



City of West Hollywood
ARTS DIVISION
REQUEST FOR QUALIFICATIONS (RFQ)
Data Visualizations of WeHo Arts: The Plan

RFQ released: June 1, 2017

Deadline to apply: June 15, 2017

PROJECT DESCRIPTION

The City of West Hollywood's Arts Division is seeking qualifications from artists and artist teams in order to select an artist/team(s) to produce data visualizations of the community priorities and information collected in the City's cultural plan, *WeHo Arts: The Plan*.

The City intends to select three (3) artist/team(s) to create unique digital artworks to illustrate the vision for *The Plan* and its outcomes. Artists will be tasked to reference mostly text-based data collected during the cultural planning process to design an infographic, gif and/or video to illustrate the findings. Artists are invited to refer to the "How We Heard It – Overarching Principles + Priorities" as a reference for some of the data collected. Additional information about the cultural plan can be accessed on the city's website, www.weho.org/theplan.

Each commissioned project will be required to be designed to function on the City's various multi-media platforms (social media, video billboards, WeHo TV, city website) and as a printed take-away.

ELIGIBILITY

The Request for Qualifications is open to professional artists/artist teams residing in the United States. Professional artists/artist teams residing in West Hollywood are especially encouraged to apply.

The ideal artist/artist team will have

- Proven artistic merit and strong professional qualifications as demonstrated through previous work.
- Ability to execute a high quality digital work – conceptually, aesthetically and technically compelling.
- Prior successful experience executing a project of a similar scale and budget.
- Capacity to complete the project described in this RFQ within the time frame provided.
- Proven ability to present work on social platforms such as Instagram and Facebook.

- Proven ability to present ideas in writing that are clear and understandable to the general public.

BUDGET

Three (3) commissions will be awarded to three (3) unique individuals and/or artist teams with budgets for individual projects to not exceed \$3,000 each. Project budgets are all-inclusive and will be delivered electronically and a printed take-away.

SELECTION PROCESS

City of West Hollywood Arts Division Staff will convene to review submissions through this request for qualifications. Artists will be selected for the qualified pool according to the following criteria:

- Letter of Interest – ability to articulate interest in the project that is clear and understandable
- Proven artistic merit and strong professional qualifications as demonstrated through previous work.
- Ability to execute a high quality digital work – conceptually, aesthetically and technically compelling.
- Prior successful experience executing a project of a similar scale and budget.
- Capacity to complete the project described in this RFQ within the time frame provided.
- Proven ability to present projects through digital media on social platforms such as Instagram and Facebook.

The selection committee will identify a group of finalists from the pre-qualified pool of artists to enter into a contract to develop a proposal for the project. Interviews may be conducted with the highest ranked respondents and the selection panel.

CITY OF WEST HOLLYWOOD

The City of West Hollywood, known as the “Creative City,” was incorporated in 1984. It is 1.9 square miles in area and is bounded by Beverly Hills to the west, Hollywood to the east, and Los Angeles to the north and south. West Hollywood is home to approximately 37,000 residents and over 3,500 businesses. Sixty percent (60%) of adults are college-educated, and 54% are employed in managerial and professional occupations. Approximately 40% of the City’s residents are gay or lesbian, 10% are Russian-speaking immigrants, and close to 20% are senior citizens.

The City of West Hollywood delivers a broad array of arts programs through WeHo Arts (@wehoarts) – The City’s Arts Division and the City’s Arts

and Cultural Affairs Commission – including: Art on the Outside (temporary public art), Summer Sounds, Winter Sounds, WeHo Reads, Free Theatre in the Parks, Arts Grants for Nonprofit Arts Organizations, Library Exhibits and Programming, One City One Pride LGBTQ Arts Festival, and Urban Art Program (permanent public art). www.weho.org/arts

In 2016, the City of West Hollywood’s Arts Division and its Arts and Cultural Affairs Commission began looking to the future by undertaking a community based cultural planning process – WeHo Arts: The Plan. The Plan articulates the vision of WeHo Arts for the next five to ten years, and its efforts to secure arts and culture at the heart of the city; the connector of the city’s many communities; a nexus between residents and visitors. The Plan is the result of the last 16 months of conversation and the collaborative work of hundreds of people. www.weho.org/theplan

TO APPLY

Please read all information listed carefully. This is a request for qualifications and NOT a solicitation for proposals. Incomplete applications will be disqualified from consideration.

Name

Address

City

State

Zip

Phone

Email

Website

Instagram

Facebook

If applying as a team: Team Member Name, No. of Projects completed together

LETTER OF INTEREST (two page maximum) that outlines your interest in creating a data visualization project for the City of West Hollywood. If you are applying as a team, please state your previous collaborative work completed. PROPOSALS WILL NOT BE ACCEPTED IN RESPONSE TO THIS RFQ.

CV/RESUME (four pages maximum). Artist Teams must submit one resume per team member and combine all resumes into one document.

VISUAL SUBMITTAL

Provide website url links for to up to ten (10) related projects completed by the applicant.

Or

Up to ten (10) digital images of completed artwork. All images must be numbered 01 through 10 (APPLICANT LAST NAME_01, APPLICANT LAST NAME_02, etc.). Digital files must be in JPG format, 300 DPI, 5MB or smaller. If applying as a team ten images total may be submitted per artist team.

ANNOTATED IMAGE LIST to accompany the ten visual submissions. Include the website url/image number, artwork title, dimensions, media, year of completion, project location, budget, commissioning agency and a brief description (150 words).

IMPORTANT DATES (subject to change)

June 1, 2017	RFQ released
June 15	RFQ deadline
June 20	Finalists notified of selection
July 1	Design work begins
September	Final design and presentation to Arts and Cultural Affairs Commission

DEADLINE

Completed applications must be submitted online by 5:00pm, June 15, 2017. Incomplete applications and submissions received after the deadline will not be accepted. The Request for Qualifications (RFQ) may be obtained online at <http://weho.org/residents/arts-and-culture/opportunities>.

QUESTIONS

For all questions related to this call to artists contact Rebecca Ehemann, Public Art Coordinator, City of West Hollywood, (323) 848-6846, rehemann@weho.org.

The City of West Hollywood reserves the right to cancel or postpone this Request for Qualifications at any time.

The City of West Hollywood reserves the right to photograph, videotape and distribute images of the commissioned artwork for non-commercial purposes.

The City of West Hollywood reserves the right to retain, remove, and relocate or destroy all artworks commissioned as a result of this RFQ.

ATTACHMENT: *How We Heard It – Overarching Principles + Priorities* (this document can also be downloaded here www.who.org/theplan)