

CALL FOR ARTISTS

MARBLE MANOR MURAL ARTIST BRIEF

Historic Westside | Las Vegas, Nevada

A landmark mural honoring history, resilience and a community rising.

Approx. 24 ft W x 27 ft H • 648 sq. ft. • Installation anticipated May 2027

THEME

Phoenix / Sankofa

PALETTE

Vivid colors

BUDGET

\$20,000 estimated total



THE OPPORTUNITY

The project team invites professional mural artists and artist teams to submit qualifications and original concepts for a permanent public artwork at the new Marble Manor redevelopment in the Historic Westside of Las Vegas.

Located directly across the street from the former Moulin Rouge site, the mural will occupy a highly visible exterior wall and serve as a welcoming landmark for residents, visitors and future generations. The commission offers an opportunity to create a work that is visually unforgettable, rooted in community history and expressive of the Historic Westside's continuing renaissance.

THE CENTRAL VISION

A COMMUNITY RISING TOGETHER

The mural should embody new beginnings, rebirth, resilience and forward momentum while acknowledging that the community's future is inseparable from its history.

PROJECT VISION + SYMBOLISM

The preferred central image is a phoenix or Sankofa bird spreading its wings. Both symbols align with the Historic Westside story and invite an artwork that looks backward with purpose while moving forward with strength.

PHOENIX

Renewal • Rebirth • Renaissance • Hope • Transformation

SANKOFA

Remember the past • Recover what matters
• Carry history forward

SIGNATURE CONCEPT: A "MURAL WITHIN A MURAL"

The team is especially drawn to a layered concept in which one large bird is composed of many smaller stories. From across the street, viewers would see a bold phoenix or Sankofa bird. Up close, the wings and feathers would reveal a visual archive of the Historic Westside - individual portraits, places, cultural symbols and moments woven into the larger form.

- Each feather or wing section could function as a miniature "memory panel."
- Historical imagery could be rendered as portraits, silhouettes, patterns, linework, vignettes or abstracted scenes.
- The composition should remain legible and powerful at a distance while rewarding closer viewing.
- The selected artist will have creative freedom to interpret this idea rather than reproduce a prescribed design.

STORIES THE MURAL MAY HOLD

Artists are encouraged to thoughtfully interpret the people, places and cultural traditions that shaped the Historic Westside. Final imagery will be refined with the project team and community stakeholders.

PEOPLE Community leaders, elders, families, educators, artists, musicians, civil rights advocates and neighborhood pioneers.	PLACES The Moulin Rouge, Marble Manor, Jackson Avenue, churches, schools, businesses and gathering places.	CULTURE Music, dance, jazz, entertainment, faith, education, family, entrepreneurship and neighborhood traditions.
LIVING LEGACY A respectful homage to the two surviving original Moulin Rouge showgirls and the extraordinary era they represent.	SYMBOLS + PATTERNS African-inspired geometry, textile references, feathers, movement, light, rhythm and other culturally meaningful motifs.	TODAY + TOMORROW Present-day residents, youth, redevelopment, aspiration and the Historic Westside’s next chapter.

ARTISTIC DIRECTION

The finished mural should be bold, joyful, contemporary and highly visible. It should evoke movement, energy and transformation rather than feel static or purely commemorative.

FEELING Powerful • Hopeful • Celebratory • Rooted	COMPOSITION Dynamic wings • Strong silhouette • Layered detail	VIEWING EXPERIENCE Iconic from afar • Discoverable up close • Photo-worthy
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COLOR PALETTE

The team strongly desires a richly colored mural. Vibrant oranges and blues are especially encouraged because they will complement the new building design. Gold, turquoise, deep red, emerald green and purple may be incorporated to create depth, rhythm and visual energy.

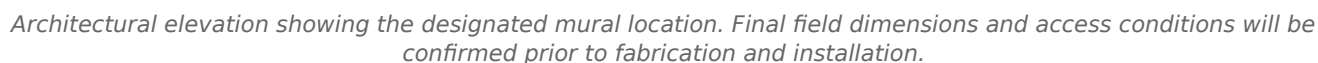


THE STORY THIS MURAL CAN TELL

The Historic Westside has long been a place of creativity, perseverance, culture and community. This mural is intended to honor that extraordinary legacy while celebrating a new chapter at Marble Manor.

From a distance, the artwork may read as a magnificent bird in motion - wings open, rising, carrying the neighborhood forward. From up close, those same wings may become a living archive: a Moulin Rouge showgirl, a musician, a church, a family, a storefront, a classroom, a familiar face, a symbol of faith, a memory of Jackson Avenue, and a vision of what comes next.

The mural will be installed on the south elevation of the new Marble Manor construction. The architectural elevation below identifies the designated mural area.



24 feet wide x 27 feet tall (approximately 648 square feet)

Smooth exterior wall; primed and ready for paint

Wall anticipated to be ready for painting around May 2027

Highly visible wall across the street from the former Moulin Rouge site

SCOPE OF WORK + DELIVERABLES

The selected artist or artist team will work collaboratively with the project team and community stakeholders to develop, refine and install the final mural. The scope is anticipated to include:

- Participation in project kickoff and community/stakeholder design discussions.
- Development of a final original concept, color rendering and scaled layout.
- Identification of people, places and historic references in coordination with the project team.
- Surface review, materials plan, installation logistics and safety/access planning.
- All labor, paint, supplies, equipment, travel and installation required to complete the mural.
- Coordination of final protective anti-graffiti coating.
- Final documentation, including high-resolution images and a brief description of the completed work.

PROJECT BUDGET

The estimated total project budget is \$20,300. The selected artist’s mural fee is intended to be all-inclusive unless otherwise negotiated in the final agreement.

ITEM	BASIS	AMOUNT
Mural fabrication + installation	648 sq. ft. at approximately \$30/sq. ft.	\$20,000
Protective graffiti coating	World’s Best Graffiti Coating or approved equivalent	\$300
ESTIMATED TOTAL		\$20,300

COMMUNITY COLLABORATION

Community engagement is an important part of this commission. The selected artist should anticipate one or more meetings with project representatives and stakeholders to refine the narrative, verify historical references and ensure the final design feels authentic to the Historic Westside. The intent is collaboration, not design by committee; the selected artist’s creative voice should remain clear and compelling.

ANTICIPATED SCHEDULE

MILESTONE	ANTICIPATED DATE
Artist call released	10/07/2026
Questions due	10/22/2026
Qualifications / proposals due	11/09/2026
Shortlist announced (Five proposers will be invited to provide a concept a design honoraria of \$200 will be provided)	11/23/2026
Shortlisted concept presentations	12/21/2026
Artist selected	01/05/2027
Final design development + approval	03/08/2027
Wall ready for painting	Approximately May 2027
Installation + dedication	Spring / Summer 2027

SUBMISSION REQUIREMENTS

- Letter of interest describing the artist's connection to the opportunity and approach to community-centered public art.
- Artist statement and resume/CV for each lead artist.
- Portfolio featuring relevant murals, public art and large-scale work, with role, dimensions, budget and completion date identified.
- Up to three professional references.
- Preliminary concept statement describing the proposed narrative, visual approach and community engagement process.
- Proposed schedule and confirmation of availability for a May 2027 installation.
- Preliminary budget confirming ability to complete the work within the stated project amount.

ARTIST ELIGIBILITY + PROJECT EXPECTATIONS

This opportunity is intended for professional mural artists and artist-led teams with demonstrated experience completing durable, large-scale exterior work. Local and regional artists, artists with meaningful connections to the Historic Westside, and teams that bring complementary artistic and community-engagement experience are encouraged to apply.

- Artists must be able to enter into a professional services agreement and provide any insurance or documentation required by the issuing organization.
- All artwork must be original and must not reproduce copyrighted reference imagery.
- Portraits and identifiable historic images will require verification and appropriate permissions when applicable.
- The final design will be subject to project-team approval following community and stakeholder review.
- The completed mural should use professional exterior-grade materials and be designed for longevity in the Las Vegas climate.

DESIRED PUBLIC IMPACT

The finished artwork should function as a neighborhood landmark, a source of resident pride, a visitor destination and an invitation to learn more about the Historic Westside. It should be welcoming, dignified and visually compelling for audiences of all ages.

SELECTION PROCESS + CRITERIA

Submissions are expected to be evaluated by a project selection panel.

ARTISTIC EXCELLENCE + ORIGINALITY Quality, distinctiveness and strength of creative voice.	RELEVANT EXPERIENCE Demonstrated capacity to complete large-scale exterior murals.
STORYTELLING + CULTURAL SENSITIVITY Ability to interpret layered community history with care and authenticity.	USE OF COLOR + COMPOSITION Command of vivid color, scale, movement and long-distance visibility.
COMMUNITY COLLABORATION Experience listening to stakeholders while maintaining artistic coherence.	FEASIBILITY Realistic approach to schedule, budget, installation and durability.

CONTACT + SUBMISSION INFORMATION

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