

THE CITY OF CULVER CITY
**Washington / National TOD Gateway
Request for Proposals (RFP) for Art Consultant**

LETTER OF INTEREST

Dyson & Womack have reviewed the Request for Proposals (RFP) and are pleased to submit our proposal for Art Consultant for the Washington / National TOD Gateway to be completed in 2020.

As a firm, we have had direct oversight and management of over 40 public artworks and over 350 public art programs in the past five years alone. Our team of project managers and professional art consultants have built a reputation for realizing world-class, contemporary public art commissions and projects. In addition, we are committed to a methodology for public art that is both sustainable and equitable, values that many of our government clients share. In summary, our firm meets and exceeds the requirements for response to this RFP.

In realizing these projects we have developed and executed work in each of the areas set out in the scope of services, including but not limited to:

- Project plans and presentations
- Feasibility studies
- Sustainability studies
- Site assessments
- Artist selection and procurement processes (RFQ / RFP)
- Site specific commissions
- Plans reviews and permitting
- Fabrication & Installation oversight
- Budgetary oversight
- Project timelines
- Project team coordination
- Evaluation rubrics and rankings
- Training on public art evaluation
- Contract and price negotiation
- Maintenance manuals
- Community engagement and outreach
- Design and copy for art program literature

Dyson & Womack have shown quantifiable success with a 100% on-time completion rate across all our consulting and production projects in 2017, while managing project budgets over 2.4 million dollars. In 2018, our firm was selected as Art Consultants by the State of California for the California Air Resources Board (CARB), Southern California Headquarters Consolidation Project. Our firm will realize a permanent collection of six commissioned artworks for CARB with an art allowance in excess of 2 million dollars. Once completed, it will be the largest collection of permanent public artworks addressing climate change globally.

Our approach to art consultancy is defined by our commitment to world-class public works of art that elevate and integrate not only with the built environments they inhabit, but with the overall goals of the development. This approach has allowed us to grow our client base and retain relationships and renew contracts with existing clients. This year to date we have been selected to develop public art programs as art consultants and producers for four local and state governments and five corporate or non-profit organizations.

At Dyson & Womack we believe in a 360° approach to any project implementation and have perfected a path from planning to realization. Our team of professionals support these goals through a shared commitment to bring strategy, aesthetics, and production techniques of the highest caliber to the realization of art in public places.

We sincerely appreciate your review of our response to this RFP. We hope it conveys what has made our team successful, namely a passion for the arts that is translated into creativity, purpose, and a tested commitment to excellence.

Project Approach

We understand that the City of Culver City is seeking an experienced Art Consultant to select and implement a public artwork or artworks at the Washington / National TOD Gateway. The scope of work detailed in the Art Consultant Scope of Services clearly outlines the guidelines for oversight of this program. In addition, it is clear the commissioned artwork(s) should define the space visually, tying the four corners together, while locating the site as an iconic gateway to Culver City.

We believe that art in public places is a public service that can enrich, transform, and support local communities. Because of this approach, we have developed our strongest asset, trusted and deep relationships with artists from a wide range of backgrounds and career levels who work across a wide range of mediums. The following information articulates how we would leverage our firms relationships and capacities and the milestones that we would anticipate following during the implementation of this project. We begin by understanding what drives your project including the goals and values, but also the site, functionality, and specific needs of the project.

Building a Project Plan

- Coordinate with design-build teams to understand art opportunities and identify potential art sites.
- Develop the project goals, values and conceptual narratives with the project stakeholders and in line with progressive practices for equity and sustainability.
- Design a project plan including the program schedule, artist procurement methodology, evaluation criteria, and contracting protocol.

Designing a Selection Process

- Draft RFQ/RFP documents to align with the project plan.
- Develop an accessible platform for artists to engage with the selection process. We evaluate and utilize an appropriate submission platform in conjunction with custom websites developed in-house (reference: www.carb.dysonwomack.com).
- Promote open calls through social media, community outreach, studio visits, and advertising with partner organizations.

Evaluations and Reviews

- Develop custom evaluation rubrics that align with the public art projects stated goals and values.
- Provide training on evaluation rubrics and ranking systems to project partners.
- Share access to internal research and systems for evaluating sustainability and promoting equity for project and proposal evaluations.

Project Oversight and Installation Management

- Oversee project development, tracking artist budgets and schedules during design development, fabrication, and installation periods including the approval of fabrication and installation methodologies and teams.
- Communicate relevant details to the design-build team.
- Review operations and maintenance manuals for commissioned artwork(s).

DYSON & WOMACK CV

Firm Overview

- Chris Dyson & Emily Womack, co-founders of Dyson & Womack, have implemented public art programs for local and county governments in the United States and internationally since 2007.
- Dyson & Womack is comprised of four distinct yet integrated departments; Consulting & Production, Custom Fabrication, Marketing & Design, and Cultural & Community Advocacy.
- Dyson & Womack's team of professionals include specialists in public art planning, project management, engineering, fabrication and installation, public relations and social media, and community engagement..

Educational Background

Principle staff have Graduate and Undergraduate degrees in Art, Environmental Art, Aesthetics & Politics, Engineering, and Public Policy. Staff are trained in UL standards and OSHA site safety regulations.

Government Contracts

Previous contracts with government agencies include; the State of California, the City of Los Angeles Department of Cultural Affairs, the City of Santa Monica Cultural Affairs Division, the Scottish Arts Council, the British Council, the Government of Monaco, the City of Venice Italy, the City of Odessa, TX, as well as the councils of Edinburgh, Dundee, and Glasgow Scotland.

Consulting Prequalification Listings

Dyson & Womack are prequalified art consultants and producers for the Los Angeles County Arts Commission (LACAC), the City of Los Angeles Department of Cultural Affairs (DCA), the City of Santa Monica, and the City of West Hollywood.

Advisory Councils and Teaching

UCLA Design Media Arts Department, Art Center's Art and Environmental Design Departments, guest lecturer for the Whitney Independent Study Program, guest lecturer Royal College of Art, London. Advisory council for public art and sustainability for Julie's Bicycle.

Current and Upcoming Clients | Projects

- The State of California | California Air Resources Board Public Art Program
- Friends of the High Line | High Line Plinth
- The City of Odessa Texas | Odessa Spire
- The City of Santa Monica Cultural Affairs Division | Art @ Tongva
- The City of Los Angeles Department of Cultural Affairs | CURRENT:LA FOOD

Previous Clients | Projects

- The City of Los Angeles Department of Cultural Affairs | Van Nuys Arts Festival
- Boompas & Parr | Westfield Mall, Los Angeles, CA
- Kelly Lamb Studio | Atlantico at Palmetto Bay, Miami FL

- The Magic Hour | The Magic Hour
- The City of Santa Monica Annenberg Beach House | Among Us
- Shulamit Nazarian | Cammie Staros
- LA Phil | Chris Kallmyer
- Blum & Poe | Hugh Scott Douglas
- Vinyl Me, Please | Moses Sumney
- 1301 PE | Ana Prvacki
- City of Santa Monica Annenberg Beach House | Beach Dances
- City of Santa Monica Cultural Affairs Division | Art @ Tongva
- REDCAT | REDCAT Gallery
- City of Los Angeles Department of Cultural Affairs | CURRENT:LA Water
- Stella Artois | Le Savoir
- LA Phil | Ana Prvacki
- The High Line | Sam Durant & Charles Gaines
- Blum & Poe | Sam Durant
- 356 Mission Rd | Kerry Tribe
- Paula Cooper Gallery NYC | Sam Durant
- Transfestival | Kean O'Brien
- Station to Station Doug Aitken Project | Liz Glynn
- Redling Fine Art | Brian O'Connell
- Turner Prize | Martin Boyce
- Venice Biennale | Martin Boyce
- Modern Institute | Jim Lambie, Simon Starling, Martin Boyce, Dirk Bell
- Anton Kern Gallery | Jim Lambie
- Tanya Bonakdar Gallery, NY | Martin Boyce
- Massachusetts Institute of Technology | Martin Boyce
- Jupiter Art Land | Jim Lambie
- Edinburgh Fringe Festival | Tatham & O'Sullivan
- British Broadcasting Company | Toby Paterson
- Monika Sosnowska | Monika Sosnowska



La Sombra, Teresa Margolles

Current: LA Water Public Art Biennial, Los Angeles, California

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Melting Memories, Refik Anadol

Pilveneli Gallery, Istanbul, Turkey

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The Kelpies, Andy Scott

Falkirk City Council, Scotland



A Forest, Jim Lambie

Jupiter Artland, Edinburgh



Pet Sounds: Charles Long

Madison Square Park Conservancy, New York



Poised Array, Toby Paterson

BBC Scotland Headquarters, Glasgow



Project for a Floating Garden After Little Sparta, Simon Starling

Kunstmuseum St. Gallen, Switzerland



Catalyst, Dalziel + Scullion

Dundee City Council, Scotland

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Sacrilege, Jeremy Deller

Glasgow International, Glasgow



Remember Skies: Martin Boyce

Tate Britain, London

COST PROPOSAL

Project Plan Development

Project Staffing	Project Plan Document Design & Printing	Meetings & Travel	Preliminary Cost Proposal
\$ 8,600	\$ 1,200	\$ 200	\$ 10,000

Artist Selection Process and Evaluation

Project Staffing	Submission platform & website	Outreach, social media, advertising	Rubrics & Evaluation system	Meetings & Travel	Preliminary Cost Proposal
\$ 14,000	\$ 4,000	\$ 1,200	\$ 2,300	\$ 500	\$ 22,000

Project Implementation Oversight and Presentations

Project Staffing	Art Conservator	Meetings & Travel	Operations / Maintenance Document	Preliminary Cost Proposal
\$ 13,500	\$ 2,000	\$ 1,500	\$ 1,000	\$ 18,000

TOTAL Cost Proposal **\$ 50,000**

Payment Schedule

Project Milestone	Payment Terms
Project Plan Development	50% at outset 50% upon plan adoption
Artist Selection Process and Evaluation	60% at outset 20% at RFP stage 20% upon selection of commission
Project Implementation Oversight and Presentations	Monthly payments based on staffing hours, out-of-pocket, and travel to be billed.