

REQUEST FOR PROPOSALS
CITY OF WEST HOLLYWOOD
ARTS DIVISION

9x9 Mural
(West Hollywood Park's 5-Story Parking Structure)



Date Released: Monday, May 3, 2021
Deadline to Apply: Wednesday, June 9, 2021, 5PM PDT
weho.org/arts @wehocity @wehoarts

Image Credit:
Partition (detail)
Rajab Ali Sayed
9x9 Mural 2019

PROJECT DESCRIPTION



The City of West Hollywood's Arts Division seeks artist proposals for a digital file of a 2D artwork (digital, photography, painting, etc.) in a square format. The image will be printed on a vinyl material at 9x9 feet and installed as a temporary mural on the ground floor of the West Hollywood Park's 5-story Parking Structure. The Artist will deliver the vinyl mural to the City (The City can recommend fabricators to the selected artist, if requested). The City will install the artwork. The artwork will remain on display for approximately 18 months.

The current installation of Rajab Ali Sayed's *Partition* is exhibited on the left as reference. The artwork is installed on an invisible frame system customized to accommodate the 9x9-foot vinyl mural. The stretched vinyl over the invisible framework provides a seamless and secure installation. The installation is accessible to pedestrians and visible to drivers exiting the 5-story Parking Structure at West Hollywood Park. Staff will work with the selected artist to provide detailed instructions on how to fabricate the selected artwork to fit the site specifications.

Previous exhibitions include:

Yuri Boyko, *The Persona* (2018)



Mei Xian Qiu, *Let a Thousand Flowers Bloom* (2016)



ELIGIBILITY

This is an open call to professional visual artists living in Los Angeles County. West Hollywood artists and artists who have not yet exhibited with the City are especially encouraged to apply. Prior experience in public art is not required. Curators, artist representatives, non-profit art organizations, galleries and/or museums are not eligible for this opportunity.

BUDGET

The selected artist will be given a stipend of \$2,500. This stipend is intended to cover the cost of design, fabrication, and artist fee. The City will cover the cost of the mural installation.

DEADLINE

Applications must be received no later than **5:00PM PDT on Wednesday, June 9, 2021.**

The City of West Hollywood, as a municipality, must abide to this application deadline in the interest of fairness in public processes. For this reason, the City will be unable to make any exceptions to the deadline for late and/or incomplete submissions.

SCHEDULE

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

Monday, May 3, 2021

RFP Released

Wednesday, June 9, 2021, 5PM PDT

DEADLINE FOR PROPOSALS

June 24, 2021

Art on the Outside Subcommittee and Arts and Cultural Affairs Commission will review and selection of a proposal

July

Contract negotiation

August – September 2021

Fabrication + Installation

September 2021 – February 2023

Exhibition

APPLICATION REQUIREMENTS

Artists may only submit one proposal for consideration. Artists must submit their complete applications through the following online application: <https://form.jotform.com/210905870615960>

The application will require the following information. Please read ALL of the information listed below carefully. Incomplete applications will be disqualified from consideration.

1. **GENERAL CONTACT INFORMATION:** Name, Address, Phone, Email, Website, Artistic Practice Social Media Accounts (if any)
2. **CV/RESUME:** Four pages maximum. Previous public art exhibition experience is not required.
3. **PROPOSED ARTWORK:**
 - a. **ONE IMAGE** – A digital file of the proposed artwork. Digital files must be in JPG format, 300 DPO, 5MB or smaller.
 - b. **ARTWORK DESCRIPTION** – You must include the artwork title, media, year of completion, and an artist's statement about the artwork (maximum 150 words).

SELECTION PROCESS

All submittals will be evaluated on the completeness and quality of the content. Only those applications that provide complete information before the deadline will be considered for evaluation. City of West Hollywood Arts Division staff will review submissions and will generate a short list of applicants for the Art on the Outside Subcommittee of the the Arts and Cultural Affairs Commission who will make the final selection.

The City's Art on the Outside Subcommittee and the City's Arts and Cultural Affairs Commission will evaluate the design quality, potential visual enjoyment, innovation/risk in concept, and prospective social interaction of the proposal using the City's Art on the Outside Review and Evaluation Criteria for artworks. In addition, the City may use the following criteria in its evaluation and comparison of proposals submitted. The criteria listed are not necessarily an all-inclusive list. The order in which they appear is not intended to indicate their relative importance:

- The artist's ability to execute a high-quality digital work and artist statement that is conceptually, aesthetically, and technically compelling.
- The artwork's ability to reflect the City's progressive values through original content.
- The capacity to complete the project as described in this RFP within the schedule.
- The artist's proven artistic merit and strong professional qualifications as demonstrated through previous exhibitions.
- The artists' consideration of the social/cultural context of the site, scale of the artwork on the site, and consideration of the audience that may encounter the work.

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 serves many diverse communities and cultural traditions. Its audiences include older immigrants from repressive political environments, children, families, singles and a large LGBTQ population.

The City 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 including: Art on the Outside (temporary public art), Summer Sounds, Winter Sounds, WeHo Reads, Free Theatre in the Parks, Art 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 (@wehoarts)

QUESTIONS

For questions related to this RFP contact Moya Márquez, Administrative Specialist, Mmarquez@weho.org, 323-848-6574.

ACCEPTANCE OR REJECTION OF PROPOSALS

The City reserves the right to reject all applications when such rejection is in the best interest of the City or the proposal contains irregularities. Minor irregularities of the application may be waived by the City. The City also reserves the right to cancel this RFP

at any time and/or to solicit and re-advertise for other applications. The cost of preparing any responses to the RFP shall be borne by the respondents and shall not be reimbursed by the City. At the sole judgment of the City, applications are subject to disqualifications based on a conflict of interest. Applicants are required to identify if they have a potential conflict of interest.



City of West Hollywood
Communications Department
Arts Division

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