



MEDIA ALERT
FOR IMMEDIATE RELEASE

MEDIA ALERT

December 2, 2021

Contact: Juan Garcia
Public Information Director
juan.garcia@lacity.org

**City of Los Angeles
Department of Cultural Affairs
and
Office of the 10th Council District
Request Artist Proposals
for the
Western Avenue Mural Project**

Los Angeles – The Department of Cultural Affairs (DCA) and the Office of the 10th Council District are seeking to enhance the Western Avenue commercial corridor by installing a large-scale mural on the southern and eastern façade of the building located at 1819 South Western Avenue. The request for proposals (RFP) is now available online at www.culturela.org. The deadline for applying is January 14, 2022, at 11:59 p.m.

Council District 10 and DCA will commission an artist to design, fabricate, and install a mural on the building located at 1819 South Western Avenue, which will uplift the work of those serving people experiencing homelessness, as well as bolster community pride and create a sense of place along the Western Avenue commercial corridor. The building will serve as the Los Angeles Homeless Services Authority (LAHSA) South Los Angeles Street Engagement and Coordination Hub, and provide auxiliary offices for the Council District 10 Constituent Services Team.

Council District 10 has directed that this site will serve as the South Los Angeles Street Engagement and Coordination Hub for homelessness in the area. As a central organizing point in South Los Angeles for multi-disciplinary street engagement teams assisting unhoused persons to transition from homelessness, amid the recovery from a pandemic, staff activities will include but not be limited to conducting meetings and trainings for new street engagement workers and community-based partners and centralization of equipment and supplies and other activities to support the regular engagement with unhoused persons. The daily work of street engagement team members includes providing wellness checks, triaging those affected by Covid-19, and connecting seniors and other medically vulnerable person experiencing homelessness to both interim and permanent

housing.

"The City of Los Angeles Department of Cultural Affairs is excited to collaborate with the Office of the 10th Council District to launch the Western Avenue Mural Project. We hope the selected mural will provide a sense of pride to the frontline workers and acknowledge their dedication and commitment to ending homelessness in the City. The project will also allow an artist to make a substantial visual impact along Western Avenue, a major artery in the city lacking public artwork representative of the community," said Felicia Filer, Acting Assistant General Manager of the Department.

This site is co-located with A Bridge Home (ABH) project She Does Haven. Bridge housing is temporary housing with service-enriched programming that is aimed at quickly bringing homeless Angelenos off the streets and helping them to rebuild their lives. She Does Haven housing is specifically dedicated housing for women and children who have experienced homelessness.

To learn more about the criteria, eligibility, selection process, and RFP, please go to <https://culturela.org/calls/> and direct any questions to <dca.publicart@lacity.org> with the subject header "CD10 Western Avenue Mural."

ABOUT THE CITY OF LOS ANGELES DEPARTMENT OF CULTURAL AFFAIRS (DCA)

As a leading, progressive arts and cultural agency, DCA empowers Los Angeles's vibrant communities by supporting and providing access to quality visual, literary, musical, performing, and educational arts programming; managing vital cultural centers; preserving historic sites; creating public art; and funding services provided by arts organizations and individual artists.

Formed in 1925, DCA promotes arts and culture as a way to ignite a powerful dialogue, engage LA's residents and visitors, and ensure LA's varied cultures are recognized, acknowledged, and experienced. DCA's mission is to strengthen the quality of life in Los Angeles by stimulating and supporting arts and cultural activities, ensuring public access to the arts for residents and visitors alike.

DCA advances the social and economic impact of arts and culture through grant-making; public art; community arts; performing arts; and strategic marketing, development, design, and digital research. DCA creates and supports arts programming, maximizing relationships with other city agencies, artists, and arts and cultural nonprofit organizations to provide excellent service in neighborhoods throughout Los Angeles.

For more information, please visit culturela.org or follow us on Facebook at: [facebook.com/culturela](https://www.facebook.com/culturela), Instagram [@culture_la](https://www.instagram.com/culture_la), and Twitter [@culture_la](https://twitter.com/culture_la).

###