



2026 DOWNTOWN ZEELAND MURAL PROJECT CALL FOR ARTISTS



Zeeland's First Mural, by Krista Arendsen, 2024

The City of Zeeland is seeking artists to create vibrant public art murals as part of an ongoing effort to expand creative expression and enhance the visual character of downtown Zeeland. As downtown Zeeland continues to experience growth through public and private investment in new buildings, businesses, and infrastructure, the City believes it is equally important to invest in arts and culture that enrich the community and create memorable public spaces.

Artists are invited to submit proposals for one or both mural locations described below.

Project Description

The City of Zeeland is seeking colorful, engaging, and authentic mural proposals for two potential exterior installation sites in downtown Zeeland.

Artists are encouraged to visit the locations prior to submitting proposals.

Artwork should:

- Be cheerful, energetic, and visually engaging
- Encourage interaction and photo opportunities
- Contribute to the vibrancy of downtown Zeeland
- Favor whimsical, abstract, or expressive styles rather than literal representations

References to Zeeland or the Feel the Zeel brand may be incorporated into designs but are not required.

Mural Location Description – Part One

It is highly recommended that applicants visit the locations before submitting design proposals.

122 E. Main / Rear East/South Wall(s)

Facing the South Municipal Parking Lot & Cherry Street.

This mural is expected to cover partial areas of the wall(s) rather than the entire surface(s), creating an asymmetrical composition that suggests movement.



The following are without direct sources or credits. However, we share these images to illustrate possible placement and scale, not to influence artistic style or design.



Mural Location Description – Part Two

It is highly recommended that applicants visit the locations before submitting design proposals.

137 E. Main / Downtown Passageway

This piece will be a suspended, large-scale art installation designed to simulate a mural on the East wall of the passageway.



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Compensation

The selected artist(s) will be commissioned to complete the mural project for an agreed-upon fee determined between the City of Zeeland and the selected artist.

Artists should include an estimated total project cost in their proposal, including:

- Labor
- Materials and supplies
- Equipment rental
- Liability insurance

Artist Responsibilities

Selected artists must:

- Be willing to participate in the City of Zeeland’s marketing and public relations campaign related to the Downtown Mural Project.
- Allow the City to reproduce images of the artwork for promotional and marketing purposes.
- Carry personal liability insurance and provide proof of coverage naming the City of Zeeland as an additional insured.
- Be willing to incorporate feedback from the City of Zeeland during the design review process.

Content Guidelines

Mural proposals must not include:

- Political or religious themes
- Realist human faces or bodies
- Business names or business logos
- Vulgar language or imagery
- Any content that could reasonably be considered offensive

Artwork that references Zeeland’s identity or community spirit is welcome but not required.

Selection Process

All eligible applications will be reviewed by:

- City of Zeeland Marketing Department
- Participating property owner
- Zeeland City Council

The City may select one artist per location or one artist for both locations.

Artists are welcome to submit multiple design concepts.

Selection Criteria:

Artists will be selected based on the following:

- **Aesthetic Excellence** - the quality of the artwork demonstrates strong design principles, originality, and creativity.
- **Artist Experience** – the artist has experience in creating mural projects, large-scale art projects, and working with outdoor installations.
- **Design Feasibility** – the design is appropriate for the scale and location of the project and will maintain visual integrity when enlarged.
- **Availability** – artist can complete the project within the agreed upon timeline.
- **Professionalism** – artist demonstrates professionalism and ability to represent the City of Zeeland in a public-facing project. Artist is flexible and willing to take feedback from client (City of Zeeland) on edits to selected mural proposals.
- **Budget** – the artist’s proposed budget is reasonable and falls within the City’s approved project funding.

Project Timeline:

1. Deadline to submit application: Thursday April 30, 2026
2. Artist motivations & finalist interviews: May 4-15, 2026
4. Artist selection: End of May 2026
4. Anticipated project completion: End of June 2026

Application Requirements:

Applicants must submit the following materials:

- Completed application form
- Color renderings of each proposed mural
- Photographs of previous mural or large-scale artwork
- Resume or artist CV
- Three professional references



DOWNTOWN ZEELAND MURAL PROJECT APPLICATION

APPLICATION DUE: THURSDAY, APRIL 30, 2026

Name of Lead Artist _____

Address/City/State/Zip _____

Cell/Email _____

Name of additional team members, if applicable _____

Website and social media accounts _____

Mural size _____

Mural title & concept description. (Repeat this response if submitting multiple proposals. Attach additional pages, if necessary.) *(Please specify large or small mural.)*

Proposed Artist TOTAL Fees: _____

Labor _____

Supplies fees _____

Equipment Rental fees _____

Insurance fees _____

Statement of Interest: Please state why you are interested in this project and how your experience and approach would benefit the City of Zeeland. If applying as a team, please describe the collaborative experience and approach. Please include your connection to the Zeeland community, if applicable.

The applicant certifies that the information provided in this application is true and correct to the best of their knowledge and that the proposed mural designs are their own original ideas concepts. Any fraudulent statement made in the application will be grounds for denial. The City of Zeeland reserves the right to reproduce images of the selected artist's proposal for its own print, digital, promotional and marketing needs.

Applicant's signature

Date

Please submit completed applications to:

City of Zeeland Marketing Department
21 S. Elm Street
Zeeland, MI 49464
aderoo@cityofzeeland.com

Additional Information: please contact the City of Zeeland Marketing Department.

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