

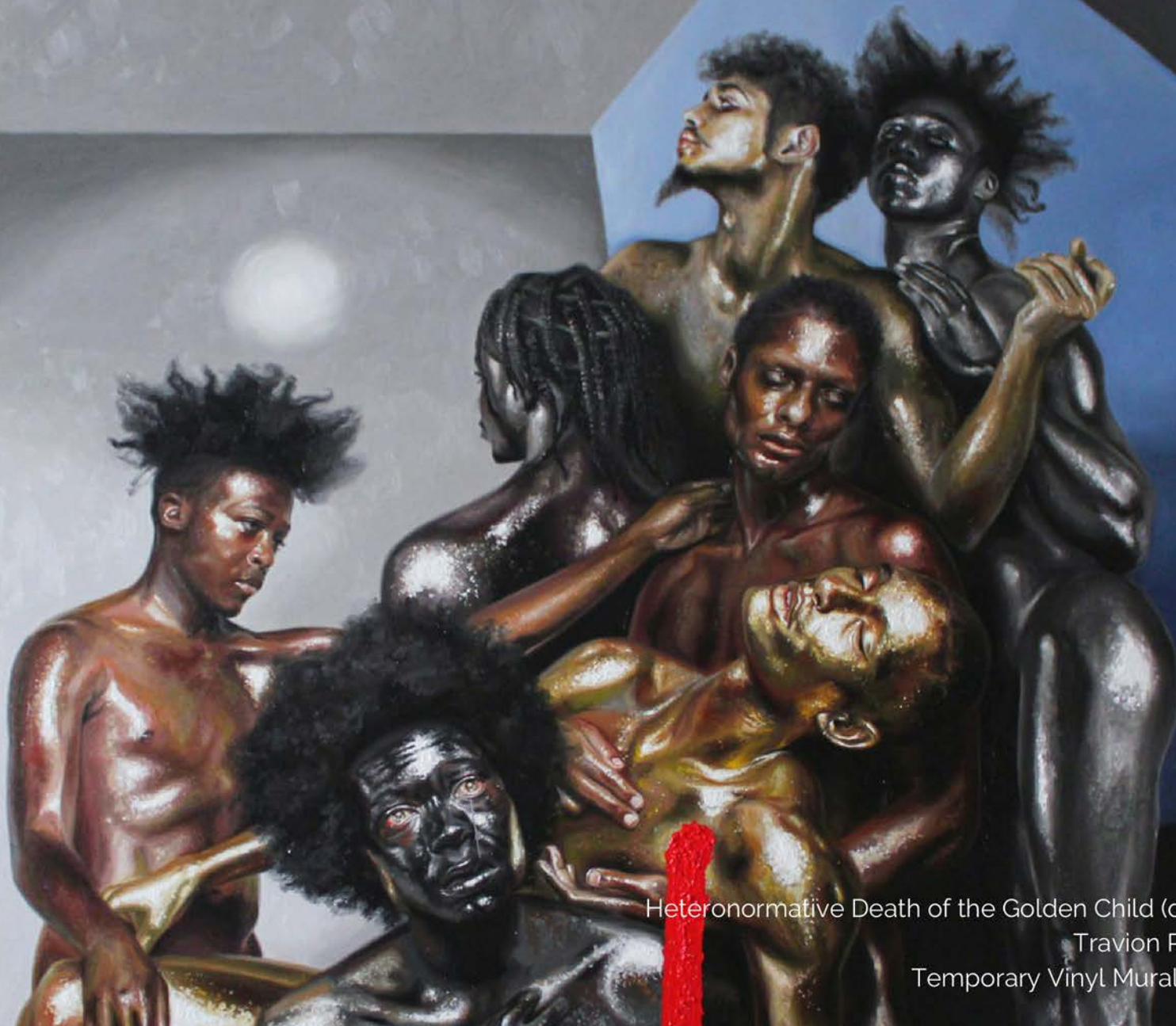


City of West Hollywood  
California 1984

**ARTS  
DIVISION**

@WEHOARTS

# REQUEST FOR PROPOSALS



Heteronormative Death of the Golden Child (detail)

Travion Payne

Temporary Vinyl Mural 2019

## 9X9 MURAL (WEST HOLLYWOOD PARK)

DATE RELEASED: JULY 3, 2023

**DEADLINE TO APPLY: AUGUST 14, 2023**



# PROJECT DESCRIPTION

The City of West Hollywood's Arts Division is seeking artist's 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 in 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.



To the left is an image of the current installation of Travion Payne's Heteronormative Death of the Golden Child. The artwork is installed on an invisible frame system customized to accommodate the 9 x 9 foot vinyl mural. The stretched vinyl over the invisible framework provides a seamless and secure installation.

The location 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:

Rajab Ali Sayed  
Partition (2019)



Yuri Boyko  
The Persona (2018)



Mei Xian Qui, Let a Thousand  
Flowers Bloom (2016)





# BUDGET

The budget for the artist to provide the 9 x 9 foot vinyl banner with pockets is \$2,500. The budget is intended to cover the cost of artist fee, design, and fabrication. The city will cover the cost of the artwork installation.

# 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.

# SELECTION PROCESS

City of West Hollywood Arts Division Staff will convene to review submissions through this request for proposals. Staff will generate a short list of artists to present to the Art on the Outside Subcommittee for final consideration. The artwork will be evaluated on the design quality, potential visual enjoyment, innovation/risk in concept and prospective social interaction, as defined in the Art on the Outside Review and Evaluation Criteria, taking into special consideration the following criteria:

- Ability to execute a high quality digital work and artist statement – conceptually, aesthetically and technically compelling.
- Artwork’s ability to reflect the City’s progressive values through original content.
- Capacity to complete the project described in this RFP within the schedule.
- Proven artistic merit and strong professional qualifications as demonstrated through previous exhibitions.
- Consideration of the social/cultural context of the site, scale of the artwork at the site, and audience that may encounter the work.

# TO APPLY

Applications must be submitted online: <https://form.jotform.com/210905870615960>

The application will require the following information. Please read all of the information listed carefully. Incomplete applications will be disqualified from consideration. Applicants may only submit one proposal for consideration.

1. GENERAL CONTACT INFORMATION – Name, Address, Phone, Email, Website, Instagram (if available).
2. CV/RESUME (four page maximum).
3. PROPOSED MURAL
  - a. ONE IMAGE – Digital File of proposed artwork. Digital files must be in JPG format, 300 DPI, 5MB or smaller.
  - b. ARTWORK DESCRIPTION must include the artwork title, media, year of completion, and an artist’s statement about the artwork (maximum 150 words).

# SCHEDULE

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

|                     |   |
|---------------------|---|
| <b>July 3, 2023</b> | RFP released  |
| <b>August 14</b>    | <b>RFP deadline</b>                                 |
| <b>August 24</b>    | Art on the Outside meeting to select artist/artwork |
| <b>October 2023</b> | Fabrication and installation                        |

## DEADLINE

**Complete applications must be submitted online by 5:00pm PT, August 14, 2023.**

## 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 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, WeHo Pride Arts Festival, and the Urban Art Program (permanent public art). [www.weho.org/art](http://www.weho.org/art)

## QUESTIONS

For all questions related to this RFP contact Marcus Mitchell, Public Art Administrator, (323) 848-3122, [mmitchell@weho.org](mailto:mmitchell@weho.org).

*The City of West Hollywood reserves the right to cancel or postpone this RFP 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/or relocate all artworks commissioned as a result of this RFP.*



The City of West Hollywood  
Economic Development Department | Arts Division  
[weho.org/arts](http://weho.org/arts)  
@WeHoCity @WeHoArts