



## City of West Palm Beach Call to Artists

### Florida based-artists

#### **PROJECT OPPORTUNITY**

The City of West Palm Beach (“City”) requests qualifications from professional artists or professional artist teams to create an original public art mural for a major entry point into the City of West Palm Beach’s downtown corridor. The City has partnered with Florida Power & Light Company to accommodate a public art mural. The theme of the project is “Florida Flora.” The colorful foliage of South Florida will inspire the design.

**APPLICATION DEADLINE:** June 4, 2021 7PM EST

#### **PROJECT SITE**

Heading east on Okeechobee Boulevard towards Downtown West Palm Beach is a large wall on the south east corner of Okeechobee Blvd between Australian Avenue west of Parker Avenue. The wall serves as an entry point to the City’s downtown corridor and is owned by Florida Power & Light (“FPL”). While the entire wall is 370 linear square feet, the City is requesting that only a central focal area of the wall be used. A trickling effect to the extended walls is encouraged. The work will be seen mostly by vehicular travelers and therefore the work will be viewed at a speed of 40mph. The location is highly visible and will be seen by approximately 64,000 motorists per day. The artwork site will not be accessible to pedestrians; therefore, the work should be fully contained within the designated site.

#### **PROJECT GOALS**

- Be inspired by the colorful foliage of South Florida and reflect the area while creating a visually positive image while entering the downtown corridor.
- The artwork is of high artistic quality.
- The design is expressive and echoes the theme of the project.
- It becomes a visual identifier as an entry point to the City.
- The proposed work is appropriate for the site in terms of scale, design, and materials.

#### **BUDGET**

The commissioning budget is \$40,000 and is all-inclusive including: design, artist fee, materials, installation, travel, and insurance. Proposals that exceed the commission budget will be considered non-responsive and non-qualified.

\*Artist teams must split the allotted budget if awarded.

## ELIGIBILITY

Open to professional visual artists or artist-led teams age 18 and over who reside in Florida.

Artists or Artist Teams must demonstrate the professional capacity to oversee the design and installation of a large-scale public mural.

Studio artists interested in pursuing public art projects are also encouraged to apply. Artists who have not previously worked in public art are invited to utilize their written responses to outline their knowledge of and interest in public art.

## APPLICATION

All interested artists or artists teams (max two artists per team) must submit their application by uploading their application to the following link. <http://publicartist.org/call.cfm?id=3583> There are no exceptions.

Applications Materials. To be considered a complete application, applications must contain all the following materials:

- 1. Professional Resumé:** Resumés or CVs (limited to 2 pages) must be uploaded for each Artist or Artist team (Artist teams should provide a separate Resumé/CV for each member. Teams must provide information for each team member, and one Artist must be identified as the lead contact for the team. Any artist team selected through this Call must retain the same composition of individual team members until the completion of the commission.
- 2. Statement of Interest: (max. 500 words)** Statements should address the Artist or Artist team's interest in developing a public art proposal for this specific commission and provide context to the conceptual and aesthetic approach, highlighting prior artworks, projects, or commissions of a similar scale.
- 3. Documentation of Past Projects-** A minimum of five (5) images and up to seven (7) images of past completed or realized work are required. Image specifications: JPG, PNG, 300dpi, 5MB Max.
- 4. Image Information:** title of work, artist(s), year completed, medium, dimensions, location. No composite images.

## SELECTION PROCESS

Artist or Artist teams will be selected through the following process.

- 1. Qualification Review.** City staff will preview submissions for completeness and compliance with qualification requirements. Staff may reject incomplete applications or non-qualified or non-responsive submissions.
- 2. Selection.** The City of West Palm Beach's ArtLife WPB Committee will review the applications at a public meeting and select one artist/artist team, based on the criteria contained in this document. The finalist will be selected based on the strength of their past work, and their demonstrated ability to meet the budget and timeline in past projects.
- 3. City Commission Approval.** Award of a contract for creating, designing, and installing the artwork(s) is contingent upon final approval by City Commission.

## CRITERIA:

Selection of the final concept proposal will be based on the project goals and the following criteria:

**ARTISTIC QUALITY:** Artwork should incorporate a high level of craftsmanship and artistic excellence.

**DIVERSITY:** Artwork is diverse in terms of media, cultural or historical significance, innovation and creativity.

**APPROPRIATENESS TO SITE:** Artwork should be innovative, engaging and compatible with the location in terms of scale, material, and form. Artwork should be conceptually appealing to a wide audience of varied ages, backgrounds, and

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ethnicities. Artwork should exhibit originality of concept and demonstrate a strong conceptual alignment with the goals of the project.

**ARTIST QUALIFICATIONS:** The feasibility of the proposed artwork is evaluated relative to the artist’s ability to complete the work proposed. Factors to be considered include the Artists or Artist Teams experience, past projects budget and timeline.

**ARTWORK MAINTENANCE:** Artwork must be designed and constructed for durability in the South Florida climate. Consideration will be given to proposals that consider sustainable and efficient methods in the ongoing operation and maintenance of the artwork.

**PUBLIC WELFARE:** Artwork will be evaluated to ensure that it does not present a hazard to public safety and is compliant with all applicable building codes and accessibility requirements.

*The City reserves the right to decline all applications submitted in response to this Call to Artists, to terminate the selection proceedings, or to combine, eliminate, or otherwise amend the commission opportunities at any time. Artists identified through this process are not guaranteed a commission or the opportunity to develop a public art project or proposal. The release of this Call to Artists in no way binds the City to the commissioning of any Artist, Artist team, or artwork.*

**OVERVIEW OF COMMISSIONED ARTIST OR ARTIST TEAM RESPONSIBILITIES**

- Develop and refine artistic concepts and designs with staff and key stake holders working on the project.
  - Develop final drawings, presentation materials, budget breakdown, and other visual and written items.
  - Present concepts and designs to committees, boards, community groups, and others.
  - Provide documents showing approvals from all the appropriate entities (ArtLife WPB Project Manager) involved in the project.
  - Participate in an ongoing design review and modification process with input from City staff, designers, key stake holders, and appropriate City committees.
  - Provide bi-monthly (every 2 weeks) email updates to City staff.
  - Develop a maintenance plan (manual) for the artwork.
- \* Some of the foregoing responsibilities will be included in the City’s Agreement with the selected Artist/Artist team.

**ANTICIPATED PROJECT SCHEDULE**

Call to Artists Released and Promoted	May 2021
Application deadline	June 2021
ArtLife WPB Committee review/selection	July/August 2021
Contract/Design Development	September 2021
City Commission – Final Design Approval	October 2021
Selected Artist/Artist Team to commence work	October/November

## **AGREEMENT TERMS**

The selected Artist or Artist team will be required to sign a contract commissioning the artwork in the amount of \$40,000 which must be sufficient for all costs of the project including artist fee, design, materials, and installation of artwork/art elements.

The Agreement will also contain the following terms and conditions:

- The selected Artist or Artist team will be responsible for developing, creating, and installing the design as part of the contractual agreement with the City.
- Additionally, the artwork will be installed on property owned by FPL and also subject to the terms of a License Agreement for Art Installation between the City and FPL (“License Agreement”).
- The selected Artist or Artist team will be required to have a one-million-dollar liability insurance through the end of the Artwork’s warranty period in accordance with the requirements set forth in the City’s agreement with FPL.
- A payment schedule will be outlined in the contract with a third of the budget retained until satisfactory completion of the installation.
- The selected Artist or Artist team shall obtain any necessary permits required by the City for installation of the artwork.
- Project will be completed no later than winter 2021.
- The Artist or Artist team shall conduct operations under the contract in a manner to avoid theft or damage by vandalism or other means to the artwork or Artist’s equipment, while under Artist’s control.
- The Artist or Artist team will be required to submit an installation plan for the artwork.
- Pursuant to the City’s License Agreement with FPL, FPL shall have the right to determine when and if repairs and restorations to the artwork will be made.
- The Artist or Artist team will warrant that the artwork shall be the result of original artistic effort of the Artist or Artist teams and that, unless otherwise stipulated, the artwork shall be unique, an edition of one.
- Artist or Artist team shall acknowledge that the artwork shall be installed on private property in view of the public. During the installation of the artwork, the Artist shall specifically grant to the City and FPL the right to make presentations of the artwork in progress and/or to photograph or otherwise reproduce faithful images of the artwork in progress for presentational and media purposes. Presentation(s) of the artwork in progress may be conducted by the City and/or FPL without specific approval of the Artist.
- Title to the completed artwork shall vest in FPL. Artist shall transfer all rights of ownership in the artwork to FPL. Artist and Artist team shall specifically waive and release all rights, including all right of attribution or integrity, which Artist may have in the artwork as provided by 17 U.S.C. §§10 and 113(d). The artist shall acknowledge and affirm that pursuant to 17 U.S.C. §106A(e) such waiver and release shall be effective as to all uses foreseeable and unforeseeable for which such artwork might be subject. Artist shall represent to City and FPL that the Artist alone is possessed of the rights transferred or waived above and that the Artist is lawfully entitled to transfer or waive all such rights.
- Artist or Artist team shall adhere to the safety requirements outlined in Occupation Safety and Health Administration (OSHA) <https://www.osha.gov/> while working on site.

## **GENERAL TERMS**

Proposers should rely exclusively on their own site investigations for development of proposals, concepts and means and methods of installation/fabrication. This Call to Artists (“Call” is being provided by the City without any warranty or representation, expressed or implied, as to its content, accuracy or completeness and no proposer or other party shall have recourse to the City if any information herein contained shall be inaccurate or incomplete.

This Call is made subject to correction of errors, omissions, or withdrawal without notice.

No warranty or representation is made by the City that any proposal conforming to these requirements will be selected for consideration, negotiation, or approval. The City is under no obligation to award a commission for artwork based on the proposals submitted. The City may withdraw or cancel this Call at any time without any liability or obligation on the part of the City. In its sole discretion, the City, through its ArtLife WPB Committee may determine the qualifications of any artist submitting proposals. The City and Proposer will be bound only when a proposal, as it may be modified, is approved, and accepted by the City and the applicable contract is approved by the City Commission and executed and delivered by the artist and the City.

**QUESTIONS** contact Sybille Welter at [scwelter@wpb.org](mailto:scwelter@wpb.org) subject line Florida Flora/FPL Wall

## **ABOUT ArtLife WPB**

ArtLife WPB is the public art program of the City of West Palm Beach, Florida. ArtLife projects capture the diverse, contemporary beat and rich history that make West Palm Beach a destination city.

For more information about ArtLife WPB please visit <https://www.wpb.org/our-city/art-in-public-places>

### **Exhibit A: Location**





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