



2495 Main Street #422, Buffalo NY 14214 * 716-833-3004 * www.asiwny.org

Call for Artists: Hertel Alley Mural Fest June 14-15, 2025

Project Background and Goals

Arts Services Inc. (ASI) and Buffalo Common Council Member Joel Feroletto's office are seeking artists and creatives in various mediums to apply for participation in the Hertel Alley Mural Fest which will take place **June 14-15, 2025**.

The Hertel Alley Mural Fest has become a bi-annual celebration that brings together creatives, business owners, and community members to witness mural art come to life in real time. Every two years, the existing murals will be removed and replaced with new works, creating a dynamic tribute to WNY's thriving arts scene. The festival will feature live painting and other activities, making it an exciting addition to North Buffalo's cultural landscape and a vibrant highlight of WNY's festival season. Not visible from the street, Hertel Alley runs behind businesses and buildings stretching between 1225 and 1301 Hertel Ave. in North Buffalo. It currently hosts more than 25 murals created at the Mural Fest in 2023 (photos below).

2025 Hertel Alley Mural Fest Details

For the 2025 Hertel Alley Mural Fest, there are 16 buildings that will serve as blank canvases for mural creations. Wall space ranges from 10' x 10' up to 20' x 20' and will be assigned based on panel discussion and previous level of large scale public art experience. Selected artists will be invited to live-paint or live-install their mural during Mural Fest weekend.

The Festival will take place the weekend of June 14th from 10am until dusk and June 15th from 10am to 7pm. Artists must be available to create their work on site during this timeframe and may begin arriving at 8am each day to set up equipment and supplies.

In the event of inclement weather, the festival will be cancelled but artists will be able to install their work **at any time beginning June 14th through the next week, June 22nd**.



2495 Main Street #422, Buffalo NY 14214 * 716-833-3004 * www.asiwny.org

Who can apply

The Hertel Alley Mural Fest is a celebration of WNY's vibrant arts scene, welcoming applications from all artists and creatives in the region. Preference will be given to those residing in the five counties (Allegany, Chautauqua, Cattaraugus, Erie, and Niagara counties). Artists working in any 2D medium are encouraged to apply. All applicants must be over the age of 18.

Artists/creatives can include (but is not limited to):

- Visual Artists
- Graphic Designers
- Muralists
- Tattoo Artists
- Painters
- Sketch Artists
- Graffiti/Street Artists

Prior experience in mural art is not required but selected applicants must demonstrate the ability to finish a large-scale mural over the two-day festival.

Multi-person teams will also be accepted. Only one application is required per team. All persons involved must be over the age of 18 and the compensation rate will remain the same, regardless of team size.

Application details

Interested parties should complete and submit a short online application that will include examples

of past work by Monday, February 3rd at 5 pm.

The application does not need to include a design proposal. Final designs will not be vetted before installation to encourage free artistic expression but designs must be image-based and cannot include trademarked or copyrighted logos or characters, hate speech or political/radical language, signage or advertising, or violent imagery. Selected applicants will sign a contract prior to Mural Fest that they agree to these terms or will forfeit payment and be removed from the festival.

A selection committee will select participants based on: *1) work samples, 2) strength of implementation plan, and will assign mural sites and sizes based on 3) previous experience.*



2495 Main Street #422, Buffalo NY 14214 * 716-833-3004 * www.asiwny.org

Previous mural experience is not required, however, applicants with previous mural experience (if accepted) will be assigned to larger sites. Accepted applicants will be notified in Early March.

If artists need assistance submitting materials, please call Gaitrie at (716) 833-3004 x516.

Artist compensation

Each participant or group will receive up to \$2,000 in compensation. Participants are required to purchase and bring their own supplies and materials but are NOT required to provide their own insurance.

Once accepted, participants will sign a W9 and additional contract with Councilmember Feroletto and Arts Services Inc. which will include terms of participation, deliverables timeline (including in event of adverse weather), insurance, payment, mural lifespan and upkeep agreement, etc.

All building surfaces will be primed and ready for installation prior to the start of the festival by a third party contractor, artists are not responsible for this cost.

Hertel Alley over the years

Check out one of our applicants, Red Wizard, as he shares his creative process at the Hertel Alley Festival 2023:

 Buffalo, NY Mural Artist Shares His Process

Council member Feroletto spoke with WIVB highlighting the need from the community and the impact of the Hertel Alley Festival to businesses in the area, read about it here:

<https://www.wivb.com/video/hertel-alley-street-art-festival-to-transform-north-buffalo-side-street/3662650>

2019 kicked off the first Hertel Alley Mural Fest and WIVB wrote a great article that can be found here:

<https://www.wivb.com/news/local-news/hertel-alley-street-art-festival-brings-public-art-to-less-known-street/>

Photos from 2023 Hertel Alley:









2495 Main Street #422, Buffalo NY 14214 * 716-833-3004 * www.asiwny.org

