



**Retail Art Programming for:
169 Meadow Street
Amherst, MA 01002**

**Amherst ZBA Meeting
September 3, 2020**

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PROJECT OVERVIEW



WHY WE ARE HERE TODAY

Amherst has a long tradition of public art, celebrating rich natural, historic and intellectual traditions that make it one of America's greatest small towns.

As proud members of the local business community, we are excited to share our proposal for a public art mural at our location on 169 Meadow Street in Amherst.

In the following pages we outline the themes and inspiration we hope to capture with a beautiful mural for all of our fellow residents to enjoy.

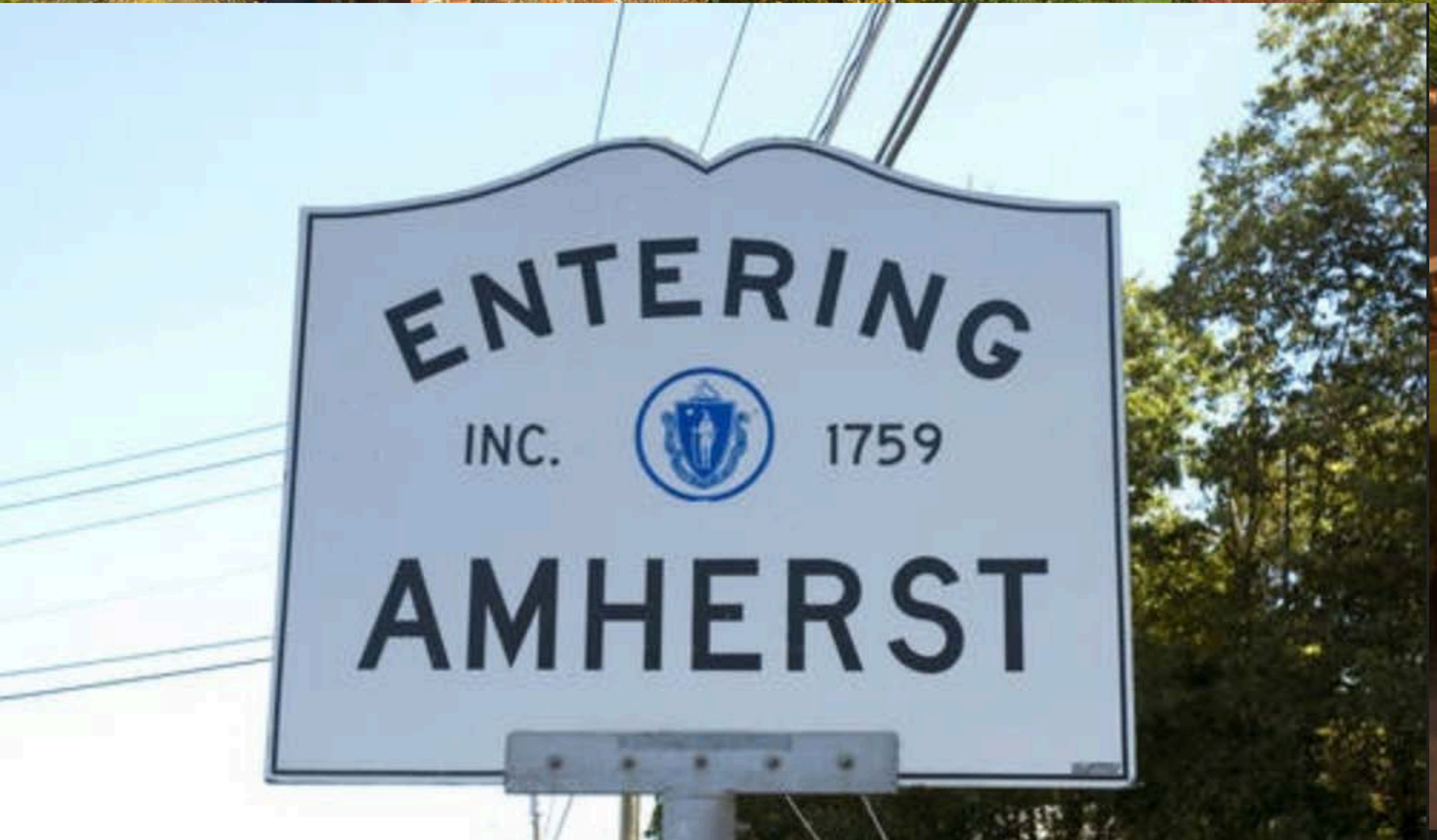


THEME & LOCAL INSPIRATION





**CELEBRATING AMHERST AT THE
INTERSECTION OF ART & COMMERCE**



THEME & INSPIRATION

Artists will be asked to take inspiration from the lush nature, rich history, regional art, intellectual contribution and cultural influences of the area:

- The Northeast, the land and topography, the foliage, the seasons changing.
- The native animals, rivers, ponds, the acreage and land orientation, farming and rural settings, rural perspectives with city lights in the background.
- The illuminated intellectual Americana of this area has been fostered through artists, authors, professors, poets, and craftspeople.
- This area was first developed during colonial America, which can be a source to inform, but should only be minimally drawn from for this installation.



CREATIVE BRIEF TO GUIDE MURAL ARTISTS



THE CREATIVE BRIEF - MURAL ARTIST RFP

Who is RISE?

We believe that cannabis is for everyone. And no matter your lifestyle or level of wellness, there is way for this humble plant to improve your well-being. That's why making you comfortable and helping you feel informed is the foundation of every RISE store experience.

Please review the company profile and overview: [RISE](#).

The Location:

"The Happy Pioneer Valley," Amherst, MA.

UMass, Amherst College, Mt. Holyoke, Smith and Hampshire College are in proximity and known as the "5 colleges." Amherst the city has a solid year-round population outside of the college boom. The college population tends to pull from the Northeast but does have broader appeal. A liberal/progressive area with a tight knit community.

Artist & Mural Inspiration:

Drawing on the Northeast and the land and topography, the foliage, the seasons changing. The native animals, rivers, ponds, the acreage and land orientation, farming and rural settings, rural perspectives with city lights in the background. Consider the illuminated intellectual Americana that this area has fostered through artists, authors, professors, poets, and craftspeople. This area was first developed during colonial America, which can be a source to inform, but should only be minimally drawn from for this installation.

Notable local figures as inspiration:

- Former land owner of the dispensary - [Joseph Czajkowski](#)
- [W.E.B. Dubois](#) - one of the founders of the NAACP, the Amherst library is named for him.
- [Robert Frost](#) - Poet and teacher at Amherst
- [Emily Dickinson](#) - Poet
- [Norman Rockwell](#) - Artist
- [Eric Carle](#) - children's book author and artist, The Hungry Caterpillar, with a children's museum in Amherst.
- The Basketball Hall of Fame is located in Springfield, MA.

THE CREATIVE BRIEF - MURAL ARTIST RFP, CONTINUED

Thought Starters:

RISE Dispensary provides well-being and life enhancement through access to legal cannabis. We're in the first phase of modern/legal cannabis. We are not looking back into cannabis culture for inspiration; rather we are informed by it and looking forward at the new world where cannabis is a normal part of adult life. This is not about decriminalization, or the war on drugs, but rather the progressive normalcy now available to adult citizens. The location is clean, warm, with a touch clinical. Staff are members of the community as well. The store is welcoming and accessible and serves both medical patients and guests in the community. The location is lush, green, and peaceful.

Works referencing these themes will be rejected:

Political statements, any reference to children or child-like depictions (toys, candy, cartoons, puppies, pastels), any typography or words as the centerpiece of your proposal (specifically sign-like expressions), death, illness, depravity, sexual innuendo, money, capitalism themes, violence. This CANNOT in any way look like a sign or signage for the dispensary.

Parameters for consideration:

- Must have love and respect for cannabis.
- Must be willing to have the artwork used to promote the RISE brand and dispensary. This could include portions of the artwork on marketing materials.
- Must be willing to be filmed for marketing purposes during the installation.
- Must be willing to make 2 photographic posts and a single video post on Instagram. Must keep them up for at least 60 days following the completion of the artwork.
- Review attached wall templates to understand the full scope and dimensions of the surfaces.

Submissions requirements:

Please provide 2 full color mocks of proposed mural using the attached wall templates as the format. JPEG or PNG.

Provide a paragraph summarizing your concepts and themes and how they relate to RISE and the RISE brand experience in Amherst MA.

Budget:

Covers completion of mural, including each of the 4 areas outlined in the wall templates. RISE will cover artist fee, materials, travel and accommodations. We will provide artist contract, and ½ of artist fee upon agreement and signing.



TIMELINE



TIMELINE

- **9/4 - 9/13: Submissions**
- **9/14 - 9/18: Jury reviews submissions**
- **9/19 - 9/20: Finalize artist choice – through a selected Jury**
- **9/21 - 9/25: Proposal revisions, as necessary***
- **9/21 - 9/25: Final review of art by Amherst Building Department**
- **10/1: Arrange travel and material logistics**
- **10/12: Start date. 5-7 days for completion, weather permitting.**
- **10/12 - 10/18: Installation (start on 10/12, 5-7 days for completion, weather permitting)**
- **10/19: Finished mural**
- **Week of 10/19: Apply UV protectant**
- **Week of 10/19: Provide artist approved photos and video**

LOCATION PHOTOS, DETAILS & DIMENSIONS



The Building



169 Meadow St. Amherst, MA 01002



The Building - North Wall & Entrance



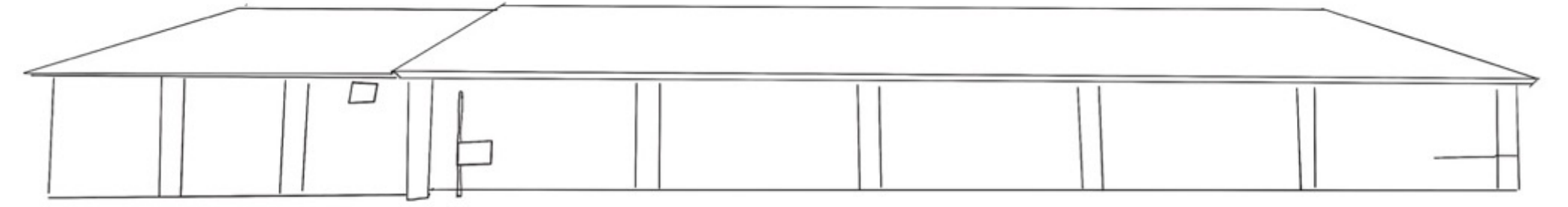
132' 4" W x 10' x 3" H



The Building - South Wall & East Wall

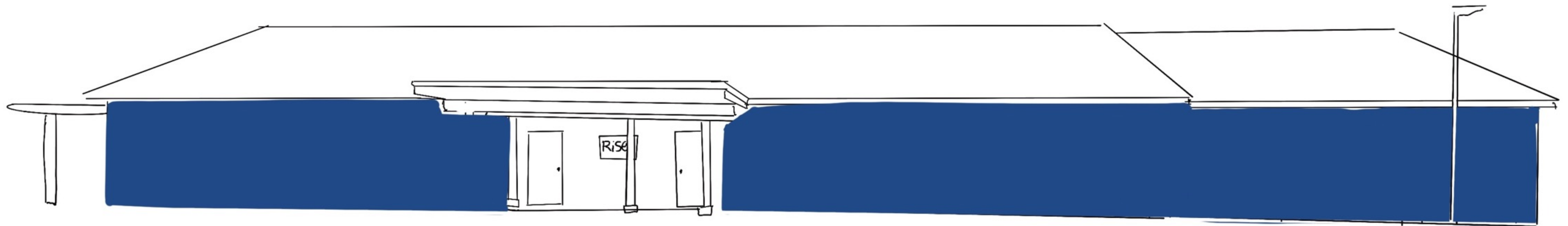


The Building - South Wall



Area to be painted

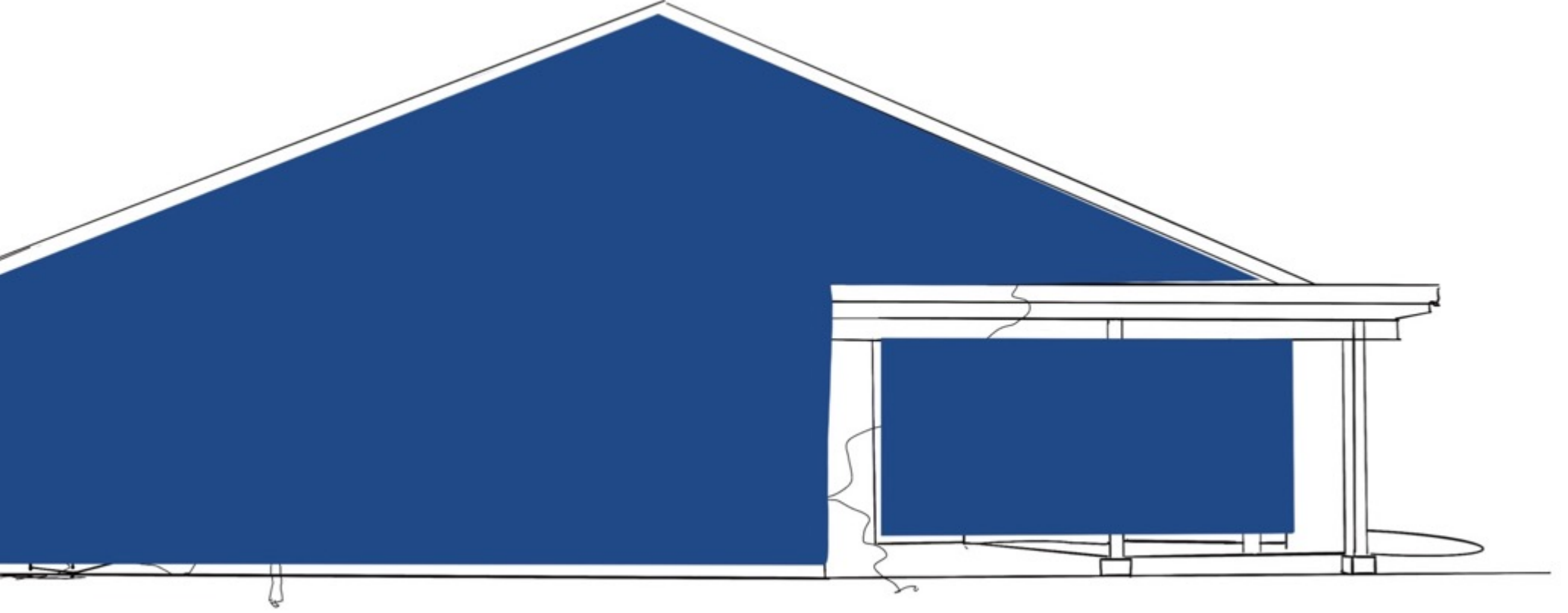
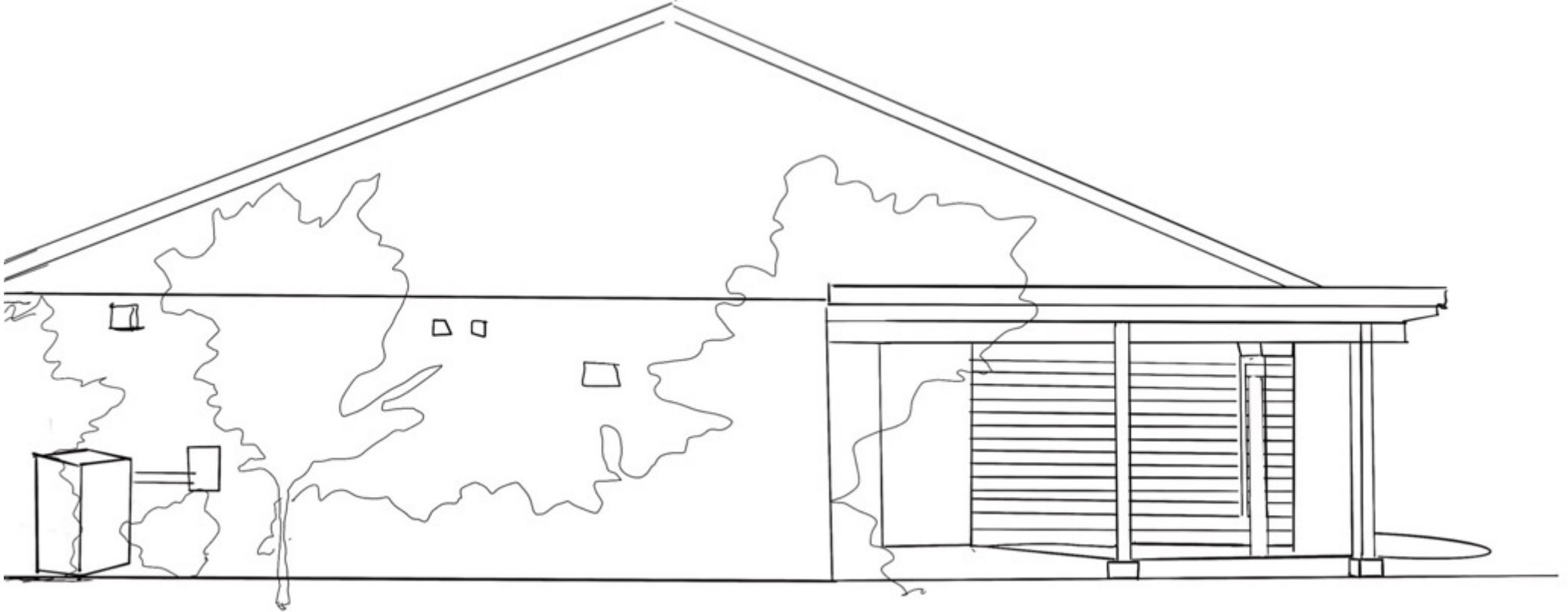
The Building - North Wall



132' 4" W x 10' x 3"
Dispensary entrance will not be painted.



The Building - East Wall



**50' 4" W x 10' x 3" (Does not include Gable. Will be verified prior to installation.)
Gable will be painted around the corner toward entrance.**



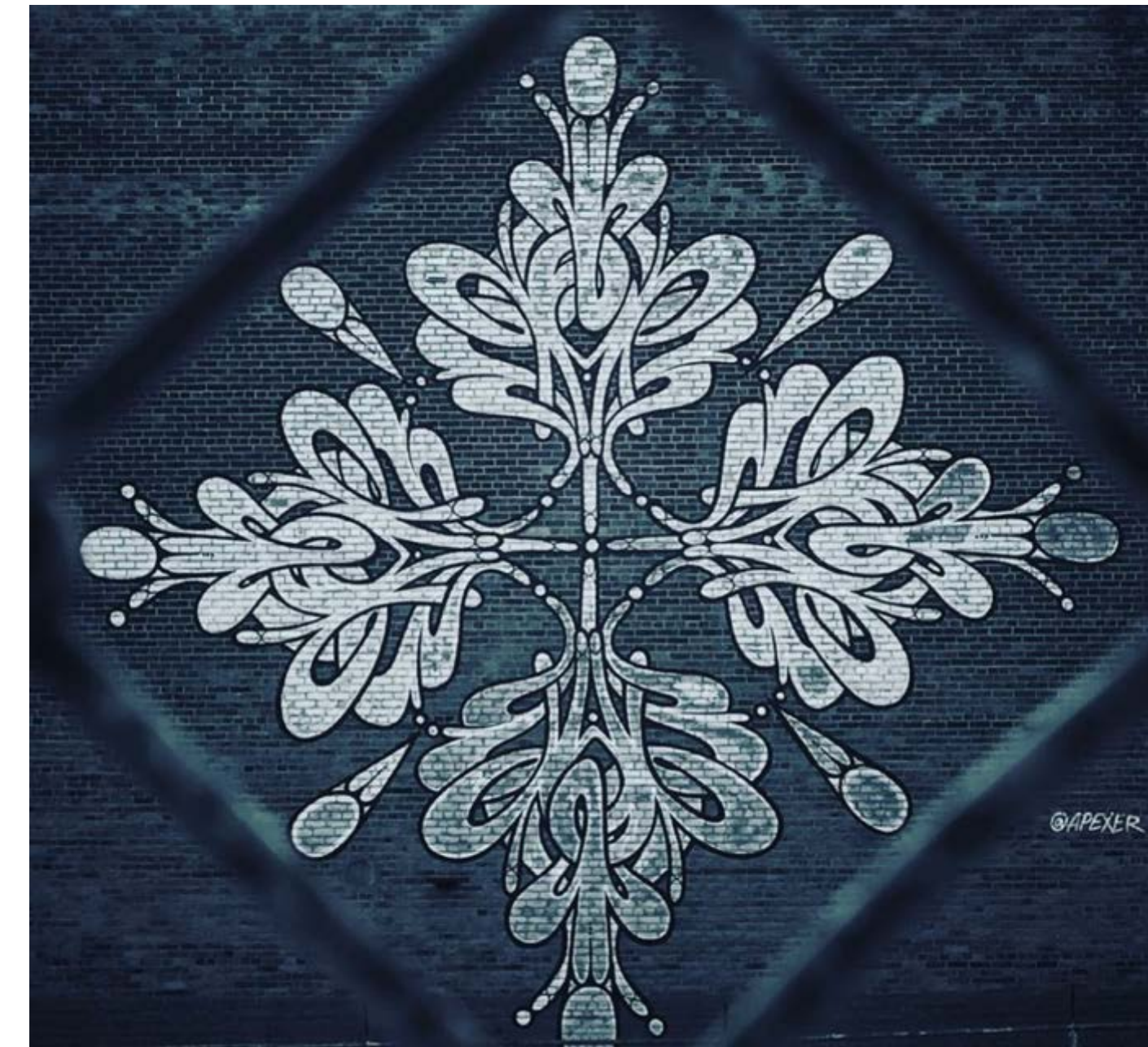
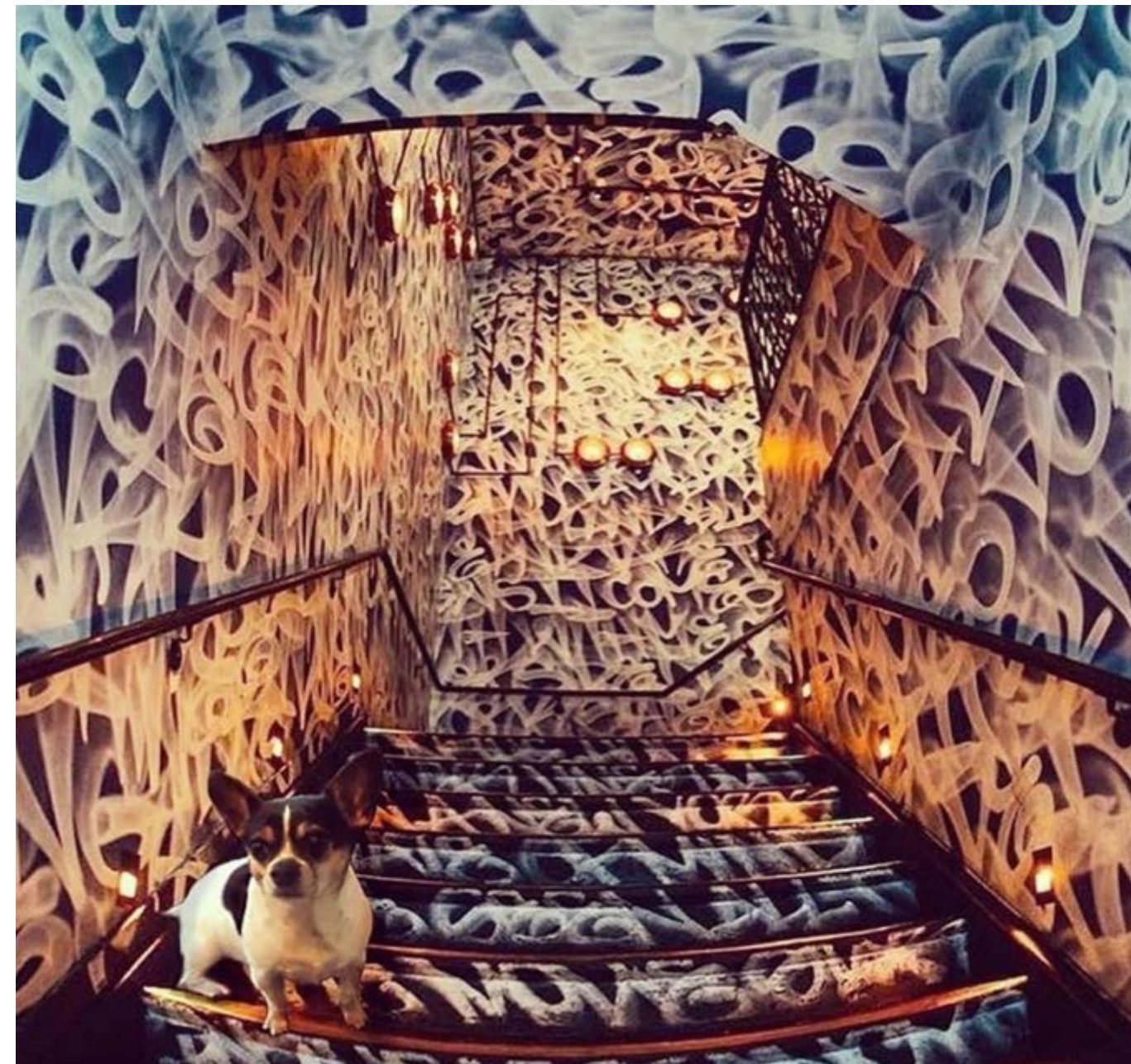
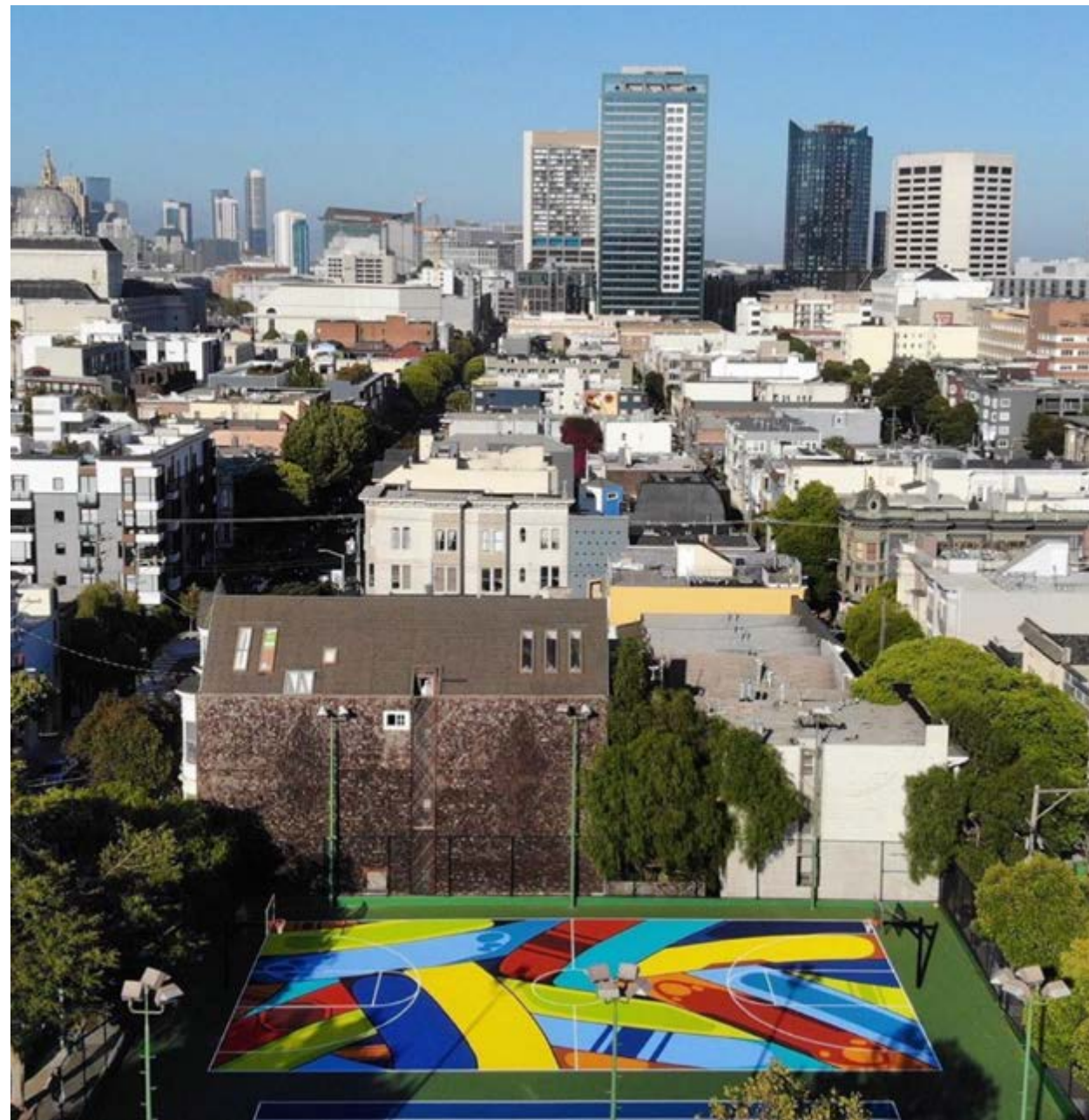
MURAL ARTIST CONSIDERATIONS

The following 10 artists will submit concepts for the mural.
One finalist will be selected by the Jury.



Apex: [65K IG](https://www.instagram.com/theapexer.com) [theapexer.com](https://www.theapexer.com)

APEXER (b. 1978, San Francisco, CA), also known as Ricardo Richey, is a street artist who creates colorful abstract patterns through the use of spray paint. Part of the Gestalt Collective that engages in collaborative murals in San Francisco, Apex curated mural projects on Bluxome Alley, other districts of San Francisco, and the SFMOMA display windows in association with St. Johns Community Center (San Francisco, 2002). His work has been shown extensively both in the Bay Area and abroad. Recent group exhibitions include Calligraffiti: Writing in Contemporary Chinese and Latino Art, Pacific Asia Museum, Pasadena, CA (2009); Bay Area Now 4, Yerba Buena Center for the Arts, San Francisco (2005), White Walls, and the Luggage Store Gallery. He was the artist in residence at the Headlands Center for the Arts (2007), and was featured in documentaries and publications regarding the Mission District in San Francisco.



Super Powers: Knows how to work with brands and celebrities for high energy big impact works. Merchandise friendly, loves to do live work.

Sam Flores: [33K IG](https://www.instagram.com/samflores) samflores.com

Originally hailing from Albuquerque, New Mexico. Flores grew up immersed in the vastness of the Southwest desert, spending his time as a youth skating, drawing and honing his graffiti skills (his moniker being Tiger).

He is uniquely noted for being an autodidact, or self taught artist, having no formal institutional training. Sam eventually landed in the Bay Area in the late 90's drawn to its Bohemian lifestyle and also the promise it held for him to develop his career as a commercial artist.



Super Powers: Knows how to work with brands and celebrities. Merchandise friendly, fun and famous. Awesome for live work.

Ricky Watts: [30K IG](https://www.instagram.com/rickywatts) rickywatts.shop

Born 1980 in San Francisco, Richard "Ricky" Watts is most notably recognized for his abstract works of fluid shapes and psychedelic color patterns. Watts' self-taught techniques derive from his younger graffiti years in Northern California. A versatile artist with range across multiple mediums, Ricky's large-scale murals and intricate paintings on canvas can be found throughout the United States. His commissions list includes work for major technology, fashion and automotive companies.



Super Powers: Knows how to work with brands, goes real big, total takeover and visually stunning from a distance.

Gus Cutty [12.3k IG](#) www.guscutty.com

Gus Cutty is an aerosol artist who cut his teeth painting rooftops and walls in the southeast in the late 90s and early 00s before moving to the West Coast to expand his perspective in 2006. He currently resides in Asheville North Carolina. He is known for his large scale spray painted portraits that exist somewhere between pop and realism.



zaeos: 4K IG

Artist and designer featuring unique, photorealistic renderings with abstract design elements.

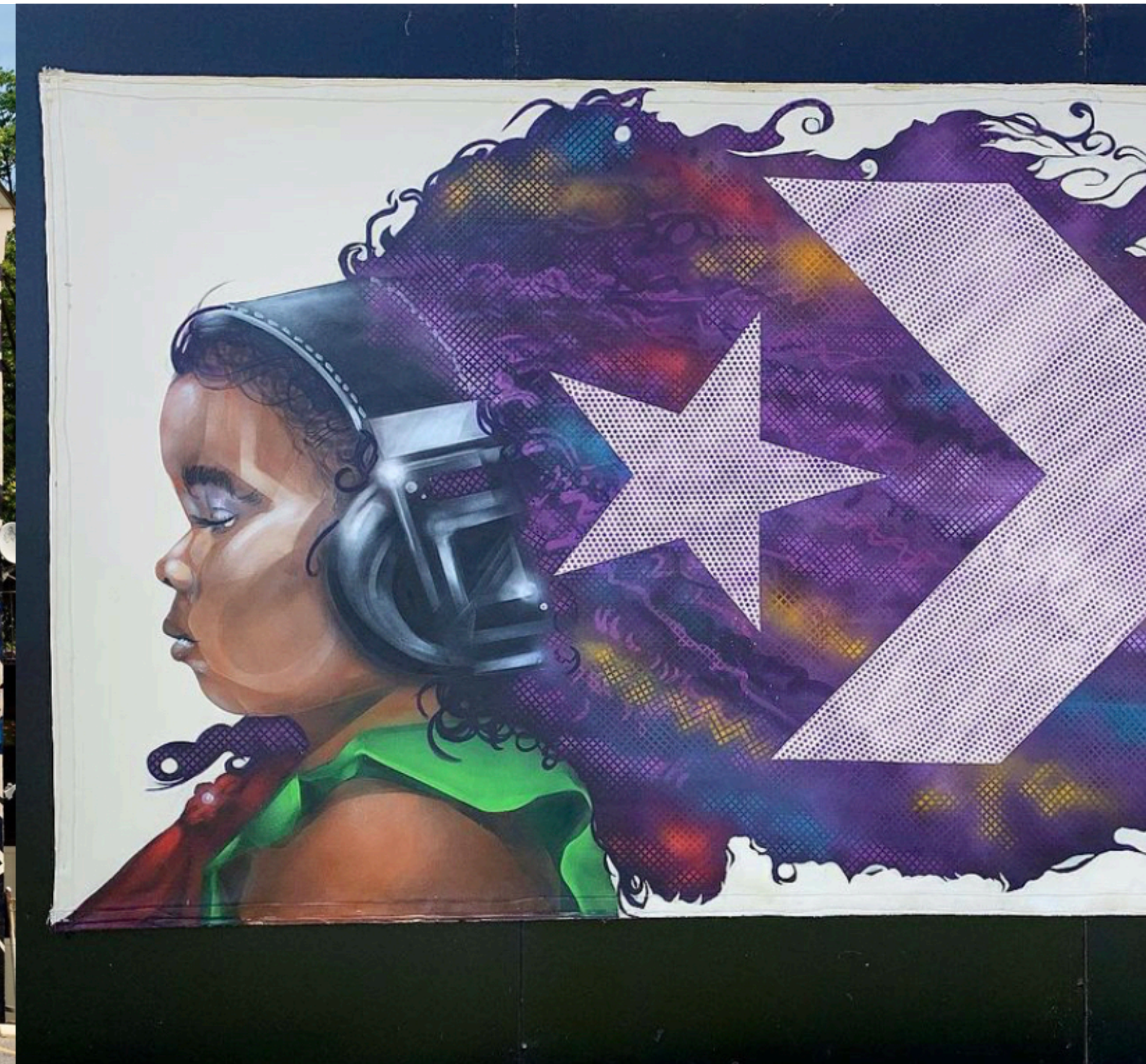


ProBlak: 8.5K IG [problak.com](https://www.problak.com)

Rob "ProBlak" Gibbs is a visual artist and organizer who has transformed the cultural landscape of Boston through graffiti art since 1991.

Growing up in Roxbury during the Hip-Hop Golden Age, ProBlak saw the power of graffiti as a form of self expression. Graffiti became a tool for him, and others in his community, to chronicle and immortalize their culture and history. For ProBlak, graffiti acts as a contemporary form of hieroglyphs, a way to document and pay homage to underserved, under-head communities in the city. His vision- to beautify the predominantly black and brown communities of Boston- is a driving force behind his artistic practice.

Beyond artistic practice, ProBlak envisioned graffiti and hip-hop as avenues to reach and educate the youth of the city. In 1991, he co-founded Artists For Humanity, an arts non-profit that hires and teaches youth creative skills, ranging from painting to screen printing to 3-D model making. For the past 29 years, ProBlak has mentored and guided countless youth at AFH as they set sail on their artistic endeavors. He's proud to continue his work as AFH's Paint Studio Director.



Vise_1: 4K IG

Cedric "Vise1" Douglas, Boston artist. Founder of @up_truck and the Street memorials Project. Portraiture, and high design compositions.



Joey Colombo: [50K IG](#) [JColombo.com](#)

Joey Colombo is a self-taught creative living in Oakland, California. With a studio in Berkeley, he churns out ornate and intricate collage works featuring a very familiar, yet often overlooked medium – currency. What started simply as a doodle on a dollar bill, has since grown into a complex and burgeoning art form; from one-liners and graffiti, to custom outerwear and large format pieces. Joey has successfully carved out his place within a facet of artistic ability that most don't have the patience for.



Lauren YS: [152K IG](#) [Launenys.com](#)

Lauren YS is a Los Angeles-based artist whose work is influenced by multiple stages of focus, both geographically and in practice. With dynamic bouts in academics, literature and writing, teaching, illustration, and animation leading up to her arrival in the urban art sphere, the influences of these phases of her own career add up to a robust style of murals and fine art.

Lauren's work is influenced by dreams, mythology, death, comics, love, sex, psychedelia, animation and her Asian-American heritage. Lauren has completed a residency and solo show at Nychos' Rabbit Eye Movement studio in Vienna, and has since shown work and live-painted at various international art festivals and institutions. Festivals include Art Basel Miami, Pow!Wow! Hawaii, PangeaSeed SeaWalls (New Zealand), Pow!Wow! Long Beach, Wallskar Festival China. Outdoor and indoor mural locations include the Long Beach Museum of Art and the World Trade Center in New York. She has shown work in galleries nationwide and in International cities including Vienna, New York, London, Tokyo and Melbourne.



Ian Ross: [39K IG](#) [ianrossart.com](#)

As the in-house resident artist at Facebook HQ, Ross learned how powerful his work was on a large scale. He painted four murals in the offices and cafe of Facebook, including one during a 24 "Hackathon" that was filmed and used on MTV's "Diary of Facebook". He also painted a 110 ft mural in San Francisco that was featured on the cover of the Wall St. Journal for a story called "Graffiti's New Enemy, Legal Art". Other notable live murals include his 70 ft piece titled "Royal Feathers" in the Cosmopolitan Hotel Las Vegas that was featured in Vegas Rated magazine, his 10 mural "environment" inside Start-Up House in SF, and a 60 ft. tall behemoth on their exterior facing the Bay Bridge.



SELECTION JURY



SELECTION JURY

TOWN OF AMHERST, MA

Cinda Jones
President, W.D. Cows Inc

Hannah Rechtschaffen
The Mill District

Bill Kaizen
Chair of the Public Arts Commission

TBC
Company/Association

GTI & RISE

Ben Kovler
Chief Executive Officer & Chairman Executive

Michael Fields
Director of Corporate Social Responsibility
Government Relations

Ben Sussman
RISE Amherst Outreach Coordinator

Brendan Blume
Vice President of Retail Development

Meg Kinney
Vice President of Retail Marketing

Jennifer Dooley
Chief Strategy Officer



THANK YOU FOR YOUR CONSIDERATION

