

REQUEST FOR QUALIFICATIONS
CITY OF WEST HOLLYWOOD
ARTS DIVISION

Windows of WeHo (WoW)
Pre-qualified List



City of West Hollywood
California 1984

Date Released: December 1, 2020
Deadline to Apply: January 13, 2021

Photo Credit: City of West Hollywood, Jon Viscott

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Вы можете попросить прислать Вам этот документ на русском языке. Отправьте запрос по адресу MMarquez@weho.org со словами: "Please send me the Windows of WeHo RFQ in Russian". Эти же слова вы можете написать в графе "Subject".

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Para servirle mejor, este documento está disponible en español a petición. Por favor envíe un correo electrónico a MMarquez@weho.org para recibir una copia traducida.

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PURPOSE AND INVITATION TO SUBMIT QUALIFICATIONS

The City of West Hollywood through its Arts Division requests qualifications from professional artists to establish a pre-qualified list for a temporary art exhibition in empty storefronts, *Windows of WeHo* (WoW). The exhibition will include artists who have experience creating inventive installations or full-scale window installations that engage people in an innovative or dynamic way. The initiative will introduce art installations in empty commercial storefronts to serve artists, businesses, visitors and residents alike.

The City will maintain a pre-qualified list of artists for the WoW exhibition. West Hollywood property owners will be invited to engage with artists on the list to display their art work. It is anticipated that artists will be responsible for the cost of creating the art, installation, lighting, and deinstallation. The property owner will be responsible for providing a clean, accessible storefront with electricity and a secure door with a lock, general liability insurance, and access to allow the artist to enter the space as necessary to install their art work. Art works can be available for purchase. An executed exhibition agreement, provided by the city, for the exhibition between artist and property owner is required. It is anticipated that 8-10 artists will be selected through the pre-qualified list established by this application, and each selected artist will receive an award of one thousand dollars (\$1,000). Admittance onto the pre-qualified list is not a guarantee that an artist will be selected for an award.

The COVID-19 pandemic has had a significant impact on the arts and business community in West Hollywood. Traditional brick & mortar stores have been struggling for years against the rise of online shopping, but as the nation moves further online to avoid the spread of COVID-19, West Hollywood brick & mortar retail locations are closing, and property owners are facing unprecedented vacancies. The WoW exhibition is intended to partner artists with property owners to reimagine vacant storefronts as opportunities for safe, socially distanced, outdoor community engagement sites.

Placing art in vacant storefronts is a way to safely energize and activate empty spaces in West Hollywood. The art installations will bring increased attention to vacant commercial properties, will act as a deterrent of graffiti, and will contribute to the preservation of our business community. The collection of the reimagined spaces will become an outdoor gallery exhibition where art will act as a mechanism to keep our city alive while simultaneously showcasing retail spaces to the next wave of paying tenants.

West Hollywood is home to over 3,500 businesses. Typically, weekend population swells from nearby communities who take advantage of shopping, dining, and entertainment in the city. The City's main industries are hospitality (hotels, restaurants, and nightclubs), entertainment (production, postproduction and related uses) and arts and design (fashion, furniture and art galleries). Business in the community reflect the City's artistic richness and support of individuality, diversity and creativity.

ELEGIBILITY

This is an open call to professional artists living in the Southern California region. West Hollywood artists and artists who have not yet exhibited with the City are especially encouraged to apply. A successful applicant will have strong organizational skills, an ability to communicate clearly, possess a proven record of exhibitions, and have demonstrated abilities in art installations. Public art experience is not required. Curators, artist representatives, non-profit art organizations, galleries and/or museums are not eligible for this opportunity.

BUDGET

It is anticipated that 8-10 selected artists from the pre-qualified list will receive an award of one thousand dollars (\$1,000) from the City of West Hollywood for a temporary art installation in an empty storefront. Admittance onto the pre-qualified list is not a guarantee that an artist will be selected for an award. The award fee is intended to cover all artists costs for the installation including, but not limited to, preparation of art works for exhibition, artist fees, transportation of art elements, preparation of written exhibition didactics and labels, installation, lighting, and deinstallation services.

DEADLINE

Applications must be received no later than **5:00PM PST on Wednesday, January 13, 2021.**

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.

December 1, 2020	RFQ Released
January 13, 2021, 5PM PST	RFP Closes
January 28, 2021	Art on the Outside Subcommittee and Arts and Cultural Affairs Commission Reviews and Approves Applications
February – April 2021	Match Artists with Businesses Art Installation Proposal Development Presentation to the Art on the Outside Subcommittee Contract Negotiation
May/June 2021 (Tentative)	Installations Official Launch of Exhibition
Fall 2021	Exhibition Concludes and Deinstallation of Art

SCOPE OF WORK

The artist shall create, install and deinstall a temporary art installation at an empty storefront in the City of West Hollywood. The exhibition shall take place from May/June 2021 – August/September 2021 (approx. 90 days). The artist will work with City staff, the Arts and Cultural Affairs Commission, and a designated property owner in the development, implementation, and execution of the project.

Specifically, after a property owner agrees to an installation, the artist shall

1. **Present the art work** proposal to the City's Art on the Outside Subcommittee for feedback and direction on the project.
2. **Secure signatures for the Artwork on Private Property Agreement** between the artist and property owner.
3. **Develop a plan** to create, install, and deinstall the artwork.

4. **Provide information to the City** as necessary for the development of print collateral including: Artist biography, narrative about the art work, materials and dimensions for the art work.
5. **Review the City designed collateral** for accuracy.
6. **Complete the artwork installation** within the allotted budget and schedule.
7. **Participate in public relations**, including news and other media inquiries or opportunities.
8. **Keep close communication with City staff** regarding the project.
9. **Work with City Staff to monitor the artworks during the exhibition** and troubleshoot any maintenance issues that may arise.

APPLICATION REQUIREMENTS

Artists should submit their complete applications through the following online application:
<https://form.jotform.com/203286866828167>

1. **Artist Statement:** Description of the artist's vision (does not need to be a proposal) and methods used to fabricate their artwork. The statement should be clear and understandable. If an artist would like to propose a specific installation, this is the best location to include the proposal within the application.
2. **Artists Resume/CV:** An itemized list of education, exhibitions, and professional art experience.
3. **Portfolio of Art Works:** A visual portfolio of up to fifteen (15) images of completed projects. Include the specific art work title, completion date, media, and dimensions for each art work. An artist can link to an online portfolio of art work if they wish.
4. **Contact Information:** Include name, address, phone number, email, website, social media handles.

SELECTION PROCESS

All submittals will be evaluated on the completeness and quality of the content. Only those applications that provide complete information will be considered for evaluation. City of West Hollywood Arts Division staff will review submissions through this request for

qualifications and generate a short list of applicants for the Art on the Outside Subcommittee of the Arts and Cultural Affairs Commission to review and approve.

The Art on the Outside Review and Evaluation Criteria will be used to evaluate the applications. 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:

- **Artist Statement** – ability to articulate a vision in a clear and understandable statement. Methods used to fabricate the artwork concept into reality. If an artist would like to propose a specific installation, this is the best location to include the proposal within the application.
- **Experience** – Proven strong professional qualifications and experience as demonstrated through previous work. Experience working with municipalities and/or public agencies is desirable but not required. Demonstrated experience and expertise with similar projects.
- **Overall merit** of the portfolio of art works and ability to communicate effectively and efficiently.

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 RFQ (or if you are a business and/or property owner who is interested in participating in the program) contact Rebecca Ehemann, Acting Arts Manager, rehemann@weho.org, 323-848-6846.

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 RFQ at any time and/or to solicit and re-advertise for other applications. The cost of preparing any responses to the RFQ 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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