liability Insurance that covers up to \$1M (May include in budget)
- If you are applying as a team, please indicate the lead artist, provide bios and references for all members and submit no more than 12 portfolio images with client names & info.

Columbia Residential will oversee the artist selection, facilitate the contract award process, and manage the commission agreement. Once contracted, the selected artist will be required to submit 2–3 relevant design mock-ups, a detailed itemized budget, and an installation timeline for review by the Executive Committee. Following this, the artist will participate in a second review phase, presenting their proposed concepts and portfolio of relevant work at a community mixer event with residents of Legacy at Eastlake and other Eastlake stakeholders. Community feedback gathered during this event will help guide any necessary design refinements. The artist will then have time to thoughtfully incorporate this input and submit a final mural design (or designs) to the Executive Committee for approval. The approved version will proceed to fabrication and installation.

### TIMELINE

- May 28, 2025: Call to Artists Released
- June 18, 2025: Submission Deadline
- June 23, 2025: Selection Panel Meeting
- June 27, 2025: Winner Announced
- June 27- July 25, 2025: Design Process
- July 10, 2025: Community Meeting
- July 25, 2025: Final Artwork
- July 28, 2025: Mural Installation Begins (**4-5 Weeks**)
- September 1, 2025: Finish Installation + Review Process
- September/October 2025: Unveiling and Dedication of Mural

*\*Dimensions of the building wall are shown below*



*\*Image of building wall*



