

Ocean Key

MURAL RFP



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Ocean Key is a four star resort and spa located at mile zero in beautiful Key West, the final southern stop on the iconic highway 1. The resort is right on the sea, overlooking the historic sunset pier, originally built in the 1830s. Sunset pier has seen many iterations (and hurricanes) over its lifespan, and now serves as a vital hub for the Key West community and visitors alike.

As a staple in Key West since its inception in 1981, Ocean Key has provided countless stays and experiences for visitors of the Florida Keys. It is now undergoing a transformation, embracing the flamboyance, creativity, and tropical vibrance of Key West with an elegant design that inspires and engages. The new mural on the building's facade will activate the hotel and convey the eclectic and creative energy of the hotel's re-imagined design. The Ocean Key mural will be a delight for visitors, a draw for residents, and staple of public art in the city for years to come.





We are commissioning a large-scale exterior mural on the facade of Ocean Key Resort and Spa.

The goal of the mural commission is to re-activate the historic building through public art and provide a distinctive visual identity, while supporting, welcoming and uplifting the local creative community.

PARADE

PARADE ART is an art advisory firm invested in channeling and amplifying the unique character of each project we touch. At once eclectic and cohesive, our thoughtful art projects are celebrated for making connections between geography, culture, creativity and community. Our firm exists to connect ambitious artists with opportunities in the built environment.

Artists will be working side by side with Parade throughout the entire mural process. We advocate for our artists and ensure they have all the tools and preparation necessary to create the best artwork possible.




Ocean Key is owned and managed by Noble House hotels and resorts. Every Noble House property is one of a kind, meticulously designed to stand on its own merits. The unifying thread that connects each and every hotel is not the architecture or the amenities, but lies within the people – and the local culture – that make up Noble House Hotels & Resorts. Although each resort’s physical aspects are captivating, the guest experience would not be complete without our passionate front-line personnel, who are guided and inspired by the talent and expertise of the Noble House corporate team.


Design Concept




Interior Design References




SG-200 Barstool Seat / SG-201 Pillow
Manuf: Architex
Style: Hanbel
Color: Emerald




SG-203F1 Lounge Chair
Manuf: United Fabrics
Style: Palma
Color: 20 Canopy




SG-203F2 Lounge Chair
Manuf: United Fabrics
Style: Switchback
Color: 62 Rocky




SG-201 Lounge Chair
Manuf: Symmetry
Style: Arbre
Color: Sisal




SG-202 Sofa Seat Cushion
Manuf: Symmetry
Style: Textura
Color: Terra




SG-202 Sofa Back Cushion
Manuf: Architex
Style: Hanbel
Color: Wheat




SG-202 Sofa Cushion Welt
Manuf: Symmetry
Style: Superb
Color: Fern





SG-202 Sofa Bolster Pillow
Manuf: United Fabrics
Style: Buoy
Color: 73 Santa Monica




SG-01F2 Barstool Back
Manuf: Fabricut
Style: Amalgamate on CN
Color: Mezquita








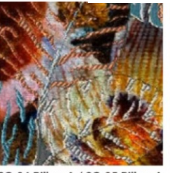





SG-07F1 Ottoman / SG-05 Back Cushion
Manuf: Kravet
Style: Uplift
Color: Driftwood



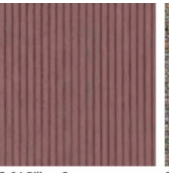
SG-07F2 Ottoman
Manuf: Brentano
Style: Thimble
Color: 48 Organic




SG-06 Pillow A / SG-05 Pillow A
Manuf: Brentano
Style: Daintree
Color: Coral Bells




SG-06 Pillow B / SG-03F1
Manuf: United Fabrics
Style: Thimble
Color: 55 Patchwork




SG-06 Pillow C
Manuf: Fabricut
Style: Funnel
Color: Berry



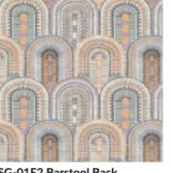
SG-06 Pillow D
Manuf: Concertex
Style: Montage
Color: Tourmaline




SG-03F2 Ottoman
Manuf: S Harris
Style: Floral Kingdom
Color: Fuschia Blue




SG-01F1 Barstool Seat/Inner
Manuf: Architex
Style: Hush
Color: Nautical



SG-01F2 Barstool Back
Manuf: Fabricut
Style: Amalgamate on CN
Color: Mezquita



SG-05 Seat Cushion
Manuf: KB Contrat
Style: Ultraleather
Color: Salmon



SG-05 Pillow B
Manuf: Brentano
Style: Andamento
Color: Zircon



Exterior Paint Palette

PT-02

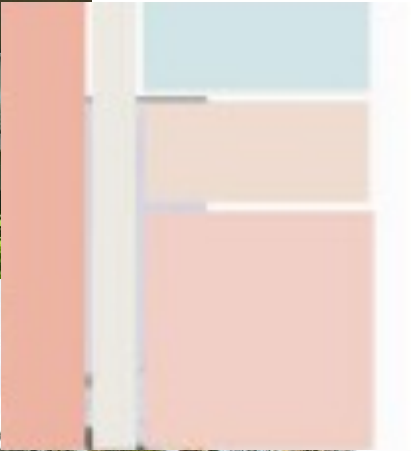
SW 6336 NEARLY PEACH

PT-01

SW 6610 KORAL KICKS

PT-04

SW 6611 JOVIAL



Project Details & Requirements



SIZE & COVERAGE:

- The desired design is a mural that activates multiple aspects of the building's façade. See drawings / diagrams for desired coverage areas.
- We are **not** interested in a full coverage mural covering the entire paintable area.

WALL MATERIAL: [EIFS Stucco](#) lightly textured stucco panels. Wall will have a base coat of pink(s).

TIMELINE: To be painted in October/November 2025.

BUDGET:

- **\$25,000 ARTIST FEE**
- Inclusive of paid design phase (\$2,500), all materials/supplies, travel, and boom lift / ladder rental and operation.

ACCESS / INSTALL PREPARATION:

- Selected artist(s) will arrange a site visit to plan for access equipment required to paint designated areas safely.
- If equipment beyond a single boom lift is required, the construction team and building owner will collaborate to provide safe access.

DURABILITY AND MAINTENANCE:

- Artist will use high quality paints suitable for outdoor application in the Florida Keys.
- Artist will apply a UV clear coat.
- Artist must provide an outline of their proposed maintenance plan, including their availability and hourly rate for touch ups should the mural fade or be damaged in the future.

INSURANCE:

- COI (Certificate of Insurance) will be required for artists. If using access equipment such as scissor lift, artist should be properly certified to use equipment according to Florida State law.

APPROXIMATE AREAS OF
DESIRED COVERAGE FOR
MURAL



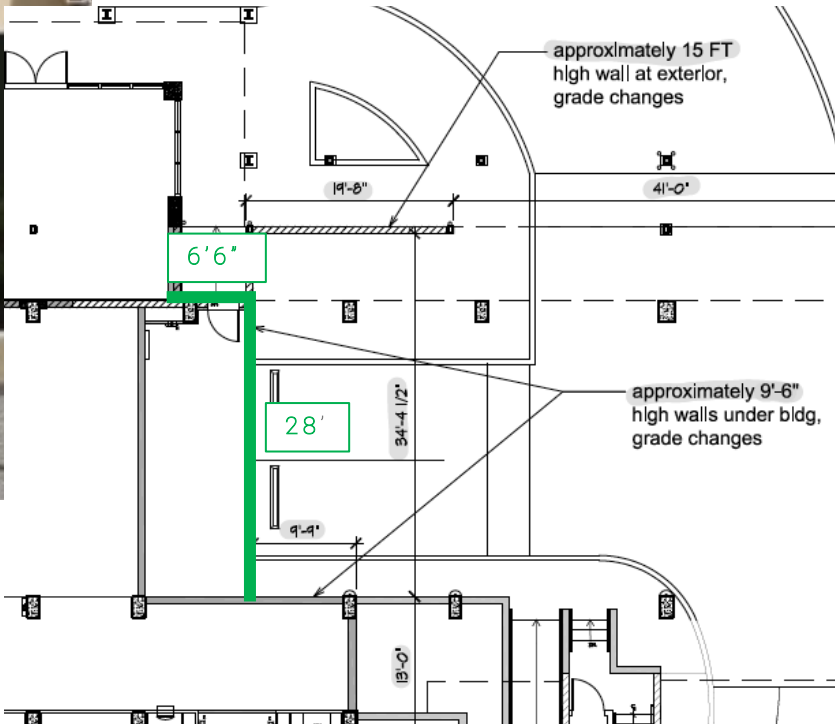


PAINTABLE AREAS

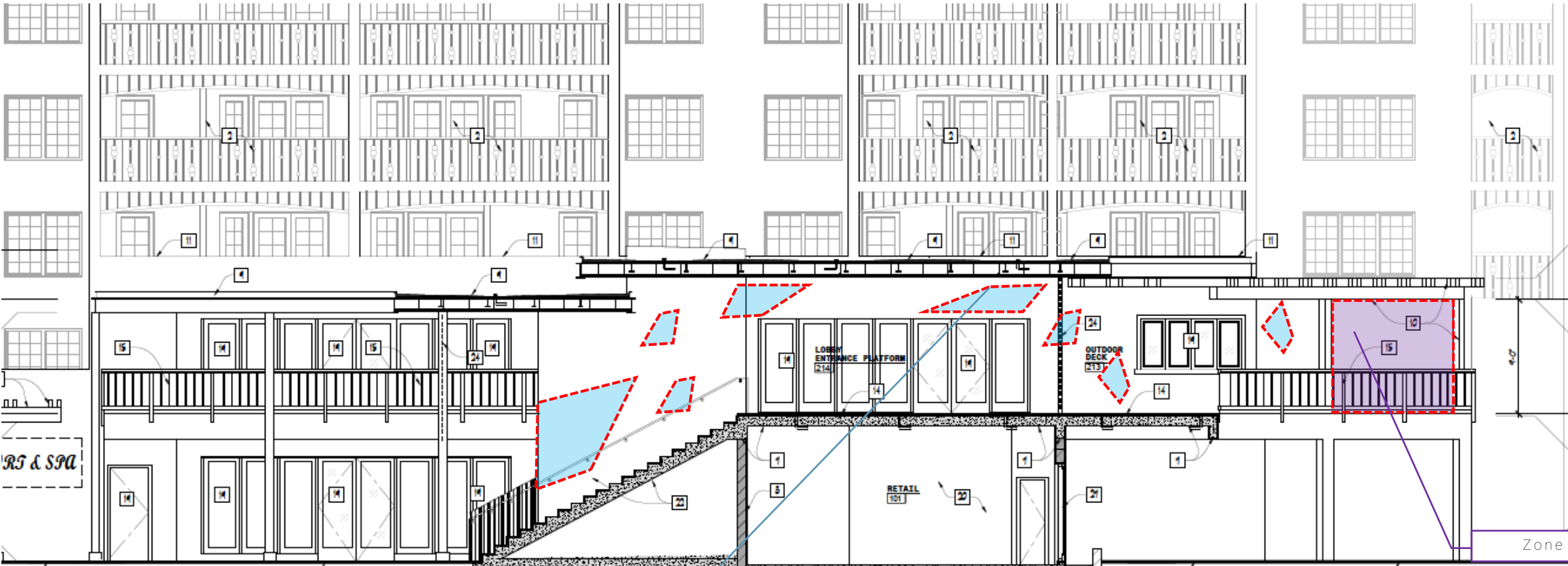
- Zone 1: Porte-cochere, heavy to full coverage.
- Zone 2: Facade, very light coverage. Just "mural moments".
- Zone 3: Exterior bar/deck, more significant coverage.

DESIGN / COVERAGE CONCEPT
Mural greets guests at the porte-cochere with an exciting splash of color and design upon arrival. It then tapers organically onto the facade and guides guests along the property and up the grand stair with moments of color and texture. Guests are welcomed into the second floor entry and exterior deck, where the mural intensifies once more. Throughout, the mural feathers and tapers seamlessly into the different areas, avoiding moments of hard/drastic transition.





FLOORPLAN – HEIGHT OF PORTE-COCHERE WALL IS APPROX 9'6" (EXTERIOR GRADE CHANGES)



PAINTABLE AREAS

Zone 2: Facade, very light coverage. Just "mural moments".

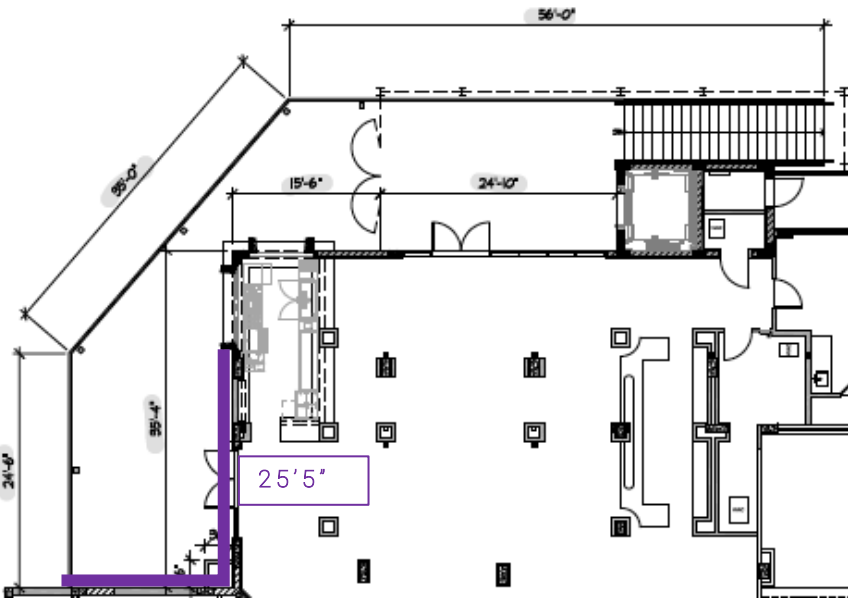
Zone 3: Exterior bar/deck, more significant coverage.



CONCEPT FOR AMOUNT OF COVERAGE. HEIGHT OF DECK BAR AREA APPROX 11'



PARADE



FLOORPLAN



PARADE

Conceptual Art Direction

- Tropical bird motifs, bird cages, feathers or other bird-related imagery is strongly desired as they tie to the interior design concept.
- Use of a vibrant multi-color palette that is cohesive with interior. Design also uses many graphic patterns that could be successfully integrated into the mural design.
- We encourage artists to explore motifs that can work well for elements that can connect areas of lightness and density across the multiple mural surfaces
- Avoid themes that have been overdone in the area, like tropical leaves, preferring a more unique approach that will stand out as an iconic and memorable design.
- Design will be artist-led, with space for guidance and feedback from Parade and Noble House throughout the process.



Examples of mural that activates multiple areas/walls with a variety of density and coverage.

Artist (& copyright holder): Christina Kwan
Project by Parade



Partial coverage murals with areas of varying detail. Artist(s) hold copyright.

EXAMPLES



Artist(s): Geoffrey Carran



Artist(s): Louise Jones



Artist(s): Andrea Holmes



Artist(s): Nicole Borguea & Nicolette Atelier, Project by PARADE



Artist(s): Clara Wall



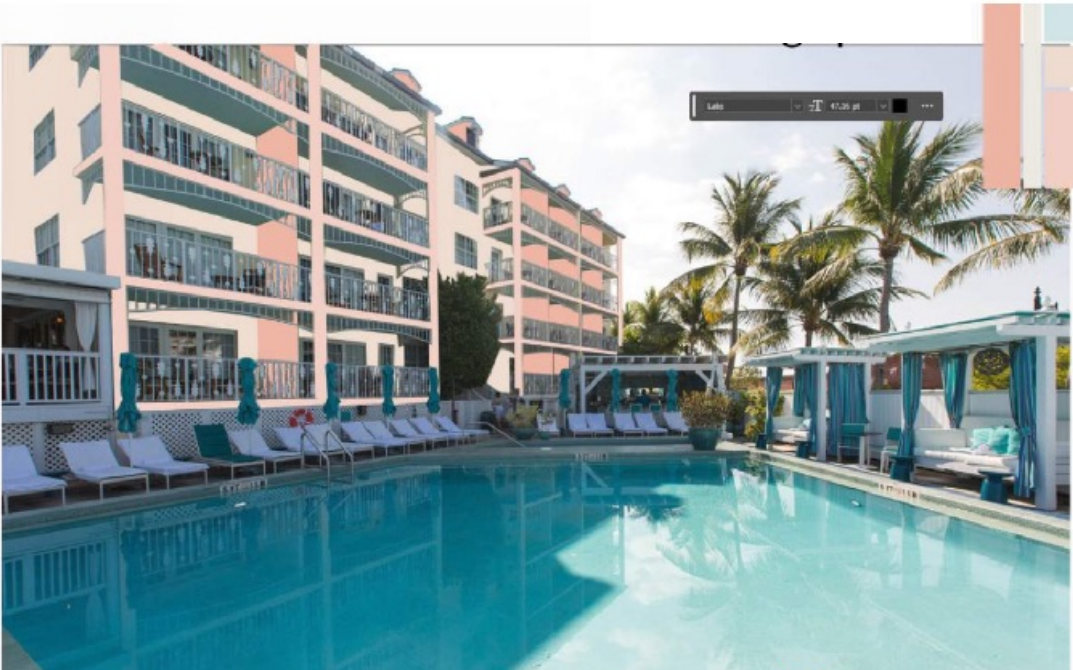
Artist(s): Luis Seven Martins



DETAIL OF WALL TEXTURE



EXAMPLE OF EIFS-CLAD BUILDINGS



SELECTION PROCESS + PROJECT TIMELINE

Request for Proposals

- **July 13:** Portfolios and proposals are due.

Paid Preliminary Design Stage

- **July 17:** Artist(s) will be notified of their selection status for the paid design stage. Site visits will be scheduled.
- Artist(s) selected for the paid design stage will receive a stipend of \$2,500 (10% of total mural fee) to create at least two unique preliminary design concepts.
- 50% will be paid to begin the design phase, with the remaining 50% paid on delivery of final design(s).
- Artists will collaborate with Parade Art to develop their preliminary design concepts. Parade will provide guidance and feedback throughout entire process to ensure designs meet project goals. Up to 2 revisions may be requested during the preliminary design process.
- **August 15:** Preliminary Designs submitted.

Commissioning

- **August 25:** Artist(s) will be notified of selection for final design and commissioning. Additional feedback will be provided to selected artist to revise design for final draft.
- **September 12:** Final draft of design submitted.
- **September 19:** Comments from the selection committee will be provided, with one final revision of design based on comments.
- **Sept 29:** Final design submitted.
- **October/November 2025*:** Installation of Mural

**Installation dates to be determined in coordination with client, construction team, and artist. Please note weather might cause interruption or delay of installation.*

HOW TO APPLY

Please email artists@paradeart.com the following materials in one cohesive PDF (oriented horizontally) with Ocean Key in the subject line, no later than **July 13, 2025**:

- Your name, your pronouns, phone number, base of operations, and whether you are part of an artist team or working independently.
- Link to website and Instagram.
- Artist statement and/or artist bio (500 word max).
- **At least five portfolio images** (showcasing a minimum of 3 unique murals).
- Optional: a description or sketch of your concept.
- Required: a description of materials to be used for durability and maintenance plan / hourly cost for touch ups.

Artist submissions will be judged upon artistic merit, suitability for the project aesthetic, past experience, and ability to meet the project budget / timeline. Priority will be given to local / regional artists.

Please reach out artists@paradeart.com for any clarifying questions.
We can't wait to hear from you!



Thank you!