



SPECIFIED CALL: TROMPE L'OEIL MURAL



IMMERSIVE BARRACKS EXHIBIT – CAMP NACO
NACO HERITAGE ALLIANCE FELLOWSHIP FOR ARTS,
CULTURE, AND SCHOLARSHIP

Overview

The Naco Heritage Alliance (NHA) seeks an artist to design a digitally produced trompe l'oeil mural for the Immersive Barracks Exhibit at Camp Naco.

This mural will create the illusion that the barracks interior extends beyond the physical wall, allowing visitors to experience the scale and lived environment of the historic structure (circa 1919–1924). The work should feel as though the viewer is looking into an active barracks space from the early 20th century.

The final work must be a high-resolution digital composition suitable for large-scale printing and installation (not a physical mural).

Scope of Work

The selected artist will:

- Design a trompe l'oeil mural that convincingly extends interior space
- Align with the architecture and historical reality of Camp Naco barracks
- Ensure historical accuracy in structure, materials, and atmosphere
- Consider whether the inclusion or absence of human figures strengthens the illusion
- Collaborate with:
 - Exhibit designers (Ideum)
 - NHA staff and Executive Director
 - Exhibit Coordinator
- Participate in review and revision phases
- Support process of fabrication and installation through advising

Deliverables:

- High-resolution digital file for fabrication
- Designed for ~16 ft (W) × 9 ft (H)
- Draft iterations
- Brief written explanation of artistic and historical approach

Key Design Considerations

The mural should:

- Create a convincing illusion of depth and extended space
- Balance historical fidelity and artistic interpretation
- Enhance immersion without overwhelming the structure
- Function effectively from a real visitor viewpoint

Human Representation (Design Decision):

Artists must address whether to include human figures and why. Approaches may include:

- No figures
- Implied presence
- Blurred or partial figures
- Fully detailed figures

Budget & Timeline

- Maximum Budget: \$15,000 (all-inclusive, applicant not expected to make final physical print), that will be provided separately
- Deadline for Drawing Completion: August 2026

Budgets may include the following lines:

- Artist Fees (majority cost expected)
- Production/Materials
- Logistics/Travel
- Documentation (how the process could be shared)
- Other (if needed, with explanation)

Application Requirements

Submit the following:

- Concept Document (Required – max 3 pages)
- A single document (no more than 3 pages) that includes:
 - Project Proposal
 - Approach to Illusion & Perspective
 - Approach to Human Representation
 - Use of AI in Creative Process (Required Disclosure)
 - What tools will be used
 - How they will be used
 - How originality, authorship, and historical accuracy will be ensured
 - The final deliverable must be an original work created by the artist. If AI tools are used, they should support—rather than replace—the artist’s authorship and intentional design. Proposals must clearly demonstrate how artistic control and historical accuracy will be maintained.
- Timeline & Budget (Required)
Including required budget categories
- Work Samples (Required)
Must demonstrate ability to execute trompe l’oeil or similar illusionistic work
(Applications without relevant samples may not be considered competitive)
- Resume or CV (Required)
- Professional References (Required)
Provide 2–4 references who can speak to your reliability, professionalism, and quality of work, particularly your ability to complete projects on time and at a high standard
- Concept sketch or mockup (Optional)

Evaluation Criteria

Proposals will be evaluated primarily on:

1. Reliability & Ability to Deliver (Primary)
 - Proven ability to complete high-quality work on time
 - Strong, clear, and realistic process
 - Confidence in delivery by September 2026
2. Concept & Illusion Strength
 - Convincing and thoughtful spatial illusion
3. Historical Alignment
 - Understanding of Camp Naco and context
4. Feasibility
 - Realistic timeline and budget
5. Overall Impact
 - Contribution to visitor experience

Context

This is a Specified Call within the existing NHA Fellowship Program. The selected artist will work closely with NHA and exhibit partners to produce a key element of the Immersive Barracks Exhibit.

Questions and completed artist submissions can be sent to
info@campnacoaz.org