

# Henrietta Lacks Mural

Artists Request for Qualifications  
Nosreme Baltimore  
A public mural project at 800 N Washington Street

## Introduction to the Project

Nosreme Baltimore, in collaboration with the Midtown East Community Association and the Henrietta Lacks Legacy Group, is pleased to announce our call for artists for the Henrietta Lacks mural project in the Middle East Baltimore neighborhood.

Our mural project aims to celebrate the life and legacy of Henrietta Lacks, whose immortal HeLa cells have contributed significantly to medical research and advancements. Henrietta Lacks' story is one of resilience, scientific breakthroughs, and ethical considerations, making her an important figure not only in medical history but also in the ongoing conversation about medical ethics and social justice.

As we invite artists to participate in this project, we seek qualifications that capture the essence of Henrietta Lacks' story and its significance to the community. The mural will serve as a testament to her enduring impact and the importance of recognizing the contributions of all individuals, especially those whose stories have been historically overlooked or marginalized.

We invite artists to submit qualification requests that reflect the themes of community collaboration, education, inspiration, and beautification. Together, let us create a mural that not only beautifies the neighborhood but also sparks meaningful conversations and fosters a sense of pride and identity within the community.

## Project Goals:

- Raise Awareness: Our primary goal is to raise awareness of Henrietta Lacks' significant contributions to science and medicine, particularly her immortal cell line known as HeLa cells, which have been instrumental in numerous medical breakthroughs.
- Community Collaboration: We aim to collaborate closely with the local community to ensure that the mural reflects their values, history, and aspirations. This project is not just about creating art; it's about honoring the legacy of Henrietta Lacks and empowering the community through her story.
- Education and Inspiration: The mural will serve as an educational tool, informing viewers about Henrietta Lacks' remarkable life and the ethical considerations surrounding

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medical research. Additionally, it will inspire future generations to pursue excellence and make a positive impact on the world.

- Beautification and Identity: Through the creation of this mural, we seek to beautify the neighborhood and instill a sense of pride and identity among its residents. The mural will serve as a landmark, welcoming visitors and residents alike to the Middle East Baltimore community.

### **About Nosreme Baltimore**

Nosreme Baltimore is a dynamic grassroots organization deeply committed to enriching the fabric of our community through artistic expression and cultural initiatives. With a passion for fostering inclusivity and collaboration, we strive to create meaningful opportunities for local artists to showcase their talents while addressing important social issues. Through our projects and events, we aim to inspire dialogue, celebrate diversity, and promote positive change in Baltimore and beyond.

### **About the Henrietta Lacks Legacy Group**

The Henrietta Lacks Legacy Group is a dedicated organization that honors the enduring legacy of Henrietta Lacks, an influential figure in medical history whose immortal HeLa cells have revolutionized scientific research. Committed to preserving her memory and advocating for her recognition, the Legacy Group works tirelessly to ensure that Henrietta Lacks' contributions are acknowledged and celebrated. Through educational initiatives, community outreach, and advocacy efforts, the group strives to amplify Henrietta Lacks' story, raise awareness about medical ethics and patient rights, and empower individuals to advocate for equitable treatment in healthcare. With a steadfast commitment to social justice and honoring Henrietta Lacks' legacy, the Legacy Group continues to make a profound impact on both local and global communities.

### **Mural Site Location and Specification**

The mural location at 800 N Washington Street holds profound significance as it sits at the intersection of the John Hopkins East Baltimore Medical Campus and the East Baltimore neighborhood, particularly the Middle East, Baltimore community. Over the past two decades,

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this neighborhood has witnessed the displacement of over 700 families from their homes, yet it perseveres in preserving the stories of those who once resided here, including the remarkable narrative of Henrietta Lacks. The area carries a poignant history, as it is intertwined with the troubling legacy of Johns Hopkins University's past exploitation of African Americans for medical experiments, with Henrietta Lacks being among them. Placing the mural on this one-way street, facing Madison, not only serves as a prominent landmark for those entering the Johns Hopkins Medical Campus but also provides a powerful representation of a community that has long been overlooked and marginalized. It stands as a testament to the resilience, strength, and enduring spirit of the Middle East, Baltimore neighborhood, while honoring the legacy of Henrietta Lacks and those whose stories deserve to be remembered and celebrated.



### Deadline

All qualification requests must be submitted electronically by **Wednesday, April 17, 2024 at 11:59 PM Eastern.**

Materials must be submitted via Typeform. A confirmation email will be sent to all applicants. Only applicants who provide one PDF with all request materials will be considered.

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The mural project must be completed by **September 1, 2024**.

## **Budget**

The maximum budget available for the artwork is \$45,000 - \$50,000. This budget will be all-inclusive to include artist fees, artist assistant costs, artist studio costs, scaffolding and ladder equipment, materials and supplies, travel-related expenses, specialty consultants, preparation and installation of the artwork, and other associated costs. External costs such as marketing, documentation, security, and evaluation do not need to be included in the budget.

Each semi-finalist (3 total) will be paid a \$500 - \$1000 stipend for his/her/their participation and design proposal. Nosreme Baltimore is relying on the generosity of our community and partners to aid in the creation of this mural. As a non-profit organization, we are applying for several grants between the posting of this RFQ. The selected artist may be asked for involvement in the grant application process.

## **Selection Process**

The Henrietta Lacks Legacy Group, Nosreme Baltimore and Midtown East Community Association will collaborate to select three semifinalists (April 22, 2024). Selected semifinalists will submit a design proposal before the semifinalist interview (May 20, 2024). We will select one finalist for the project. (July 3, 2024)

Selection criteria include meeting RFQ requirements, adherence to the project's mission, evidence of large-scale work, demonstrated project management skills, and originality/creativity.

### Professional Experience (2-3 points):

- Demonstrated track record of professionalism, including completion of exterior mural experience.
- Participation in previous mural
- (1) Letter of recommendation that confirms ability to complete work on time, stay within budget and communication skills

### Artistic Skills and Qualifications (6 points):

- Experience in creating permanent, durable, outdoor public artworks.
- Appreciation of design in public spaces.
- Ability to accomplish projects within budget, timeline, and constraints.
- Experience in community-engaged art processes and research.

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- Ability to create site-specific artwork that responds effectively to the chosen location.
- Demonstrated ability to create artwork that engages a wide audience.

Diversity and Representation (2 - 5 points):

- Priority given to African American women artists or women directly affected by diseases facilitated by HeLa cells
- Commitment to working with apprentice artists, preferably from the local community.
- 5 total points given for artists that are both female identifying, impacted by disease and committed to working with apprentice artists)

Artist Statement/Intent for Project (2 points):

- Clear articulation of the artist's vision and intent for the Henrietta Lacks mural project.
- Alignment of the artist's goals with the project's objectives, including raising awareness, community collaboration, education, inspiration, beautification, and identity.

Total: 15 points

### **Submission Requirements:**

To apply for the Henrietta Lacks mural project, artists must submit the following documents:

- Letter of Intent: A statement outlining the artist's vision for the project.
- Samples/Portfolio: Examples of previous work demonstrating artistic skills. (5 minimum)
- Resume: A summary of the artist's professional background.

All materials must be submitted in a single PDF format by the specified deadline. Incomplete submissions may not be considered. Submit request via Typeform link

(<https://bit.ly/HenriettaLacksMural>) . **Deadline for qualification submission is Apr 17, 2024 .**

### **Project Timeline (Subject to change) - See attached PDF for full extent of timeline**

- March 14, 2024 | Announcement and distribution of RFQ
- April 17, 2024 | Deadline for receipt of qualifications
- April 22, 2024 | All submissions reviewed + Semifinalist selected

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- May 6, 2024 | Community Visioning Session
- May 20, 2024 | Artists to submit design proposal
- May 27, 2024 | Interviews with semifinalists with proposed design proposal
- July 3, 2024 | Artist selected and contract completed
- July 3 - Jul 22, 2024 | (2) Community meeting visioning sessions
- July 22, 2024 | Art design finalized and approved - MECA community meeting
- July 29, 2024 | Begin work on mural
- September 1, 2024 | Work finalized
- Sep 14, 2024 | Community Unveiling + Artists Pop-Up

### Contact Information

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For more on Nosreme Baltimore and the Henrietta Lacks Legacy Group, see [www.nosremebaltimore.org](http://www.nosremebaltimore.org) and <https://henrietalackslegacygroup.org/>. For more information on Midtown East Community Association (MECA) and its boundaries, contact [midtowneastcommunity@gmail.com](mailto:midtowneastcommunity@gmail.com).

## Project Timeline

Due to unforeseen circumstances impacting our project timeline, we respectfully request an extension for the completion of the Henrietta Lacks mural project past the original June deadline. An extension would ensure the mural fully embodies Henrietta Lacks' legacy and engages deeply with the community, enhancing its quality and significance. We are committed to transparent communication and will provide regular updates on our progress during the extended period.

### Preparation Phase

- March 15, 2024: Announcement and distribution of the Request for Qualifications (RFQ) to artists and the public. This phase involves preparing and disseminating all necessary documentation to invite and inform potential artists about the project.
- March 25, 2024: Midtown East Community Meeting with Henrietta Lacks Group, information session

### Submission Phase

- April 17, 2024: Deadline for artists to submit their qualifications. This includes letters of intent, samples or portfolios of previous work, and professional resumes. All submissions must be received by 11:59 PM Eastern Time.

### Review and Selection Phase

- April 22, 2024: Review of all submissions by the selection committee, consisting of representatives from the Henrietta Lacks Legacy Group, Nosreme Baltimore, and the Midtown East Community Association. Semifinalists will be chosen based on the quality of their submissions and alignment with the project's goals.
- May 6, 2024: Community visioning session hosted by Midtown East Community Association.
- May 20, 2024: Artists to submit design/proposal for mural
- May 27, 2024: Interviews with semifinalists with artists design/proposal for mural. This step may include additional interviews with a community group to ensure the selected artist's vision aligns closely with community values and expectations.

### Finalization and Planning Phase

- July 3, 2024: Selection of the final artist and completion of the contract. This marks the official start of the project execution phase, where the selected artist begins detailed planning and design work.

## Project Timeline

- Jul 3-July 22, 2024: Artists to commence 2-3 community visioning sessions based on initial feedback with Henrietta Lacks Group, Midtown East/Middle East Community Organization (MECA), Turner Station residents and Nosreme Baltimore.
- July 22, 2024: Final art design is approved at a community meeting. This involves presenting the proposed mural design to the community for feedback and approval, ensuring that the artwork resonates with and is embraced by local residents.

### **Execution Phase**

- July 29, 2024: Begin work on the mural. This period involves the physical creation of the mural, with the artist and any assistants working on-site to bring the design to life. This phase includes the preparation of the mural site, application of the artwork, and any necessary adjustments based on ongoing feedback.

### **Completion and Unveiling Phase**

- September 1, 2024: Completion of the mural. All work on the mural must be finalized by this date, ensuring that the artwork is ready for public viewing and interaction.
- September 14, 2024: Community unveiling and artists' pop-up event. This celebratory event marks the official unveiling of the Henrietta Lacks mural to the public and the community. It provides an opportunity for the artist to present their work, for community members to gather and celebrate the completion of the project, and for visitors to learn about Henrietta Lacks' legacy and the significance of the mural.

This timeline outlines the structured approach to the Henrietta Lacks mural project, from the initial call for artists to the final unveiling of the artwork. Each phase is designed to ensure thorough planning, community engagement, and the successful realization of a mural that honors the legacy of Henrietta Lacks and enriches the Middle East Baltimore neighborhood.