



City of West Hollywood
California 1984

**ARTS
DIVISION**

@WEHOARTS

**REQUEST FOR
QUALIFICATIONS**



I See You WeHo (detail)

Miguel Adrisani

Temporary Vinyl Mural installation 2018

COMMUNITY PLAZA BANNERS (WEST HOLLYWOOD CITY HALL)

DATE RELEASED: SEPTEMBER 6, 2023
DEADLINE TO APPLY: OCTOBER 13, 2023

PROJECT DESCRIPTION

The City of West Hollywood's Arts Division is seeking qualifications from digital artists to create a series of three (3), temporary and site-specific, vinyl banners for the West Hollywood City Hall Community Plaza. The selected artwork will be a colorful illustration that creatively represents the city's assets, history, and playful recreation activities like sports, eating/drinking in restaurants, and shopping. The final artwork will be transposed onto three vinyl banners, each measuring 8.5 x 22.9 feet.

Three (3) semi-finalists will receive a \$1,000 design fee to develop a concept proposal. One finalist will be selected to receive an additional \$3,000 design fee to finalize the artwork and provide print ready files to the City for fabrication. The City will fabricate and install the banners.



Current exhibition:

Miguel Andrisani
I See You WeHo (2018)
Installation view at Community Plaza

Previous exhibition:

Dan Monteavaro
Suspended Motion (2015)
Installation view at Community Plaza

Dan Monteavaro
Suspended Motion (2015)
Original Artwork



BACKGROUND

The intent of this RFQ is to commission a visual artist to provide a colorful illustration that creatively represents the city's assets, history, and playful recreation activities like sports, eating/drinking in restaurants, and shopping. It is envisioned that the banners will be displayed during major milestone civic events, including but not limited to 40th Anniversary of West Hollywood Cityhood (1984-2024), 2026 World Cup, 2028 Olympics.

The above-mentioned events do not have to be depicted literally but may be addressed artistically and creatively through the lenses of sports and fitness themes and/or Community health and wellbeing. Additionally, artists should take into consideration the unique characteristics, architecture, histories and values that define the City of West Hollywood.

ELIGIBILITY

The Request for Qualifications is open to professional visual artists residing in Los Angeles County. Artists residing in the City of West Hollywood or with demonstrable links to the community are strongly encouraged to apply.

BUDGET

Three (3) artist semi-finalists selected by the Art on the Outside Subcommittee will receive a \$1,000 design fee to develop a concept proposal which will then be developed into the final artwork once a finalist is selected.

The budget for the selected artist finalist is \$3,000. This is a design fee intended to cover the cost of providing print-ready files; the City will cover the cost of fabrication and installation at no cost to the artist.

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 following criteria:

- Letter of Interest – ability to articulate interest in the project and connection to the City of West Hollywood (1-page maximum).
- 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, as demonstrated through previous work.
- Prior successful experience executing a project of a similar scale.
- Capacity to complete a project described on schedule.

TO APPLY

This is a request for qualifications and NOT a solicitation for proposals. Incomplete applications will be disqualified from consideration. Please read all of the information carefully. Applications must be submitted online: <https://bit.ly/wehoplazabanners>

- GENERAL CONTACT INFORMATION – Name, Address, Phone, Email, Website, Instagram (if available).
- LETTER OF INTEREST (one 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 semi-finalists who are selected will submit a proposal at a later date.
- CV/RESUME (three pages maximum).
- SIX IMAGES Six (6) Digital Files of completed artwork. All images must be numbered 01 through 06 (APPLICANT LAST NAME_01, APPLICANT LAST NAME_02, etc.). Digital files must be in JPG format, 300 DPI, 5MB or smaller (or provide website url links for up to six (6) related projects completed by the applicant).
 - OR - Provide website url links for up to six (6) related projects completed by the applicant.
- ANNOTATED IMAGE LIST to accompany the six visual images. All images must be numbered 01 through 06 (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 schedule that will be followed. The City reserves the right, at its sole discretion, to adjust this schedule, as it deems necessary.

September 6, 2023	RFQ released
October 13	RFQ deadline
October 26	Art on the Outside selection of semi-finalists
January 25, 2024	Semi-finalists presentation of concepts to the Art on the Outside Subcommittee.
February–April 2024	Contract execution, fabrication, and installation of final artwork.

DEADLINE

Complete applications must be submitted online by 5:00pm PT, October 13, 2023.

QUESTIONS

For all questions related to this RFQ contact Marcus Mitchell, Public Art Administrator, (323) 848-3122, mmitchell@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/or relocate all artworks commissioned as a result of this RFQ.

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



The City of West Hollywood
Economic Development Department | Arts Division
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