

# GLENDALE

## GLENDALE RFQ

The City of Glendale is on the path to become an arts and culture destination in the Los Angeles metropolitan region. Reflecting on its diverse population, history and innovation in public spaces, the City seeks to further enrich the day-to-day experiences of the community with its emphasis on the importance of arts and culture.

As part of the City of Glendale's initiative to become a prime arts and culture destination, up to ten long-term to permanent artwork installations will be commissioned, developed and established over the course of the next few years. These landmark installations will be strategically placed throughout the City in locations that focus on public accessibility and encourage public engagement and interactivity.

This RFQ outlines three current art opportunities across the City of Glendale.



## OVERALL PROJECT OPPORTUNITY

This call for artists will reach out for three different project opportunities in the City of Glendale. The aim for all three artwork opportunities is to create world-class public artwork in a diverse range of mediums that are designed to engage the community, and showcase the cultural diversity of the City and enhance the various civic and public spaces.

Each location is different and asks for its own unique mediums utilizing highly imaginative and forward-thinking approaches. Selected Artists and Artist Teams will be asked to demonstrate creative applications to support the building and activation of a community interconnected by its public art.

We encourage Artists and Artist Teams to review the opportunities and consider how their own practice relates to the conceptual and visual demands and how their art practice might address the stated project goals. When applying to the RFQ, Artists and Artist Teams may apply for one or multiple opportunities that they feel they can develop strong concepts and visions for.

# CURATORIAL EXPECTATIONS

This program is searching for innovative Artists and Artist Teams with an ability to creatively approach engaging and active public art, and a deep understanding of how public art complements and challenges our community and civic environment. Artists or Artist Teams shortlisted through this RFQ will be asked to address the selected locations as landmark visual opportunities and to create an engaging and dynamic element inviting residents and visitors to the City to interact, connect and utilize the spaces around the art.

Each of the individual locations demand unique approaches and creative uses of materials and sustainability and we invite Artists and Artist Teams to offer their approaches to attaining the project goals. Artist and Artist Teams should take the following under consideration across each of the opportunities:

- **Physical engagement with the public**
- **Creating multiple visual angles and approaches**
- **All day activation - Day and night**
- **Utilization of creative mediums**
- **Artwork sustainability and conservation**

# ELIGIBILITY

Artists age 18 or older may apply as an individual or as a team. The RFQ is open to all and not restricted to any geographic location but the following considerations will be strongly considered:

- Artists who can demonstrate the ability to oversee the design, fabrication and installation of public works - or who have a history of working with design/build/engineering/fabrication teams to accomplish these needs.
- Artists without previous public art experience that demonstrate an ability to manage a team to accomplish the goals are still strongly encouraged to apply.
- Artists in traditionally and historically underrepresented groups are strongly encouraged to apply.

# SELECTION PROCESS

The City of Glendale's Arts and Culture Commission will evaluate all responses to this RFQ and present a short list for review by the Artist Review and Selection Committee for selection.

Selected Artists or Artist Teams will then be invited to create a RFP (Request for Proposal) and tasked with delivering site specific concepts and designs. *These invited Artists will be provided a stipend upon submitting responses.* The stipend totals will depend on their individual location opportunities. Invited Artists and Artist Teams will be given additional site details as well as sample contracts to review during this process.

The evaluation and scoring of Artists submitting an RFQ will center around the following criteria:

## 1. ARTISTIC QUALIFICATIONS

Based on written response and examples of prior work submitted:

- The Artist can display a strong artistic ability based on their past work.
- The Artist has a proven ability to successfully execute the project within the timeline and budgets provided.
- The Artists past work shows an appropriate connection to the art opportunity.

## 2. PUBLIC ENGAGEMENT / COMMUNITY OUTREACH

Based on past work and written responses:

- The Artist shows a strong sense of public engagement and connectivity to the community in their work.
- The Artists past work shows a level of activation with the viewer/audience.

## 3. CULTURAL EQUITY

Based on application responses:

- Cultural and racial equity will be highly considered throughout the selection process. Cultural equity will be viewed through the lens of artist demographics as well through the perspectives showcased and represented through the artwork and experiences of the Artist or Artist Team.

# BUDGET

The budgets for each individual project are included on pages 7-9. Budgets range based on scope of work.

The exact final commission contracts will be determined based on the approved and selected proposals and the needs of each.

Commission budgets are to be inclusive of Artist fees, artwork fabrication and installation costs, insurance, engineering and any transportation costs as well as any other costs associated with creating the artwork including foundations, footings, lighting or signage.

# APPLICATION REQUIREMENTS

**1. Letter of Interest:** Include the Proposer's name, address, phone number, and email. Compose a statement (maximum 1000 words) outlining relevant experience completed within the past five years and your interest in developing a public art proposal that would positively impact the City of Glendale.

## **2. Detailed Resume and CV**

**3. Samples of Past Projects (Up to 5):** Showcase up to 5 relevant past projects. Details must include appropriate images and photography as well as information including - Title, budget, client, location, media/materials, year completed and a short description of the project.

A pdf and details may be uploaded to the submission platform.

**4. References:** Submit two references that include client name and contact person along with title, contact details, and specific project information associated with the listed reference. References will only be contacted if the candidate meets the qualifications to continue on in the selection process.

# RFQ TIMELINE

The following schedule may be updated by the City at any point, but the below is the intended RFQ timeline:

**RFQ released:** November 27th, 2023 (9am PST)

**Deadline for questions:** December 4th, 2023 (5pm PST)

**Response to questions posted:** December 8th, 2023 (5pm PST)

**Deadline to apply:** January 19th, 2024 (5pm PST)

**Shortlist Selected:** February 9th, 2024

- Shortlisted Artists start on conceptual designs to present in March

**Shortlisted Artists present concepts at Arts and Culture Commission Meeting:**  
March 2024

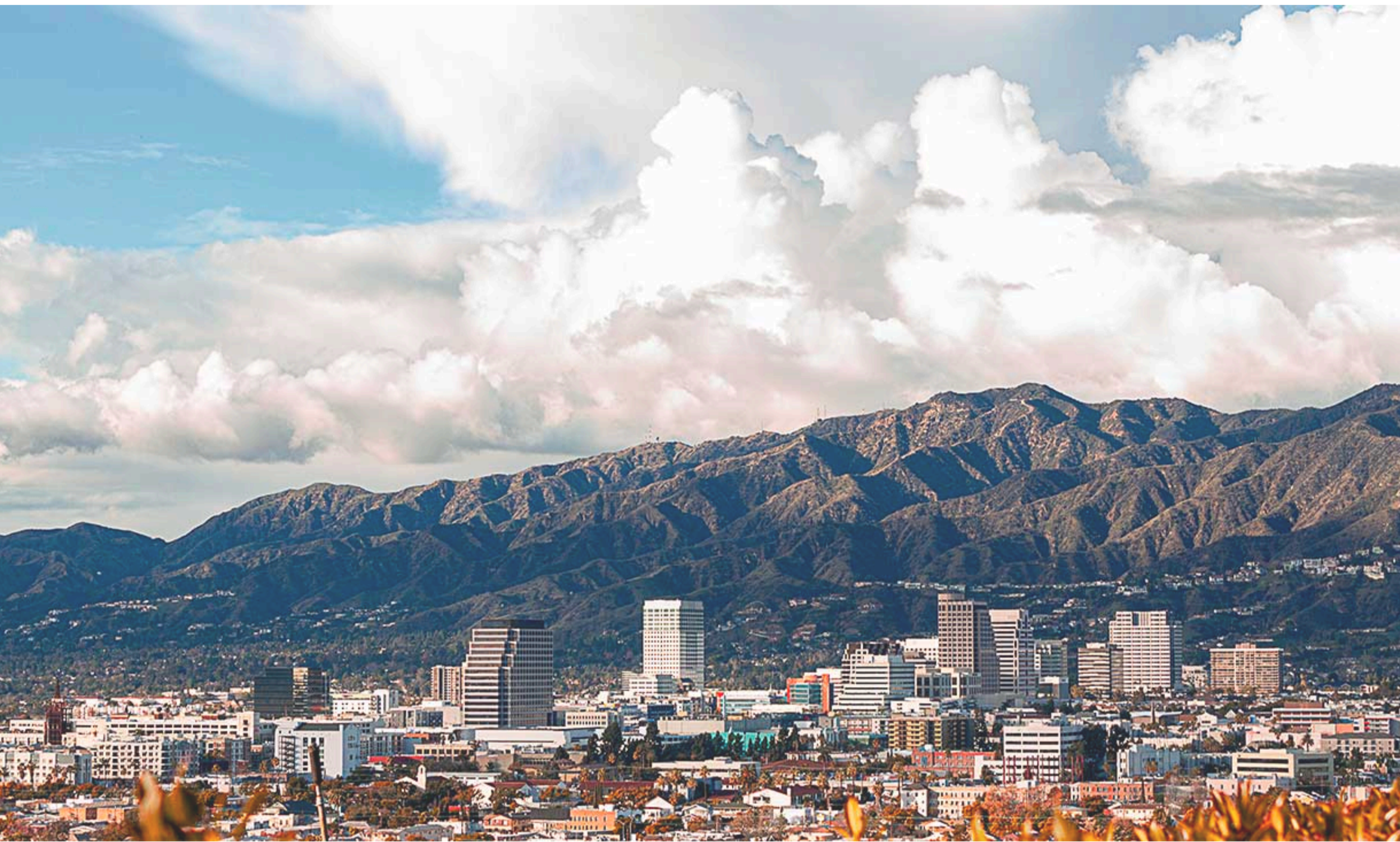
**Finalists Selected:** March 2024

Installation deliveries estimated from Fall 2024 onward.

# HOW TO APPLY

Applications will be received via **Submittable:**  
<https://lebasseprojects.submittable.com/submit>

# ART LOCATIONS



## OPPORTUNITY 1 | MONTROSE

# MONTROSE CIRCULAR BENCHES

*Budget \$300,000*



The neighborhood of Montrose is located North of downtown Glendale. The neighborhood has a lot of foot traffic because of the shops and events that are often held on Honolulu Avenue. This art opportunity is to update the circular benches along Honolulu Avenue.

This location and project is calling for an Artist or Artist Team to deliver a painted or tile mosaic application to the 3 existing benches.

## OPPORTUNITY 2 | PALMER PARK

### **PALMER PARK BASKETBALL MURAL**

*Artist Design Fee \$30,000*



Palmer Park is located south of downtown Glendale. The park features picnic areas, a playground, a wading pool, and a basketball court. The large basketball court at Palmer Park is an opportunity for artwork that visitors can engage with.

This location and project is calling for an Artist or Artist Team to deliver a basketball court mural at Palmer Park. This opportunity has a design fee of \$30,000 that will be allocated to the artist, installation will be handled separately by the City of Glendale.



## OPPORTUNITY 3 | PATTERSON AVE TUNNEL

### PATTERSON AVE / 134 TUNNEL

*Budget \$300,000*



Near Fremont Park is a pedestrian tunnel that extends under the 134 Freeway, from Patterson Ave to N Kenilworth Ave. As one of the few pedestrian friendly places to cross the freeway, the tunnel is frequented by the community. Currently, it is dimly lit and often needs to be repainted due to graffiti.

This location and project is calling for an Artist or Artist Team to deliver a lighting installation that would make the tunnel a brighter and more inviting space for pedestrians to use.

# FAQS

## 1. Who can apply to the Glendale Art RFQ?

The RFQ is open to artists 18+.

## 2. What qualifies as an eligible artist or artist team?

The following considerations will be strongly noted:

- Artists who can demonstrate the ability to oversee the design, fabrication and installation of public works - or who have a history of working with design/build/engineering/fabrication teams to accomplish these needs.
- Artists without previous public art experience that demonstrate an ability to manage a team to accomplish the goals are still strongly encouraged to apply.
- Artists in traditionally and historically underrepresented groups are strongly encouraged to apply.

## 3. Will artists need to propose a concept to apply?

**No, this RFQ is for qualifications only.** A shortlist of artists will be selected from the applicants to move on to the next stage of developing concepts to present to the Glendale Arts Commission. These finalists will receive a stipend for their concept design work. **Applicants should not propose a concept when applying to the RFQ.**

## 4. Can artists apply for multiple installation locations?

Yes, artists are encouraged to apply for the installation opportunities that best fit their qualifications. **Please apply only for opportunities best reflected by past work and practices.**

## 5. Will artists need to submit an application for each location?

No, **artists will only need to submit one application.** The application will allow artists to check each location they are interested in applying for.

## **6. Will artists receive a stipend for their work?**

Selected finalists will be asked to create site-specific concept designs to present to the Glendale Arts Commission. These selected artists will receive a stipend for their concept work.

## **7. When is the deadline to apply?**

The deadline to apply to the RFQ is January 19th, 2024 at 5pm PST.

## **8. How should artist teams submit their CVs?**

Artists can combine their CVs into a single PDF for submission.

## **9. Is there a maximum word count for providing the associated project information under References?**

There is no maximum word count, but a short description of the project and artwork done is preferred.

## **10. If applying as an artist team, will the collective experiences of the artist team be considered, or will selection be based primarily on the work of one artist?**

Selection will be based on the collective experience of an artist team. It is more advantageous to provide experience of the team as a whole in order to showcase the work of the group.

## **11. How can artists submit the descriptions of the five work examples?**

Artists can submit five different files, one for each work example, with the description of that artwork in each of those files. Artists can also combine all work examples and descriptions into a single PDF.