

CALL FOR ARTISTS

REQUEST FOR PROPOSALS FOR CLEVELAND AVE. RETAIL DEVELOPMENT PUBLIC ART INSTALLATION

City of Westerville Parks and Recreation
350 N Cleveland Avenue
Westerville, OH 43082

PROPOSALS DUE BY: September 4 at 4:00 PM



National Gold Medal Dept.



PROJECT SUMMARY

The City of Westerville and the Westerville Parks Foundation are seeking an artist(s) to create a site-specific original artwork as part of the Cleveland Avenue Retail Development, which includes three restaurants/food and drink retailers (BruBurger, Local Cantina, and Starbucks) and potential space for other retail opportunities. The vision for this project is for an original, signature artwork (sculpture) of exceptional quality and enduring value located in public space that serves as a major thoroughfare through the city. The artwork should provide recognizable identity and signature presence for the retail development with a distinctive aesthetic experience highly visible and welcoming to both pedestrians and those travelling in passenger vehicles.

THE AWARD

A maximum of \$7,500 commission for the artist(s) selected to realize their work.

The selected artist will receive a Contract for the Commission in the amount of \$7,500 which must be sufficient for all elements of the project including the artist's design and management fees, travel expenses associated with the project, production of all design documents up to and including construction documents, costs for fabrication, transportation and shipping, and installation of the artwork, structural base/foundation, mechanical and electrical requirements, fees for permits, insurance, licenses, taxes, and all other applicable costs related to the project shall be included in the project cost proposal.

ARTWORK LOCATION AND SITE SPECIFICATIONS

The Cleveland Avenue Retail Development is situated on a lot near the corner of Cleveland Ave and Polaris Parkway. The site is a part of desirable land parcels, already home to corporate headquarters and businesses in the healthcare, technology and financial services sectors. Just east of the development is a newly developed hotel property, the Marriott Renaissance Hotel and Conference Center, expected to attract more than 3,000 new jobs to the Westerville community. To the west, the development is adjacent to HealthSouth, a healthcare provider. The development is situated south of Polaris Fashion Place, a popular retail and restaurant destination.

CRITERIA FOR ARTWORK

Scale. The artwork may not have a structural base of more than 6 feet in diameter .

Location. Must be an original art piece appropriate for outdoor installation able to withstand severe weather, graffiti, vandalism, etc. and be adequately and safely displayed and secured as permissible under Ohio Building Code *The artwork must reside on the green space between Building A and Building B* (see attached landscape and architectural drawings).

Context. Must be contextual with the architecture and landscape in which it is to reside (see attached landscape plan and architectural drawings for more information) The artwork should create an engaging and exciting atmosphere for the space.

Theme. The proposed artwork should express movement, energy, and height while being colorful, expressive, and organic in nature. The commissioned artwork should engage and challenge the public, be distinctive, and inspire curiosity and conversation.

ARTIST ELIGIBILITY

The competition is open to established professional artists living in the Midwest. Only professional artists with reviewable portfolios are eligible to apply. The artist selection panel will consider artistic diversity as one factor in the selection process.

The commissioned artist(s) will work with City staff, the Westerville Parks Foundation, an Arts Council of Westerville representative, and the developer of the site to create a site-specific, durable piece for outdoor installation. The artwork will be chosen by committee and then go through an extensive review process with City of Westerville representatives. Applicants should have experience working within the public process, in public settings, and well as a proven ability to fabricate their own work or work with fabricators and installers. The artwork must reflect the project description as outlined above.

The commissioned artist will be required to provide evidence of appropriate liability, property damage, and workers compensation insurance while working on site.

CRITERIA FOR SELECTION AND SELECTION PANEL

The City of Westerville, the developer, and a representative of the Arts Council of Westerville will review submissions and select an artist to create an original site-specific artwork or oversee the purchase of a previously created artwork fitting within the criteria outlined above.

Evaluation and Selection Criteria:

- An initial proposal that reflects the Project Description and Artwork Criteria as outlined in this document.
- A body of work reflecting artist excellence.
- Experience working in public settings and public process as well as interacting with the community.
- Experience fabricating and installing permanent artwork for an outdoor environment.
- Depth of Artist(s) understanding of City's requirements; overall quality and logic of work plan
- Completeness of response in accordance with the Request for Proposals instructions
- Reasonableness of the rates and fees proposed; adequacy of data in support of figures quoted, basis on which rates and fees are quoted.
- References provided as part of this application will be contacted prior to final selection.

Selection Panel:

- Director, Westerville Parks and Recreation
- Development Manager, Westerville Parks and Recreation
- Senior Planner, City of Westerville Planning and Development
- Arts Program Supervisor, Westerville Parks and Recreation
- Development Manager, Westerville Parks and Recreation
- Owner, Trivium Development
- Representative, The Arts Council of Westerville

The selection panel will evaluate the merits of the proposals received in accordance with the evaluation factors stated in this RFP and formulate a recommendation. For each evaluation criteria, proposals will be evaluated on their strengths, deficiencies, and weaknesses. The selection panel and City of Westerville reserves the right, without the obligation, to conduct interviews with one or more artists prior to the award of contract.

The City of Westerville is under no obligation to award a Commission for Artwork based on the Conceptual Design Proposals submitted. Beyond formal notification of selection, the City of Westerville and the Selection Panel will not enter into any correspondence regarding their decision.

SCHEDULE FOR COMPLETION OF ARTWORK

The following is the suggested Schedule for Completion of Artwork:

Request for Proposals Due	Monday, September 4, 4:00 p.m.
City Council Meeting/Contract Approval	September 19, 2017
Contract Start Date	October 1, 2017
Artwork Final Fabrication Date	January 26, 2018
Artwork Final Installation Date	February 16, 2018

ADDITIONAL INFORMATION

Site Plans. Site plans and building elevations prepared by Architect are attached to this document. See Exhibit A.

Withdrawal of Modification of Proposals. Any proposal may be withdrawn or modified by a written request signed by the Artist and received prior to the final deadline for receipt of proposals. Once the deadline is past, Artists are obligated to fulfill the terms of their proposal.

Performance of Artist. It is the intention of the City of Westerville to acquire artwork(s) as specified herein from an Artist that will give prompt and convenient service.

Originality of Work. Artists warrant that the artworks submitted as part of this RFP is solely the product of the Artist's own creative efforts and does not infringe of the rights, including copyrights, of any person or entity and is an edition of one (1).

APPLICATION PROCESS AND MATERIALS

Proposals will be accepted from artists who submit the following documentation:

Letter of Interest. Please include a letter of interest, no more than one page in length, which explains your interest in the competition. Please be sure to include your name and contact information.

Current Resume. If submitting as a team, please submit individuals resumes for each team member.

Biography. Please include a biography of no more than 400 words. If submitting as a team, please submit biographies for each individual.

Proposed Artwork Concept. Proposal shall include conceptual design drawings, sketches, or manquettes, sufficiently communicating the artist's concept. Drawings should be no larger than 12" x 18".

Artist's Statement. Please submit an Artist's Statement, no more than 200 words in length, describing your work.

Specifications, Budget, and Maintenance. Each final design proposal shall include:

1. Details and location on the work including an indication of form, scale and and proposed materials.
2. A preliminary fabrication and installation schedule outlining the Artist's specific timelines for completing the artwork.
3. A project budget.
4. Outline of maintenance requirements

Portfolio. Please submit a minimum of eight (8) digital images of your work. At least two (2) of the images must represent artwork in a outdoor installation. Images must be titled and accompanied by a description sheet with corresponding numbers. This sheet should include the titles of artwork, date of creation and installation, materials used, dimensions, and an artist concept for each artwork. Please include the owner of the artwork and how long the artwork has been displayed in it's location in this description as well. Also, be sure to include photos of your artwork installed on location.

a. All images must be formatted as JPEG images, sized at 8" x 10" (no smaller and/or no larger), with a resolution no lower than 300 dpi.

b. If you wish to submit a video outlining your work, it should be no more than 10 minutes in length.

References. Please submit three professional references familiar with your work and working methods. The list must include current contact email addresses and phone numbers.

SUBMITTING PROPOSALS

Please include in your submission all of the above items in hard copy, as well as one digital copy saved to a USB flash drive. Proposals must be submitted to the City of Westerville by 4:00 p.m. on September 4, 2017. Proposals shall be submitted in a sealed envelope clearly marked Cleveland Ave. Public Artwork and addressed to:

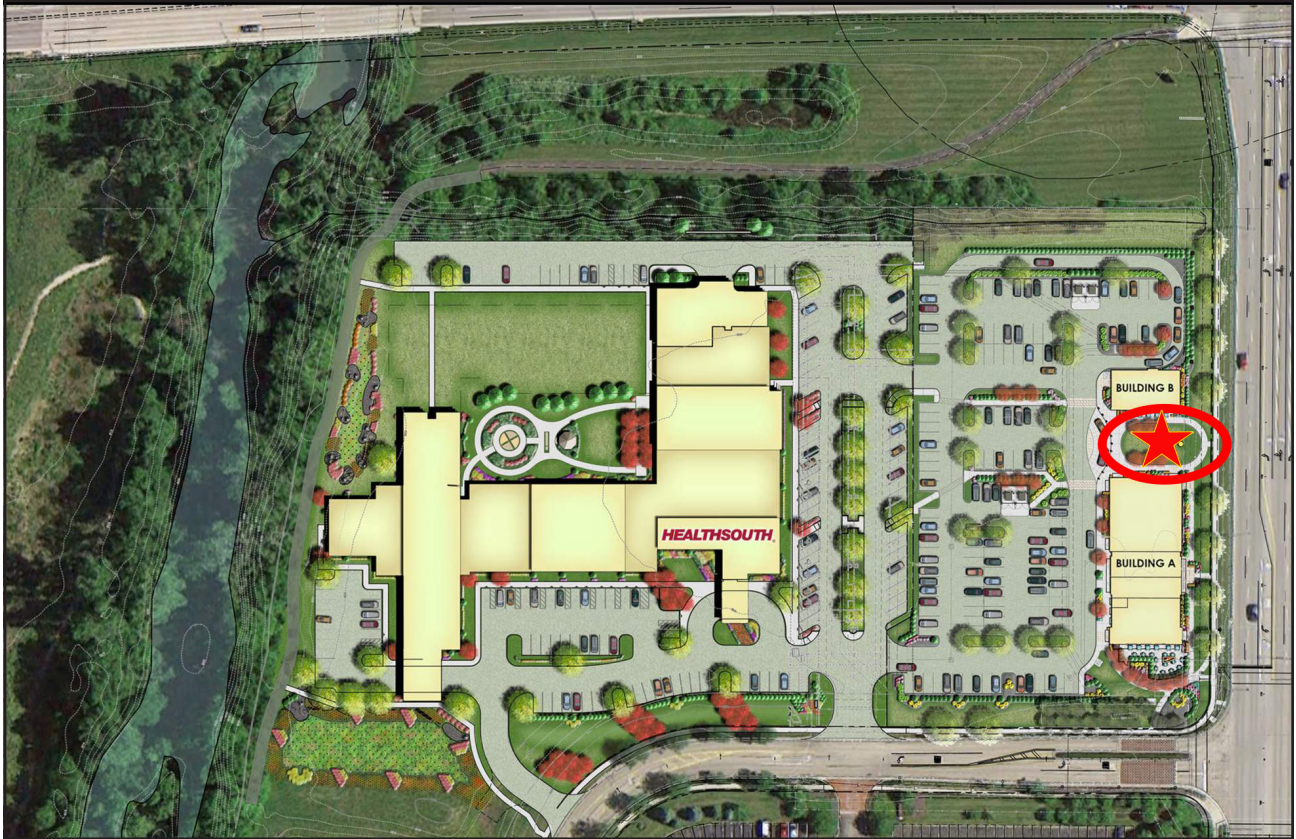
**Westerville Parks and Recreation
Attn: Derrick McPeak
350 N Cleveland Ave
Westerville, OH 43082**

Questions regarding this Request for Proposals are to be directed by email to: Derrick McPeak, Arts Program Supervisor, derrick.mcpeak@westerville.org. Such contact will be for clarification purposes only. The City must receive all questions no later than 5 p.m. on Friday, August 18. Material changes by, if any, to the proposal procedures shall only be transmitted by written addendum and posted to the City website at www.westerville.org/arts.

Proposals shall not be submitted by fax or electronically. Incomplete or Late Proposals will not be accepted.

EXHIBIT A. SITE PLANS

LOCATION OF ARTWORK



 = denotes artwork location

EXHIBIT A. SITE PLANS

BUILDING ELEVATIONS
from Cleveland Avenue



 = denotes artwork location

EXHIBIT A. SITE PLANS

BUILDING ELEVATIONS
from Parking Lot

