



**VPM Media Corporation
2026 Mural Project
Richmond, VA**

Call for Mural Artists

Deadline for Entries: THURSDAY, MAY 21, 2026, 5 PM ET

Call for Artists:

VPM, Virginia's home for public media, in collaboration with Arts Council of the Valley (ACV), is seeking original, non-AI-generated artistic design submissions for two interior murals to be installed on two first-floor walls inside the new VPM building at 15 East Broad Street, Richmond, VA 23219.

Background

VPM is moving from Sesame Street to Broad Street in 2026! The organization's new home will be located in the heart of downtown Richmond, within the historic Monroe Ward neighborhood. As part of this exciting move, VPM is reaffirming its deep commitment to arts and culture. The new location will be joining the Richmond Arts District and VPM wants to celebrate that commitment through a public art project that reflects "who we are and where we belong."

To mark this milestone, VPM is commissioning two murals that embody VPM's mission, work, and the spirit of Virginia. VPM is partnering with ACV, a Harrisonburg-Rockingham County arts nonprofit, to manage the project.

VPM is Virginia's home for public media, using the power of media to educate, entertain and inspire for more connected, informed and empathetic Virginians. VPM is a community asset and a public square, connecting Virginians through storytelling.

VPM serves the public. This includes local community members, arts and culture enthusiasts, civic leaders and partners, educators, students and families. The VPM audience mindset is curious, community-oriented, creative; and trusting VPM for full, fair, and accurate information.

Project Description:

One or two artists (or artist teams) will be selected to design and install two murals that celebrate VPM's story and community.

Each applicant should submit designs for both mural locations, and may be selected to complete one or both of the murals.

The two murals will be located on the first floor near the Broad Street entrance:

- **Mural 1** (approximately 9' wide x 14' high), located behind the reception area.
- **Mural 2** (approximately 20' wide x 10' high), situated behind stadium seating to the right of the reception area.

Walls are primed, painted white and ready!

Location:

The murals will be located inside the first floor of the new VPM headquarters building at 15 E. Broad Street, Richmond, VA 23219. A map of the site is included below.

Themes

The purpose of the call is to create two vibrant, welcoming public artworks that:

- Represent and introduce VPM's brand and mission;

- Reflect Virginia's cultural diversity;
- Serve as a lasting symbol of community connection;
- Visually communicate VPM's mission in an inspiring, accessible way;
- Strengthen community pride and belonging;
- Create a visually compelling landmark that invites engagement and photo sharing; and
- Celebrate Virginia's cultural, artistic and geographic diversity.

Tone and Emotion

Each mural should feel hopeful, inclusive, inspirational, joyful, vibrant and intergenerational, evoking a sense of shared future and shared story. All visitors should see themselves in the murals.

Visual Style Considerations

- Supports the VPM brand (most importantly on Mural 1, which must incorporate the VPM logo used according to brand guidelines)
- Bold, welcoming color palette inspired by Virginia landscapes.
- Dynamic composition that flows between the two murals.
- Accessible imagery that resonates with all ages.
- Balance between realism and symbolic storytelling.
- Artist may feel free to incorporate:
 - Hidden storytelling details that reward close viewing
 - Space for reflection, gathering or photography

Artists are reminded that these murals must speak to a large group of people of all ages from various cultural backgrounds, and must be appropriate to display in an indoor public space, with no overtly religious, commercial, or political depictions; no nudity.

Additional Note

The installation will be recorded for a time lapse video.

Artist Eligibility and Selection Criteria:

This invitation is extended to all mural artists age 18 and older, with preference given to artists living and/or working in Virginia.

Artist Selection:

A juried panel will review all entries and select one or two mural artists (or artist teams) for the project. Applicants will be notified of their acceptance status on or before May 29, 2026. All decisions by the panel are final.

Submission of Final Artwork by Selected Artist

The selected artist(s) will collaborate with VPM and ACV regarding any necessary design modifications; and to ensure appropriateness and safety of materials chosen for the mural.

Installation

When the final artwork design has been approved by VPM and ACV, the selected artist is responsible for installing the mural at the designated location in close coordination with VPM and ACV staff. The finished artwork - upon completion of an agreement with VPM - will be considered property of VPM. Murals are to be completed no later than June 26, 2026, with Mural 1 to be completed first.

Following installation of both murals, the selected artist(s) will be invited/expected to attend a celebration event (date/time to be determined) at 15 E. Broad Street, Richmond, VA 23219.

Budget

ONE ARTIST: If one artist (artist team) is selected to complete both murals, compensation will be as follows:

Selected artist (artist team) will receive total compensation of \$14,500.00, to include all design, materials, equipment, installation, assistants, and insurance (if needed). The award will be paid in two installments of \$7,250.00 each. The first payment of \$7,250.00 will be made by VPM to the artist within 30 days after receipt/acceptance of the Artist Agreement and completed IRS W-9 form and upon receipt of invoice from the artist. The final payment of \$7,250.00 will be made by VPM to the artist within 30 days following project completion and upon receipt of a final invoice from the artist.

An additional \$2,200.00 is available to the artist (artist team) for travel on a reimbursement basis following completion of the mural and submission of travel receipts to VPM.

TWO ARTISTS: If two artists (artist teams) are selected to complete the individual murals, compensation will be as follows:

- **Mural 1** (approximately 9' wide x 14' high; 126 square feet), located behind the reception area The selected artist (artist team) for Mural 1 will receive total compensation of \$5,800.00, to include all design, materials, equipment, installation, assistants, and insurance (if needed). The award will be paid in two installments of \$2,900.00 each. The first payment of \$2,900.00 will be made by VPM to the artist within 30 days after receipt/acceptance of the Artist Agreement and completed IRS W-9 form; and upon receipt of invoice from the artist. The final payment of \$2,900.00 will be made by VPM to the artist within 30 days following project completion and upon receipt of a final invoice from the artist.

An additional \$900.00 is available to the artist (artist team) for travel on a reimbursement basis following completion of Mural 1 and submission of travel receipts to VPM.

- **Mural 2** (approximately 20' wide x 10' high; 200 square feet), situated behind the stadium seating to the right of the reception area

Selected artist (artist team) for Mural 2 will receive total compensation of \$8,700.00, to include all design, materials, equipment, installation, assistants, and insurance (if needed).

The award will be paid in two installments of \$4,350.00 each. The first payment of \$4,350.00 will be made by VPM to the artist within 30 days after receipt/acceptance of the Artist Agreement and completed IRS W-9 form; and upon receipt of invoice from the artist. The final payment of \$4,350.00 will be made by VPM to the artist within 30 days following project completion and upon receipt of a final invoice from the artist.

An additional \$1,300.00 is available to the artist (artist team) for travel on a reimbursement basis following completion of Mural 2 and submission of travel receipts to VPM.

Entry Procedures:

- There is no entry fee.
- Artists shall submit designs for both murals.

NOTE: Applicants are encouraged to attend an Online Information Session to learn more about the project and ask questions about their proposals. Register here https://vpm-org.zoom.us/meeting/register/yiD4zZ_aTTK3eU7gWNR7hA for TUESDAY, APRIL 28, 2026 AT 3 PM ET.

Submission Requirements

The deadline for the online submission is **THURSDAY, MAY 21, 2026, 5 PM ET.**

To apply, complete the online [VPM 2026 Mural Application Form](#) and provide/attach all required materials:

- Artist contact Information
- Brief bio (125-word max)
- Resume/CV
- Artist Statement, describing your concept narrative for this project (150 word maximum)
- Budget. Detail in table format (i.e. Excel, see sample below) anticipated project expenses based on the allotted amount.

Item	Quantity	Cost	Vendor	Notes

- Work Samples (5-10) that relate to this project, including:
 - Completed mural artwork
 - Experience with public art projects of a similar budget size and scope
 - Evidence of working with other collaborators or collaborative teams
- Annotated List of Artist's Mural Projects: An annotated mural work sample list that includes the title, medium, year completed, dimensions, location (if site-specific),

project budget (if applicable) and client or commissioning entity for each corresponding image.

- Up to five digital images (including details, if appropriate) of your mural concept and design mockup. *Images should be clearly labeled with artist name, title of work, and image number (if applicable).*
- Color palette, material specification, installation plan.
- Two professional references of people who can speak to your ability to complete this type of project. Include name, employer/position, relationship, email, phone number, mailing address.

Timeline:

April 10, 2026	Request for Proposals opens
April 28, 2026	Pre-proposal Online Info Session, 3 pm ET <i>(attendance encouraged)</i>
May 21, 2026	Application deadline (5 pm ET)
May 29, 2026	Artists notified
June 26, 2026	Murals completed
TBD	Celebration event

Selection Process:

A panel of individuals representing diverse interests and expertise will review submissions and determine final designs. The following criteria will be used:

- Artistic merit of the submitted design.
- Appropriateness of artwork for public display.
- Creativity; use of color and design that appeals to the eye.
- The degree to which the artist’s past work relates to the goals and parameters of the VPM mural project.
- A two-pronged evaluation of the proposed budget, including its feasibility for the nature and scope of the project, and an analysis of whether the artist has done appropriate research and obtained viable cost estimates from suppliers.
- Professional references that attest to the artist’s ability to undertake public art projects of this size and scope.
- Other criteria not outlined above may be considered as well.

Selected artist will be asked to agree to the following:

- Assistants. The selected artist must provide ACV with a list of any assistants anticipated to be on-site during installation. List must include names and contact information. All assistants must be at least 21 years of age.
- Insurance. The artist *may* need to carry insurance during the installation period, which will be determined by VPM after a review of the proposal. The cost of required insurance may be included as part of the proposed budget; VPM will be required to be listed as additionally insured during the installation period, with a Certificate of Liability Insurance presented to VPM by June 5, 2026.
- Ownership of Materials. The artist will be required to execute a formal contract which includes a waiver of any rights under the Visual Artists Rights Act (VARA) and a warranty that the design is the artist’s original work.
- Artist agrees to being photographed and/or filmed as part of the design and installation process for project documentation and publicity purposes. The installation of both murals will be recorded for a time lapse video.
- Artist will be required to waive their rights of integrity to commissioned artwork as pertains to its removal or repair.
- All artwork materials must have a minimum lifespan of five (5) years.

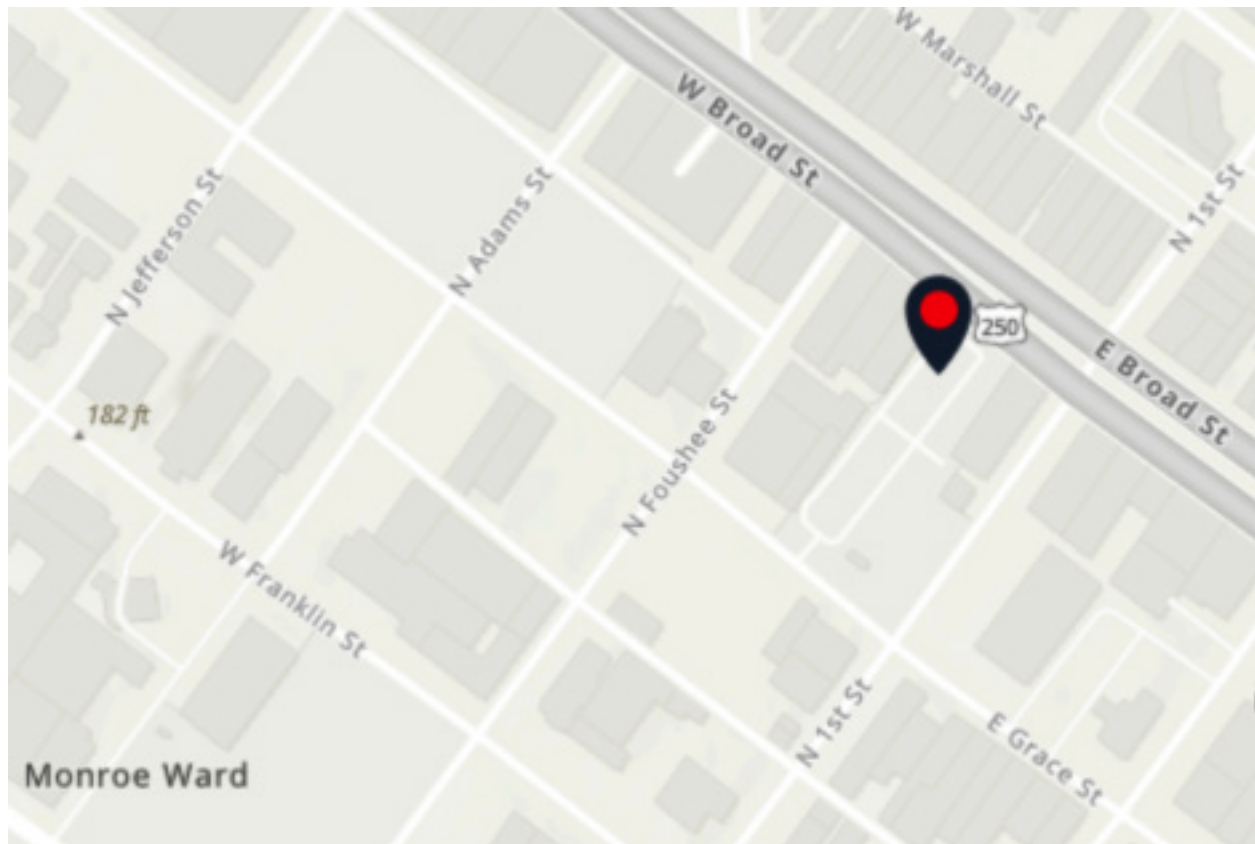
Terms, Conditions and Reservation of Rights:

This Call to Artists does not commit VPM or ACV to enter into an agreement with any artist and is not an offer for contract. At its sole discretion, the selection committee may reject any and all applications, may modify or terminate the application or selection processes without prior notice. The applicant certifies that the information contained in the application is true and correct to the best of his/ her/ their knowledge, and that the submitted artwork is the artist's original creation, without the use of AI technology. VPM and ACV are not responsible for damage or loss of materials submitted. Failure to comply with all the requirements of this call to artists will constitute an invalid application. VPM and ACV reserve the right at any time to supplement, amend or otherwise modify this solicitation and to request additional information from any participating artists for any reason without prior notice. In addition, VPM and ACV reserve the right to accept or reject at any time prior to the commissioning of a work, any or all proposals; to waive any defect or technicality; and to solicit additional artists.

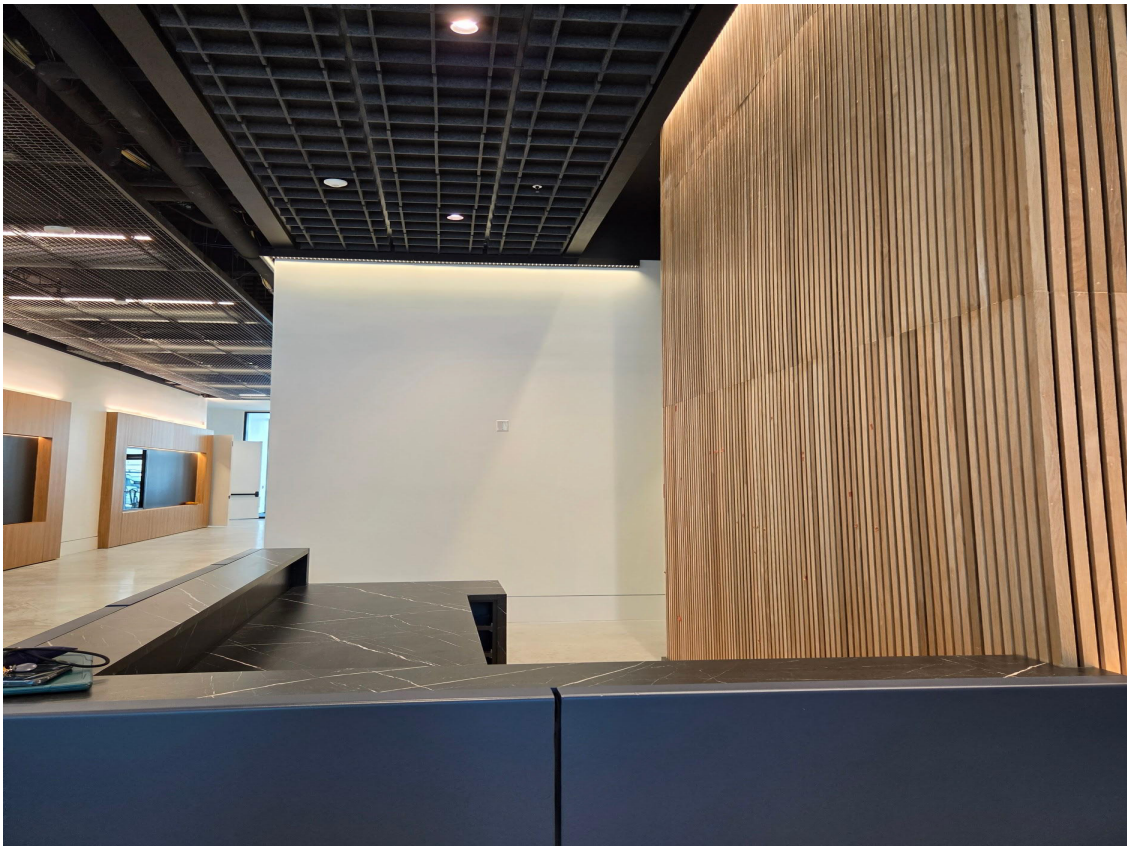
Please complete the online [VPM 2026 Mural Application Form](#) and submit - with all required attachments - by 5 pm ET, May 21, 2026.

Questions?

For more information, contact ACV Executive Director Jenny Burden at acvdirector@gmail.com or 540.801.8779.

Map of 15 East Broad St, Richmond, Va 23219

Photos of Mural 1 Location



Mural 1 location, with reception desk in foreground



Mural 1 location (left), with Mural 2 location above risers to right.

Photos of Mural 2 Location



Mural 2 location



Selfie possibilities with Mural 2



Mural 1 location (left), with Mural 2 location above risers to right.

Photo of Exterior Branding, VPM Headquarters



ATTACHMENT A
VPM Brand Basics

ATTACHMENT B
VPM Floor Plan Showing Mural 1 and Mural 2 Locations

ATTACHMENT C
VPM Region Colors for Inspiration