

REQUEST FOR QUALIFICATIONS

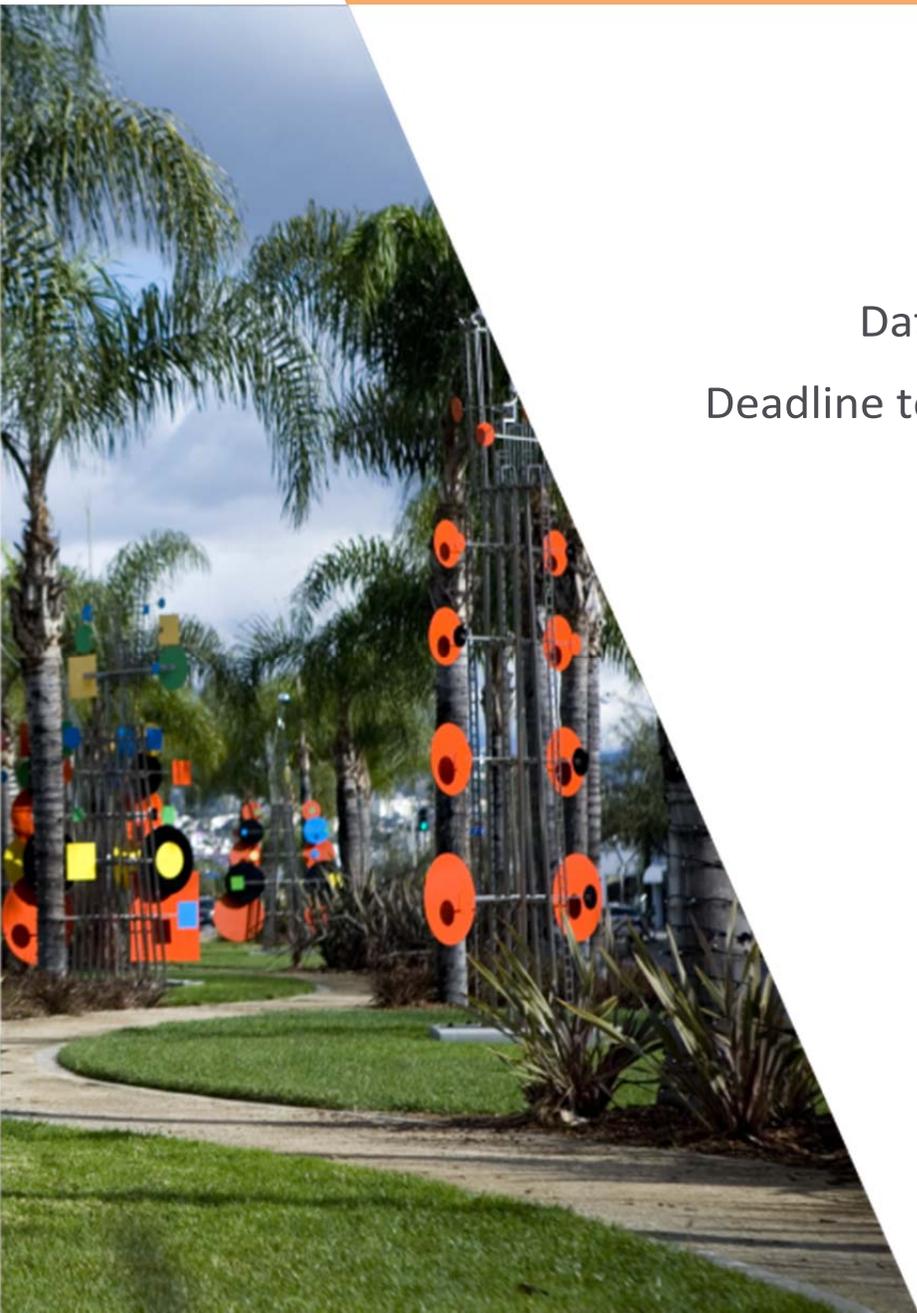
ART ON THE OUTSIDE

COMMUNITY PLAZA BANNERS

CITY OF WEST HOLLYWOOD

Date Released: August 16, 2017

Deadline to Apply: September 27, 2017



PROJECT DESCRIPTION

The City of West Hollywood's Art on the Outside program is seeking qualifications from West Hollywood artists to design a series of three, temporary and site-specific, vinyl banners for the West Hollywood City Hall Community Plaza. The intent of this RFQ is to commission a visual artist to creatively respond to Kim Dower's poem / *Sing the Body West Hollywood* in the form of a 2-dimensional artwork. Kim Dower currently serves as the City of West Hollywood's City Poet. The artwork will be transposed onto three vinyl banners, each measuring 8.5 x 22.9 feet. The selected artist will be responsible for designing the banners and providing print ready files. The City will fabricate and install the banners. The banners will remain on display for approximately 12 months

ELIGIBILITY

The Request for Qualifications is open to professional visual artists residing in West Hollywood.

BUDGET

The budget for the artist to provide print-ready files is \$2,500. The project is intended to cover the cost of design only. The city will cover the cost of banner fabrication and installation.

SELECTION PROCESS

City of West Hollywood Arts Division Staff will convene to review submissions through this request for qualifications. Staff will generate a short list of artists to present to the Art on the Outside Subcommittee for final consideration. In addition to the Art on the Outside Review and Evaluation Criteria, artists will be selected for the project 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.
- Capacity to complete the project described in this RFQ within the time frame provided.

BACKGROUND

Kim Dower, West Hollywood City Poet 2017 – 2019, created the poem *I Sing the Body West Hollywood* by collecting lines from residents and visitors all around West Hollywood, in person, at events, and by pulling verse ideas dropped in suggestion boxes at City Hall and the West Hollywood Library. Woven together, the lines evoke West Hollywood's landscape, landmarks, people, and joie de vivre, in homage to Walt Whitman's classic epic poem *I Sing the Body Electric*.

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 the City's Arts Division, WeHo Arts (@wehoarts), 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



TO APPLY

Applications must be submitted online: <https://form.jotform.us/72125391372150>

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

GENERAL CONTACT INFORMATION

Name, Address, Phone, Email

Website, Instagram

West Hollywood Artist Registry (confirm registration) – *applicants are required to submit their information to the Artist Registry to qualify for the project.*

LETTER OF INTEREST (two page maximum) that outlines your interest in creating a temporary artwork for the City of West Hollywood. PROPOSALS WILL NOT BE ACCEPTED IN RESPONSE TO THIS RFQ. The finalist who is selected will submit a proposal at a later date.

CV/RESUME (four page maximum).

VISUAL IMAGES

TEN IMAGES – Ten (10) Digital Files 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.

ANNOTATED IMAGE LIST to accompany the ten visual images. All images must be numbered 01 through 10 (APPLICANT LAST NAME_01, APPLICANT LAST NAME_02, etc.). Include the image number, artwork title, dimensions, media, year of completion, project location, budget, commissioning agency and a brief description (maximum 150 words).



SCHEDULE

The following dates represent the RFQ schedule that will be followed. The City reserves the right, at its sole discretion, to adjust this schedule, as it deems necessary.

August 16, 2017	RFQ released
September 15	RFQ deadline
September 28	Art on the Outside Subcommittee meeting for selection of artist
October 26	Finalist presentation of artwork to Art on the Outside Subcommittee
November	Fabrication
December	Installation

DEADLINE

Complete applications must be submitted online by 5:00pm, September 15, 2017.

QUESTIONS

For all questions related to this RFQ contact Rebecca Ehemann, Public Art Coordinator, (323) 848-6846, rehemann@weho.org.

The City of West Hollywood reserves the right to cancel or postpone this RFQ at any time. The City of West Hollywood reserves the right to photograph, videotape, and distribute images of the temporary 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.



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