Design Brief
"Welcome to Waco" Digital Collage
Creative Waco & City of Waco

Project Description:
Artist and artist teams are invited to submit proposals for the design and installation of public art at the Waco Regional Airport (ACT) in Waco, Texas. Creative Waco, in partnership with the City of Waco, is seeking an artist or artist team to design a "Welcome to Waco" wrap design for installation along a glass partition. The selected artist or artist team will enter into an agreement with Creative Waco for the completion of the project. The artwork must comply with airport rules, regulations and policies. The artist/team will be required to work with the installation firm during fabrication and installation to ensure design integrity.

This RFP is extended to individual artists, art students, and design teams with no geographic limitations as to place of work or residence. The selected artwork must incorporate repetitions of the phrase "Welcome to Waco" provided by community members in their language(s) of origin and arranged into a digital design by the artist or artist team. The final design will be a wrap that is fabricated and installed by a vendor selected by Creative Waco.

"Welcome to Waco" Submission and Selection Process:
● Design submission concept deadline is midnight on April 21, 2023.
● Proposals will be reviewed by Creative Waco staff for completeness and for compliance with requirements stated in the RFP.
● Complete proposals will be submitted to an artistic panel consisting of professionals from the fields of art, design, and engineering, including representatives from Creative Waco and the City of Waco, the Aviation Advisory Board and the Waco Convention & Visitors Bureau. The artistic panel will recommend the finalist.
● The final recommendation will be submitted to the City of Waco Aviation Advisory Board and Waco City Council for review and approval.
● The selected designer will be offered a $5,000 contract to finalize the digital design and adapt it as necessary for application as a wrap applied to glass.

Design Brief Overview:
● The goals of the project include the following:
    a. Place new, high-quality works of public art that complement the concurrent renovation of the airport.
    b. Grow Waco's reputation as a community that values and supports creativity and the arts and as a state-designated Cultural Arts District city.

c. Introduce artistic and design elements that highlight Waco's distinct culture, diverse community, natural beauty, and attractions.

d. Create a gateway to Waco that is impressive, distinctive, and welcoming.

e. Where possible, engage local/regional artists for career-enhancing opportunities.

f. Showcasing the diversity of Waco by integrating repetitions of the phrase "Welcome to Waco" provided by community members in their language(s) of origin.

g. Feature the changing natural light at the installation site.

- Design concepts should consider the following:

    a. Integration of the phrase "Welcome to Waco" in the languages provide

        ▪ Some submissions are original drawings, and some are typed; <u>both</u> should be incorporated into the proposed design.

        ▪ Original drawings and a spreadsheet containing typed language submissions can be accessed [HERE](#)

    b. While the overall space to be wrapped is 50'-6" in length by 9'-4" in height, the design should include repeated patterns that are approximately 10' in length; the design submission should illustrate how the repeated patterns are joined together in a seamless manner.

    c. The wrap design should incorporate a transparent or translucent background and can include color in the representation of the various languages.

    d. Natural light is featured in the installation space. The artwork's interplay with the changing natural light should be considered.

- For Final Submission, the selected artist/teams will be expected to provide a final design package that fits the following parameters:

    a. Embed all images

    b. Files should be in Vector format

    c. Outline all text

Estimate Project Timeline*

APRIL 21, 2023: Deadline for Artist Submissions
APRIL 24-25: Tech panel review
APRIL 26-28: Artistic Review Panel & Selection of Finalists
MAY 1-2: Interviews & Final Selection
MAY 4: Presentation to Aviation Advisory Board
MAY 16: Presentation to City Council
MAY 17-JUNE 15: Finalize Contracts with Artists
JULY 15, 2023: Final Design due to Creative Waco
JULY 17-21: Fabrication by local vendor
JULY 24-28: Installation by local vendor

*Estimated dates subject to change

<u>How to Apply:</u>
All materials must be submitted online, via the publicartist.org website (www.publicartist.org)
There is no application fee to apply or to use the publicartist.org website. Assistance in using the publicartist.org system is available here: https://www.publicartist.org/help/indextotips.cfm

Proposals should include the following information:

- LETTER OF INTEREST | Should include your interest in the Waco Regional Airport project, your design approach, your experience working on projects of this nature, and your experience working with diverse communities and stakeholders.
- PROJECT IMAGES | A maximum of six total images of proposed designs, with descriptive information for each image. including a description, approach, and any other relevant information; up to 3 total design concepts (x2 images each) will be accepted.
- VISUAL SUPPORT MATERIALS | a maximum of ten images of past work.
- REFERENCES | Three professional references who have worked with you.

<u>Additional Resources:</u>
Please direct all questions about the project to Amanda Dyer, Creative Waco Director of Public Art & Development at amanda@creativewaco.org or 254.600.9936.

- Creative Waco website: https://creativewaco.org
- Waco Regional Airport website: https://www.waco-texas.com/airport/#gsc.tab=0
- City of Waco Cultural Plan: https://creativewaco.org/wp-content/uploads/2021/11/ACULTURALPLANFORWACO.pdf
- Tips for using the publicartist.org system is available here: https://www.publicartist.org/help/indextotips.cfm
- [CONCEPT DESIGN](#) | Digital renderings illustrating the finishes and colors for the Waco Regional Airport renovation project, focusing on the artwork site.
- [CONSTRUCTION PLANS](#) | Plans including measurements and renderings indicating the artwork site.

Please see below for design inspiration images: