



## Call to Artists

*Request for Qualifications (RFQ)*

### Public Art at the Marshalltown Performing Arts Center

*Marshalltown Public Art Committee (M-PAC)  
Marshalltown, Iowa*

***SUBMISSION DEADLINE: March 29<sup>th</sup>, 2021***

#### **PROJECT DESCRIPTION**

The Marshalltown Performing Arts Foundation and the Marshalltown Community School District/High School, in partnership with the Marshalltown Public Art Committee (M-PAC), is seeking an artist or artist-led team for the commissioning of a work of art for permanent installation at the Marshalltown Performing Arts Center in Marshalltown, Iowa.

#### **BACKGROUND INFORMATION**

In 1962, a \$3,200,000 bond issue passed for a new senior high school. An auditorium was planned but sacrificed because the legal bonding limit prevented full funding of the planned facility. The intent was to build auditorium as soon as possible. In 1965, the new senior high was occupied. In both 1968 and 1981, evaluation teams from the North Central Association stated "a school this size should have an auditorium and theater" and in 1981 wrote "A glaring inadequacy is the lack of a theater".

After several failed bond issues, in 1982, Marshalltown Assistance League conducted a feasibility study to determine if the community would share in the cost of constructing an auditorium. Through community donations (\$1,477,000) and the Schoolhouse Funds, \$2,900,000 was raised to build the Marshalltown High School/Community Auditorium. The building was dedicated in October 1985. The Marshalltown Auditorium Foundation (a 501.c.3) was created in 1982 to conduct the initial fundraising drive and provide community input and financial support once the auditorium was operational. Celebrations were held in 1985 for the dedication, 1995 for the 10th anniversary and in 2010 for the 25th anniversary. Performers for the 25th celebration on Saturday evening were Simon Estes, Iowa State University Wind Ensemble and The Dallas Brass.

The Marshalltown Auditorium Foundation Board of Directors consists of representatives from Assistance League, the Superintendent, a school board member, the facility manager, and the District Communications Director joined by community leaders who are passionate about the arts. In 2019, the Foundation, in partnership with the Marshalltown Community School District, changed the name of the facility from the MHS/Community Auditorium to the Marshalltown Performing Arts Center. This beautiful facility is a rarity in a community our size (roughly 27,000).

The Marshalltown Performing Arts Center is utilized by our students and entire community. Student performances regularly include the Marshalltown High School Show Choir, Orchestra, Chorus, Band, Jazz Band and more. It hosts many of our local dance studios' annual performances and is a pride point for showcasing and amplifying the arts in Marshalltown. In addition, it is used by several community organizations such as, Live on Stage which hosts world-class performing artists from all over the world.

#### **BUDGET**

The budget for the artwork is \$48,600 including all associated costs of creation, fabrication, shipment and installation.

## **ELIGIBILITY**

This Request for Qualifications (RFQ) project competition is open to all professional public artists or artist teams throughout the United States.

## **APPLICATION REQUIREMENTS AND DEADLINE**

Interested artists should submit the following to the Marshalltown Public Art Committee, c/o Amber Danielson at [director@artsandculturealliance.org](mailto:director@artsandculturealliance.org) no later than **5pm on Monday, March 29<sup>th</sup>, 2021**.

- Artist(s) contact information
- Brief letter of interest. Describe your interest in the project and general vision or plan for the artwork. Explain any relevant details about your involvement, such as your process, medium and method by which you create your work.
- Professional artist resume' or CV including previous experience in creating art for public spaces
- 5-10 digital samples that accurately represent the type of work you do
- Written description of digital samples.
- Names and contact information for three professional references familiar with your experience and/or potential in the field of public art.

## **PROJECT GOALS**

The artwork selected for commissioning will:

- Celebrate, ignite and amplify the arts
- Provide a 'wow factor' which invites people to enter the facility
- Pay tribute to the long-standing history and talented artists who have performed in the facility
- Balance and exemplify the support for the arts alongside the existing support of athletics on the Marshalltown High School Campus

## **LOCATION OF THE ARTWORK**

The artist(s) may propose a specific exterior location for the artwork. There is available space in the interior lobby of the building for the installation; however, an exterior location is preferred. Photographs and drawings are attached for further information.

## **FINALISTS**

Up to three artists or teams of artists will be chosen as finalists from the RFQ submissions. Selection criteria for these finalists will include:

- Appropriateness of the artist's past work as it relates to this project.
- Quality of the work samples
- Interest level of the artist, as expressed in the cover letter
- Artist's experience and accomplishments

The finalists will be invited to develop a specific conceptual design for this project and compensated \$1,000 each for their work. The Performing Arts Center Art Subcommittee - composed of representatives from the Marshalltown Community School District (staff and board), Marshalltown Performing Arts Foundation, Marshalltown High School students, the Marshalltown Public Art Committee, and community members - will select the winning proposal, but reserves the right to not select any proposal. The subcommittee will gather public feedback about the proposals and may also interview the finalists in person or by phone.

### ***The winning proposal will be chosen based on:***

- the quality of the design and the skill of the artist as demonstrated in previous works
- the design's perceived effectiveness in meeting the project goals (as stated above)
- the artist's commitment to completing and installing the final artwork in a timely manner

## **ANTICIPATED TIMELINE**

RFQ/Call to Artists issued:	March 1 <sup>st</sup>
Submissions due:	March 29 <sup>th</sup>
Notification of finalists:	April 5 <sup>th</sup>
Conceptual designs due:	May 31 <sup>st</sup>
Notification of final selection:	June 28 <sup>th</sup>
Construction completion and installation of the art work:	*December 31 <sup>st</sup>

*\*Consideration will be given to artists whose installation can't be completed by December 31<sup>st</sup>. Please make note and discuss in the letter of interest.*

## **FOR ADDITIONAL INFORMATION**

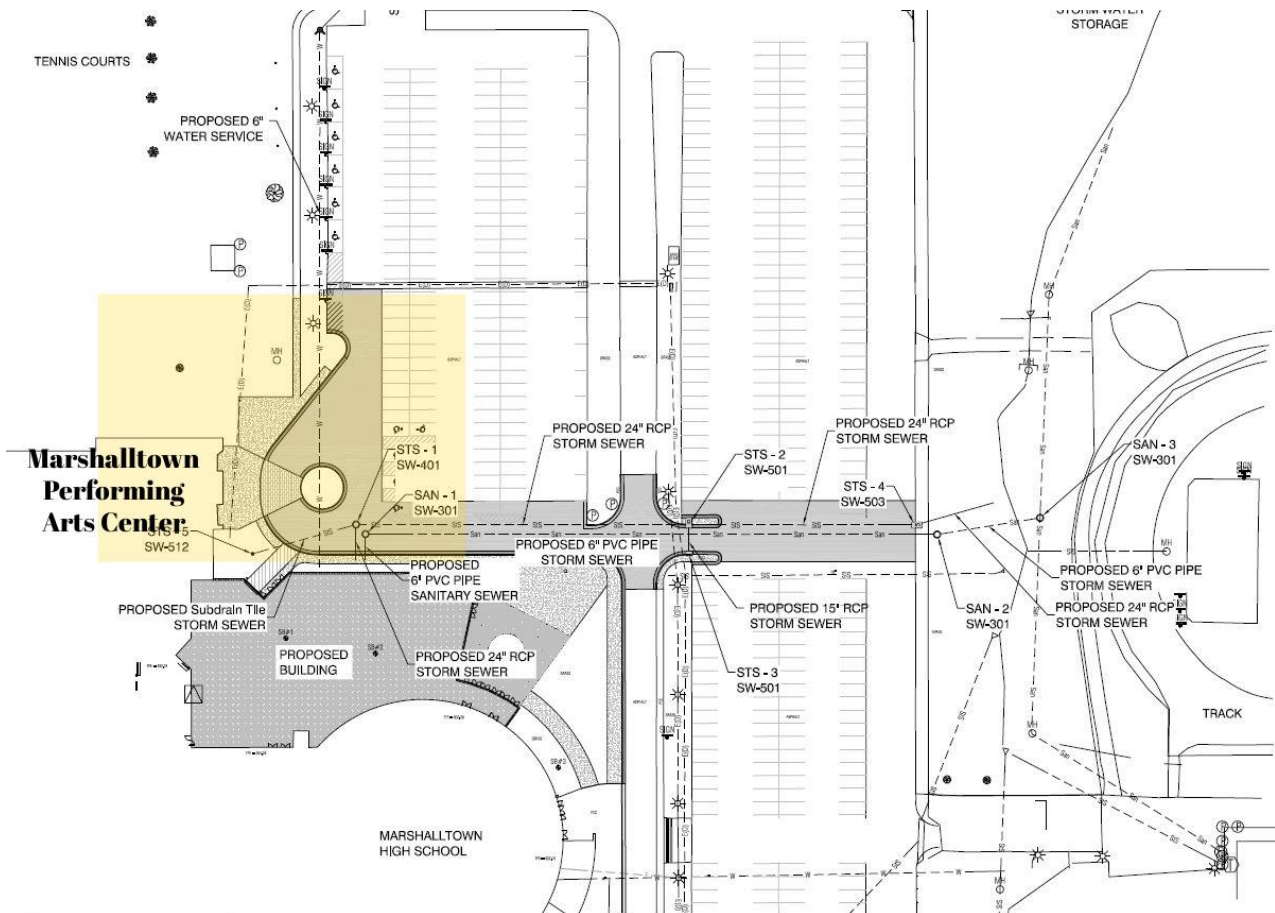
The Marshalltown Public Art Committee (M-PAC) is a program of the Marshall County Arts & Culture Alliance. For additional information, please contact the Marshall County Arts & Culture Alliance Executive Director, Amber Danielson, at 641-752-2787 or [director@artsandculturealliance.org](mailto:director@artsandculturealliance.org)

## **ATTACHMENTS**





*The circle round about is 30' in diameter (when not covered with snow)*



**Interior Photos**





### Existing artwork on the Marshalltown High School Campus:

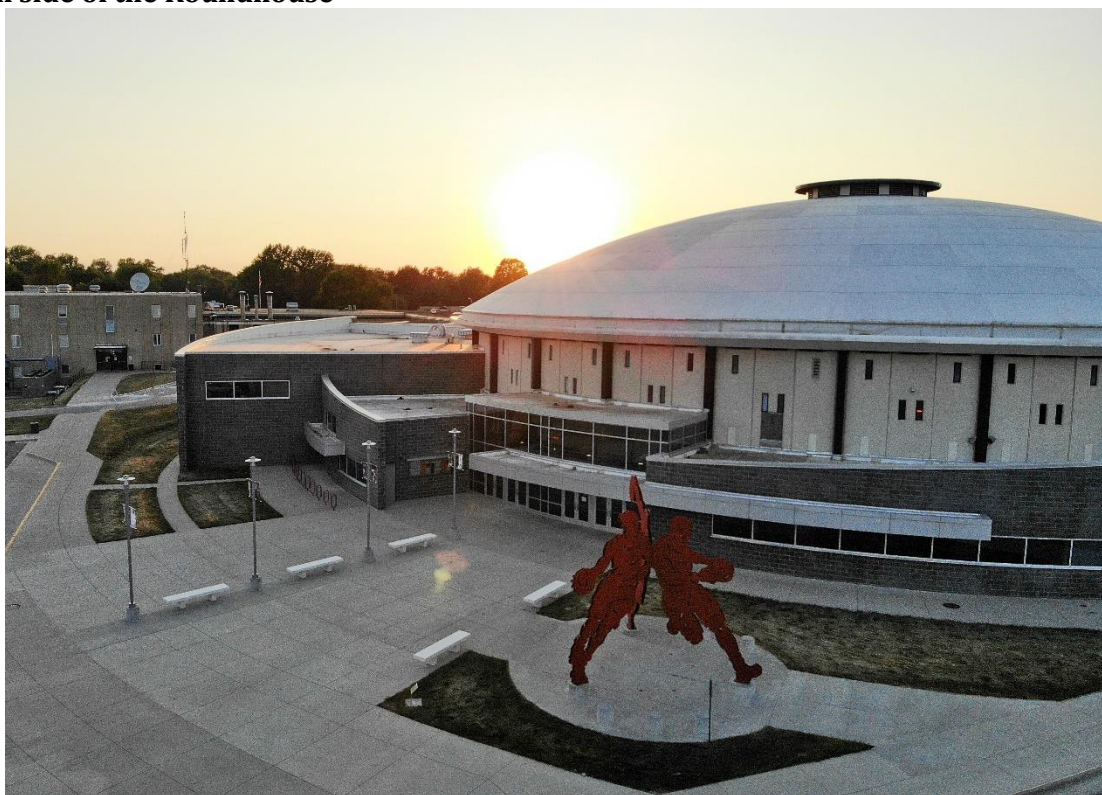
**Motion Up** by Ed Ware on the North wall of the Roundhouse (gymnasium), this piece is located next to the Marshalltown Performing Arts Center. Each figure is an athlete from the Marshalltown High School.



**Drills** by Gail Follwell, on the south side of the Roundhouse, opposite of the Marshalltown Performing Arts Center



**South side of the Roundhouse**



Learn more about the existing artwork on-site here:

<http://www.artsandculturealliance.org/marshalltown-public-art-committee.html>