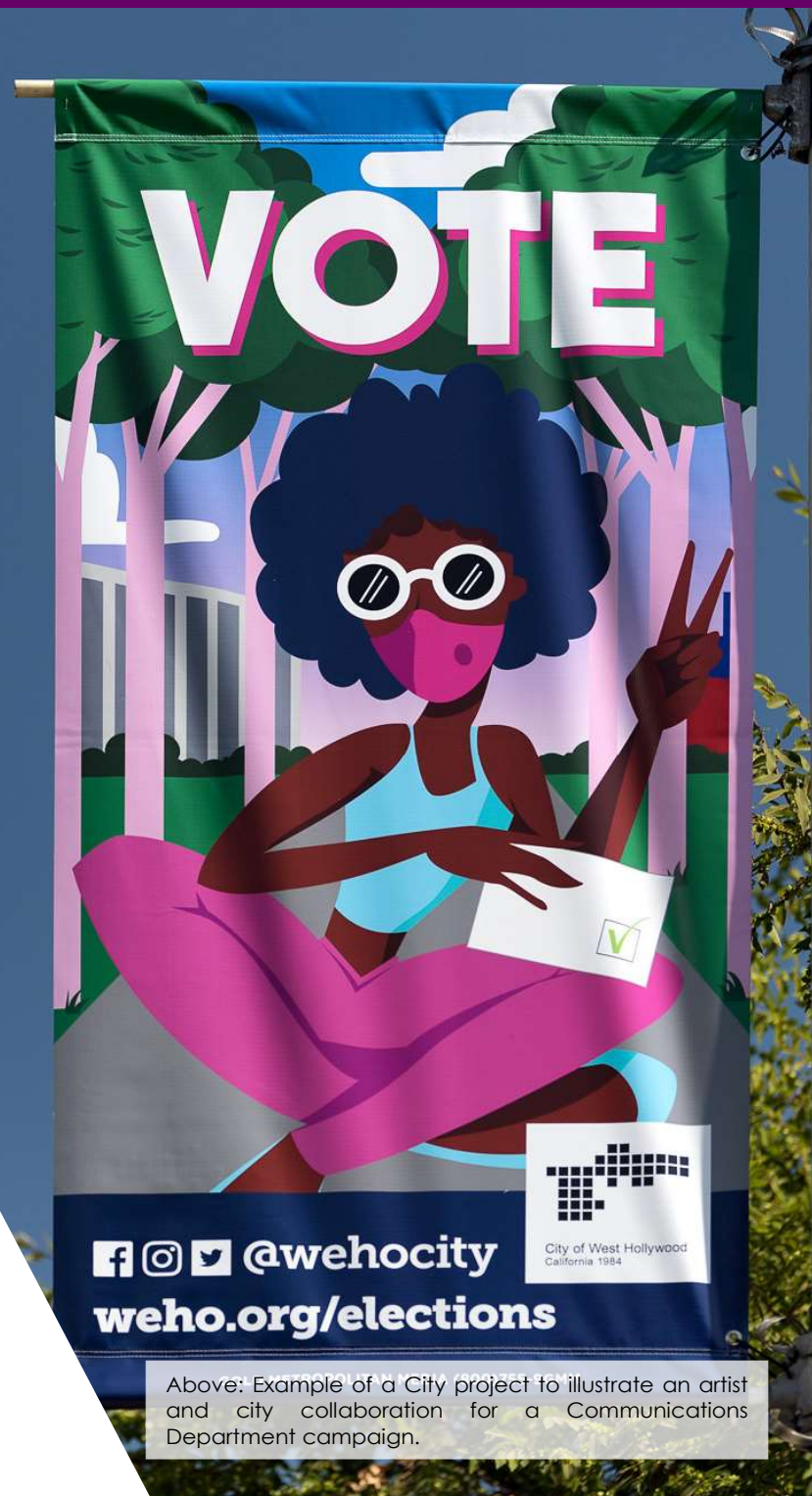


REQUEST FOR PROPOSALS

CITY OF WEST HOLLYWOOD
ARTS DIVISION + DIGITAL MEDIA DIVISION

MULTICULTURAL HOLIDAYS ARTWORK



Date Released: January 5, 2022

Deadline to Apply: March 2, 2022



City of West Hollywood
Communications Department
Arts Division
@wehocity @wehoarts
www.weho.org/arts

Above: Example of a City project to illustrate an artist and city collaboration for a Communications Department campaign.

A. PURPOSE AND INVITATION TO SUBMIT PROPOSALS

The City of West Hollywood's Arts Division and Digital Media Division seeks proposals from a diverse group of artists for a digital 2D artwork (digital, photography, painting, etc.) to represent a variety of multicultural holidays throughout the year. The City of West Hollywood has a core value of respect and support for all people and meaningful engagement in a diverse range of holidays is part of the City's commitment to reflecting the diversity of the community and the region.

Artists are invited to respond to one holiday from the list provided below and submit one (1) proposal. The City intends to commission 10 individual artists, one for each holiday. Submissions should reflect the themes of the specific holiday. Selected designs will be featured across the City of West Hollywood's social media channels and City website throughout the calendar year. Additional details about the image proposal can be found in Section G. Proposal Requirements.

The artwork must be focused on one (1) holiday from the list of holidays below. The holidays on this list are a small and specific selection of holidays and were identified from a larger range of holidays, recognitions, and events that the City acknowledges in a variety of different ways throughout the year. Both one-day celebrations and month-long holidays are included.

List of Multicultural Holidays for RFP	
Lunar New Year	January 22, 2023
Black History Month	February
Nowruz/Norooz	March 21-22
Asian Pacific Islander American Heritage Month	May
Juneteenth	June 19
Hispanic Heritage Month	September
Rosh Hashanah (Start of Jewish New Year)	September
National Coming Out Day	October 11
National Native American Heritage Month	November
Diwali (Festival of Lights)	October 24

B. CULTURAL EQUITY STATEMENT

The City of West Hollywood's Arts Division and Arts and Cultural Affairs Commission believe that all people in the City of West Hollywood have the right to celebrate and engage in meaningful and relevant arts and cultural experiences. Each member of the community should have access to the arts which reflect and nurture individual identities, affirm personal value, and foster belonging in the community. Arts and culture are foundational to quality of life and vibrant and resilient communities. Arts and culture have the power to enhance

inclusion, engagement, and diversity, and contribute to positive outcomes across civic life. The right to participate freely in the cultural life of the community is recognized as a basic human right.

The Division and Commission's definition of diversity includes all ways in which people differ, including but not limited to, race, ethnicity, gender, socioeconomic status, education, age, gender identity, gender expression, sexual orientation, ability, geography, citizenship status, religion, language, physical appearance, and the intersection of these various identities.

C. ELIGIBILITY

This is an open call to visual artists, over the age of 18, living in the United States. BIPOC artists, Women artists, LGBTQ+ artists, and West Hollywood artists are especially encouraged to apply. Curators, artist representatives, non-profit art organizations, galleries and/or museums are not eligible for this opportunity.

D. BUDGET

The selected artists will be given a stipend of \$500 per commissioned artwork. This stipend is intended to cover the cost of design, artist fee, and delivery of final artwork.

E. DEADLINE

Proposals should be received no later than **5:00 PM PT on Wednesday, March 2, 2022**. The City of West Hollywood, as a municipality, must abide to this application deadline in the interest of fairness in public processes. Late and/or incomplete submissions will be disqualified.

F. 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.

January 5, 2022	RFP Released
March 2, 2022	Deadline for proposals
March 24, 2022	Art on the Outside Subcommittee and Arts and Cultural Affairs Commission review and approval of artworks
April-May	Contract execution – selected artists must respond to the contract deadline
June 2022	Final Artwork delivery

G. PROPOSAL REQUIREMENTS

Artists may only submit one proposal for consideration. Artists must submit their complete applications through the following online application:

<https://form.jotform.com/212226715653958>

Artists should read all the information listed clearly. Incomplete and/or late applications will not be considered. The application will require the following information.

- 1. General Contact Information:** Name, Address, Phone, Email, Website, Artistic Practice Social Media Accounts (if any).
- 2. Proposed Artwork:** A digital file of the proposed holiday design. Artwork should be submitted in an Instagram pixel size: 1080 x 1080. Digital files must be in JPG/PNG format, 5MB or smaller. The City may choose to overlay it's logo on the selected artwork in the exhibition of the work on social media (see cover image as a reference).
- 3. Artwork Description:** Artwork title, artwork medium, Year of completion, and an Artist's Statement about how the work reflects the holiday it honors and the aspects of cultural diversity that it celebrates (maximum 1-page).

H. 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 and Communications Department staff will review submissions and will generate a short list of applicants for the Arts and Cultural Affairs Commission to consider. The City's Art on the Outside Subcommittee and Arts and Cultural Affairs Commission will convene at their regularly scheduled meeting to review submissions and select one winning design per holiday.

Submissions will be evaluated using the Art on the Outside Review and Evaluation Criteria taking the design quality, potential visual enjoyment, innovation/risk in concept, and prospective social interaction of the proposal into consideration. In addition, the City may use the following criteria in its evaluation and comparison of proposals submitted:

- The artist's ability to execute a high-quality digital work that is conceptually, aesthetically, and technically compelling.
- The artist's statement and consideration of the social/cultural context of the holiday that is depicted, scale of the artwork within its intended exhibition platform, and consideration of the audience that may encounter the work.

I. BACKGROUND

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. The City is home to a young, diverse, and vibrant community. Its progressive spirit and creativity have put it as the forefront of culture, fashion, hospitality, entertainment and design. Its variety of residential neighborhoods, commercial districts and public amenities has made it one of the most desirable places to live, work and visit in Southern California.

West Hollywood is home to approximately 37,000 residents and over 3,500 businesses. The weekend population swells from nearby communities take advantage of shopping, dining, and entertainment. It is densely populated and is a high traffic area. Approximately 40% of the City's residents identify with the LGBTQ community, 10% are Russian-speaking immigrants, and close to 20% are older adults. The City's main industries are hospitality (hotels, restaurants, and nightclubs), entertainment (production, post-production, and related uses) and arts and design (fashion, furniture and art galleries). Its business community reflects the City's artistic richness and support of individuality, diversity, and creativity.

The City of West Hollywood delivers a broad array of arts programs through the City's Arts Division (@wehoarts), including Art on the Outside (temporary public art), Summer + Winter Sounds, WeHo Reads, Free Theatre in the Parks, Arts Grants Program, Library Exhibits and Programming, One City One Pride LGBTQ Arts Festival, and Urban Art Program (permanent public art). www.weho.org/arts

J. QUESTIONS

For all questions related to this opportunity contact Rebecca Ehemann, Arts Manager, 323-848-6846, rehemann@weho.org.

K. ACCEPTANCE OR REJECTION OF PROPOSALS

The City reserves the right to reject any and all proposals when such rejection is in the best interest of the City or the proposal contains irregularities. Minor irregularities of the proposal 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 proposals. 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 on the basis of a conflict of interest. Applicants are required to identify if they have a conflict of interest.