

MEETING DATE

February 27, 2006

AGENDA ITEM

Consideration of Request for Qualifications/Request
for Proposal for Public Art Concept on West
Washington Blvd

ATTACHMENTS

Pages

- 1 *Call to Artists* incorporating both a Request for
Qualifications (RFQ) and Request for Proposal (RFP)

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Culver CITY

March 1, 2006

Call to Artists

Introduction/Project Site

This is the first phase of what is anticipated to be a multi phase art program focusing on the 2.5 mile section of West Washington Blvd between the 405 Freeway and Lincoln Boulevard. The project site represents a section of the historically significant Washington Boulevard that connects the Pacific Ocean to downtown Los Angeles. It is also the major commercial thoroughfare in the western-most section of Culver City, off which, quiet residential neighborhoods branch out. The boulevard -- a wide, open street with low-rise buildings on either side - presents a unique opportunity for artists to infuse the area with a sense of change and energy in an art concept that also unifies the street visually within the project site.

(Include information about demographics in project area here)

Scope of Project

- This project is intended as a temporary installation lasting 1-2 years and may change or rotate within that time frame,
- Artists are to use the light poles along Washington Boulevard as the primary venue (approximately 176 along both sides of the street) for original, site specific art work,
- Art work must be easily visible to vehicular traffic,
- Art work must be fabricated from durable materials which require minimal maintenance and can withstand outdoor conditions for approximately 18 months after installation,
- Art work concept can be a one time installation for the 1-2 yr time period or be a multi-phase installation within that time period, and,
- Turn around time for fabrication and installation shall be relatively short (target date for completed installation is fall/early winter 2006)

The City

Culver City, with a resident population of approximately 42,000 residents within five square miles, is located eight miles west of downtown Los Angeles and seven miles east of the Pacific Ocean. In the 20th century, Culver City was home to three major film studios, thereby earning its title as "The Heart of Screenland." Today, Culver City is the headquarters of Sony Pictures Entertainment. The City distinguishes itself as a residential community that is known as a center for creative business, including film and design, as well as an emerging art and cultural center. More information on the City's history is available at www.culvercity.org/cityinfo/history/index.html

Guidelines & Deadline

By 5:00 pm, Friday, March 31, 2006, submit the following materials

- **Ten Images of past work** Images shall be provided on a CD, submitted as jpgs at 72 dpi and identified by artist's name and image number, for example Jones_01, Jones_02, etc. Submittals shall include hard copy of color contact sheet of images with artist's name

- **Image list** To include image number, title, medium, dimensions, date and brief written description of each image (25 words or less)
- **Resume** Include 8 copies of current resume
- **References** Address, telephone and e mail contact information for two professional references qualified to testify to your artistic achievements and performance

Please Note Due date is the receipt date and not the postmark date Submissions will *not* be returned and become the property of City of Culver City

Selection Process

Phase 1

A Selection Panel comprised of arts professionals and up to two representatives of the project area's Advisory Panel will review all qualified submissions and make a recommendation to the Cultural Affairs Commission's Public Art sub-committee Up to **three** artists or artist teams will be selected to develop original art work proposals Short-listed artists will be provided with a written set of guidelines and will be required to attend a briefing session with staff Short-listed artists will be given a six week time period to complete their designs Short-listed artists will be selected based on the following criteria

- **Quality of past work (weighted at 80%)** Artistic merit as evidenced by quality of submitted work, and,
- **Experience (weighted at 20%)** Professional experience as evidenced by resume and reference recommendations and demonstrated ability to successfully complete public art projects of similar scale and scope

Phase 2

The Selection Panel will reconvene to review original artwork created by short-listed artists and recommend that one, two or up to three short listed artists or artist teams have their art work concept installed along Washington Blvd A 45-minute interview with each artist/artist-team will be part of the Selection Panel's evaluation process (The number of artists or artist teams selected will in part be determined by cost estimates as they relate to other aspects of the proposed project) Finalist(s) will be selected based on the following criteria

That the art concept

- Conveys superior artistic merit
- Is site specific
- Is engaging to vehicular (and pedestrian traffic)
- Provides an improved and more attractive streetscape
- Is well designed, safe, made of durable materials and requires minimal maintenance
- Project cost estimate vs scope of project
- Fabrication and installation timeline

The Selection Panel will make its recommendation for a finalist or finalists to the CAC Public Art sub-committee who in turn will forward a recommendation to the Cultural Affairs Commission The City Council makes the final decision based on the Cultural Affairs Commission's recommendation Both the Cultural Affairs Commission and City Council meetings will be open public meetings at which time artists will have an opportunity to make a short statement

All art concepts are subject to review by the City Attorney's Office, Building & Safety and Public Works Department (and other departments or divisions as necessary) for compliance with City codes, policies and regulations. Depending on the nature of the proposed project(s), Public Works staff may be involved with installation.

Budget

Short-listed artists not selected as finalists will be paid a \$1,000 honorarium. Finalist(s) will be paid a \$10,000 design fee. Artist teams selected as finalists will be paid as a team the \$10,000 design fee. The total available for this project is \$85,000.

This opportunity is open to professional artists and illustrators residing in California. Artist teams are also encouraged to apply.

The City of Culver City reserves the right to cancel, postpone or otherwise not select any artist for a commission.

All submissions should be delivered or mailed to

B. Christine Byers
Cultural Affairs Division
Community Development Department
9770 Culver Boulevard
Culver City, CA 90232

For questions, please contact Christine Byers at

(310) 253-5776 or christine.byers@culvercity.org