



DIVISION OF CULTURAL AFFAIRS

CITY OF CULVER CITY

9770 CULVER BOULEVARD, CULVER CITY, CALIFORNIA 90232-0507

CULVER CITY: COLORFUL COMMUNITIES PROGRAM
REQUEST FOR QUALIFICATIONS (RFQ)

PROGRAM OVERVIEW

Culver City: Colorful Communities (CC:CC)—a pilot, commemorative poster program—celebrates the City’s neighborhoods through the unique lens of visual artists.

The Cultural Affairs Division invites professional visual artists and artist teams residing in Los Angeles County to submit qualifications in this first of a two-stage competitive process for the 2025-2026 *Culver City: Colorful Communities (CC:CC)* program. Visual artists/artist teams who live or work in Culver City or neighboring cities are highly encouraged to apply.

The 2025-2026 CC:CC cycle will feature the following five neighborhoods:

- Blair Hills
- Culver/West
- Fox Hills
- Lucerne/Higuera
- Sunkist Park

Future cycles of the program will showcase other neighborhoods.

PROGRAM GOALS

Neighborhoods within a city are the building blocks of urban life. Each neighborhood has its own unique identity, culture, history, and vibe. Neighborhoods contribute to the overall character of a city, influencing everything from architecture and urban design to local businesses, community events, and the social fabric.

The poster program’s goals are to:

- Foster connection across generations.
 - Highlight iconic landmarks, street scenes, cultural elements, color palette, typography.
 - Excavate historical elements, overlooked sites, residential demographics, arts and cultural hubs, commercial and industrial businesses, community trends and customs, ethnic or cultural enclaves, and diverse or multicultural areas.
 - Create equitable and inclusive artist opportunities.
 - Support creative community and artist growth.
 - Depict accurate cultural and historical representations.
 - Promote community pride and accessibility to art.
 - Establish a sense of continuity and legacy.
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- Inspire civic engagement.
- Encourage tourism and external recognition.
- Document and reflect social change.

TWO-PHASE COMPETITIVE PROCESS

- 1) 1st Phase: Cultural Affairs staff will select a short list of qualified artists from the RFQ applications,
- 2) 2nd Phase: From the list, the Cultural Affairs Public Art Subcommittee will choose and award five artists with their designated neighborhood. Selection will be based on mastery of technique as well as the appropriateness of style/subject matter/experience.

AFTER AWARD ACCEPTANCE

- Participating artist/artist team must attend a mandatory virtual program orientation.
- During the design development, participating artists are required to hold **one public engagement workshop**, which will be scheduled and coordinated by the Cultural Affairs staff with each artist in their assigned neighborhood.

The program's detailed scope of work and artwork guidelines will be provided after the award acceptance.

BUDGET

The budget for the 2025-2026 CC:CC cycle is \$8,000 per selected artist/artist team. The budget is inclusive of the artist fee, original artwork, mandatory orientation meeting, neighborhood public engagement workshop, mid-point review, color proofing of digital file reproduction, and development of the artwork caption.

Printing, framing (if needed for works on paper), artwork reproduction, digital file preparation, graphic design, color proofing of the final design and any other related matters will be managed and funded by the City.

ELIGIBILITY

Professional, practicing artists who reside in Los Angeles County. Entries not meeting eligibility guidelines will be withdrawn from consideration.

Visual artist/artist team qualifications include:

- A professional profile, peer recognition, a history of public exhibitions, and successfully worked on collaborative projects.
- A history of strong conceptual development.
- Ability to skillful execution of tools, materials, and craft.
- A BFA, MFA or other equivalent advanced training in the visual arts.
- Work primarily in the production of art in unique or limited editions and not for purposes of mass production or advertising.

The ideal candidate is a practicing artist who has demonstrated some level of accomplishments through bodies of work, exhibitions, or presentations.

SELECTION PROCESS

Applications will be reviewed by an Artist Selection Panel consisting of the Cultural Affairs staff and the Cultural Affairs Commission Public Art Subcommittee.

RESPONDING TO THE RFQ:

Submit as *one merged PDF document*:

- 1) Letter of Interest (500 words maximum; single spaced page)
 - Provide a description of your artistic focus, career highlights and qualifications.
 - One paragraph briefly describing how you might approach the poster series and how it relates to the goals of the program.
- 2) Résumé/Curriculum Vitae
 - 15,000 characters maximum (approximately 8 standard pages)
 - If you are applying as a team, please include your team/studio résumé. If that is not available, please include the individual résumés of each team member sequentially.
- 3) Ten Images of Previous Work
 - Images should be at least 72 dpi and no larger than 1280 x 1280 pixels; up to 5MB maximum per image.
 - Images must be depicted in color, appear sharp, and include viewable dimensions to determine their scale.
- 4) Image Descriptions
 - Please include the title, medium, dimensions, and year for each work. You may also include a brief statement (2 sentences maximum) about each work.

Do not submit art concept/design at this stage.

Please submit the one merged PDF via email to: cultural.affairs@culvercity.org. Any email submissions received after the deadline will not be considered. Other materials submitted via post, in-person or otherwise not consistent with this RFQ's submission requirements will be rejected.

QUALIFICATION APPLICATION DEADLINE: Monday, October 6, 2025, 5:00pm.

QUESTIONS AND REQUEST FOR CLARIFICATION

- Please email any questions regarding this RFQ to cultural.affairs@culvercity.org.
- Email requests should include the subject line: *Culver City: Colorful Communities RFQ Clarification*.

- Questions are reviewed, and answers are provided per a schedule. Final questions must be received via email, no later than 5:00pm (PT) on Friday, September 19, 2025. Responses will be provided via an addendum no later than Friday, September 26, 2025.

BACKGROUND

Incorporated in 1917, the City of Culver City, dubbed as “The Heart of Screenland,” is a five-square mile, urban community of 40,000 residents surrounded mostly by the City of Los Angeles but also shares a border with unincorporated areas of Los Angeles County. Culver City is centrally located on the Westside near Santa Monica, Crenshaw, and Marina Del Rey. Culver City is particularly known for its well-run public school system, “small town” charm, growing high-tech and creative economies, and a dynamic downtown that is regionally known as a destination for restaurants, live theater, and public art.

SCHEDULE

The City reserves the right to make changes to the below schedule; but plans to adhere to the implementation of this program are as follows:

Request for Qualifications (RFQ) Issued	Thursday, September 4, 2025
Final Questions for RFQ Clarification	Friday, September 19, 2025, 5:00pm
Cultural Affairs staff’s responds to RFQ	Friday, September 26, 2025, 5:00pm
Deadline to respond to the RFQ	Monday, October 6, 2025, 5:00pm
Artist Qualification Panel Meeting	November 2025
Award Selected Artist Commissions	November 2025
Contract Agreement Execution	November 2025 – January 2026
Public Engagement Workshops	January – March 2026
Mid-Point Review	April 2026
Artwork Submission – In Person	Late April 2026
Digital Reproduction of Artwork	May 2026
Poster Production	June 2026