

Graphic Design RFP

Hard Rock Tulsa

Hard Rock Tower Renovation

Part 1: 11 unique artist images acquired from Getty Images to be digitally manipulated as shown below for inspiration. All **11 images** should follow same graphic an color scheme but will be different artists. Getty Images will be acquired by CNE and provided to the graphic artist.



Part 3: Artwork in guest rooms. 5 total pieces of artwork to be completed by graphic designer. Imagery will be provided to graphic artist by CNE for manipulation.

GUEST ROOMS



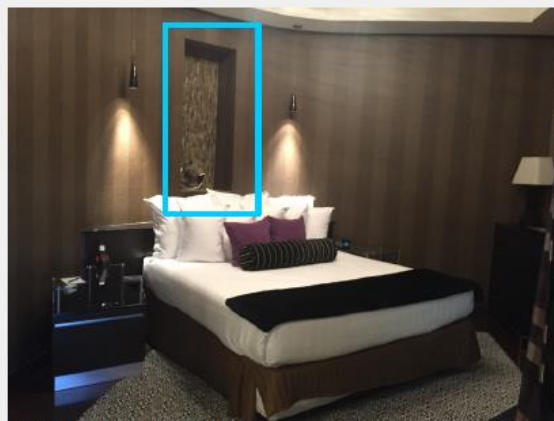
EXISTING TYPICAL KING/DOUBLE QUEEN ROOMS



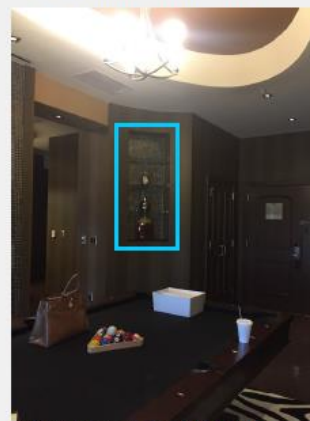
EXISTING HONEYMOON SUITE



EXISTING 3-BAY SUITE



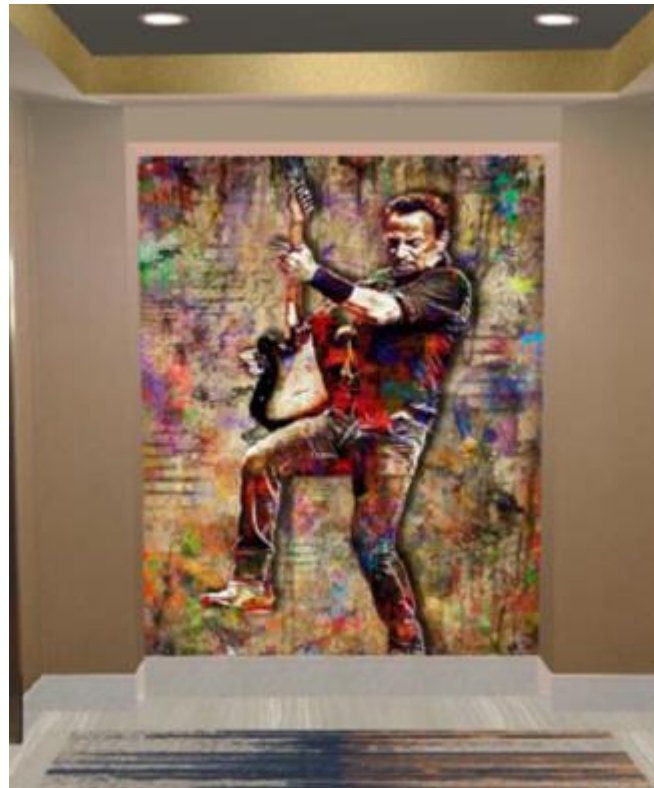
EXISTING 2-BAY SUITE



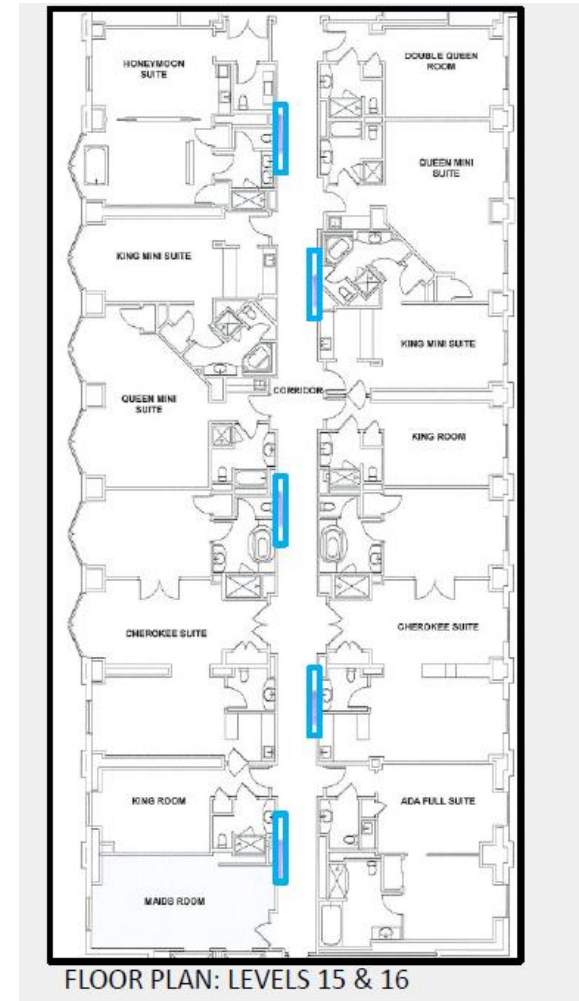
EXISTING 3-BAY SUITE

 ART/MEMORABILIA LOCATION

Part 2: Corridor imagery. 5 artists per floor, 4 sets of floors = 20 images touched by the graphic artist. Image rights will be acquired through Getty images by CNE to be digitally manipulated by graphic designer. CNE provides images to graphic designer.



Graphic design should follow/complement the scheme & design of the image found in the elevator lift landing



Notes

- Total is 36 image designs, but will all be similar in style and theming. Therefore the initial approval of artwork on first artwork piece will be critical to the production of the remaining pieces.
- This scope does not include printing, framing, and installation.
- Bid should not include usage right licensing fees. Hard Rock Tulsa will acquire this and pay for separately.
- Final art must be approved by CNE and Hard Rock International
- Project timeline is TBA based on some coordination on other renovation efforts but graphic designer is expected to meet all timeline turnarounds to ensure we have artwork ready and installed as the floors are opened to sell to the public. Graphic Artist will need to be able to start immediately once bid is awarded. Timeline/Lead design times should be given as well. ie How long until we could see a first look of the graphic once the image is provided to the artist by CNE
- Inspiration pics will be provided but final product must be approved by CNE and HRI so project will need to allow for reasonable modification/adjustments.