



Request for Qualifications (RFQ) for California-based visual artists and graphic designers: Temporary Public Art Project for the new Public Safety Building in Palo Alto, CA.

DEADLINE FOR APPLICATIONS: April 15, 2021, 11:59PM.

Opportunity:

The City of Palo Alto Public Art Program is seeking qualifications from Bay Area and California-based visual artists and graphic designers to submit qualifications to be considered for an upcoming temporary mural project. The artwork will be installed on a construction site barrier in Palo Alto, CA. A series of 8 temporary murals printed on adhesive vinyl will be displayed in 2 phases of 4 murals between Summer 2021 and through 2023. The barricade, a solid plywood fence mounted on top of K-rails will surround an active construction site for the new City of Palo Alto Public Safety Building located at 250 Sherman Avenue. Original designs created by eight different visual artists or graphic designers will cover four sides of the construction fence. The length of the four walls vary between approximately 100 and 300 linear feet. Selected artists will be assigned a barricade prior to creating a design. Images detailing different views of the barricade can be viewed in Attachment A.

Artist Award: A design fee of \$4,000 will be awarded to each of the selected artists or artist teams to develop a concept, edit as needed, and deliver the digital files. The honorarium will be awarded for the design only. Production, installation, and subsequent removal of temporary murals will be the responsibility of the City of Palo Alto and carried out by a separate contractor.

Eligibility: This opportunity is open to all artists and graphic designers over the age of 18 residing in the State of California. **Artists residing in Santa Clara, San Mateo, Alameda, Contra Costa, Santa Cruz and San Francisco counties are especially encouraged to apply.** The technical skills to submit final designs as a print-ready set of vector files per contractor specifications is a plus, but not required. Public Art Program staff may provide assistance to selected artists who need help creating and submitting digital files in the required format by partnering them with experienced professional artists and design professionals.

This is a fast-track project for the first phase and the selected artists must be able to create and deliver finalized designs within 30-40 days if they are selected. The second phase artists will be on hold for several months prior to beginning their design development.

Application Process and Requirements:

Submit your application electronically via <http://CPApublicart.slideroom.com> by **April 15, 2021, 11:59PM**. There is no application fee.

Eligible applications will be reviewed by a selection panel comprised of the Public Art Program staff, a Public Art Commissioner, and diverse community stakeholders to select eight (8) finalists. The first four

selected artists then will enter into Professional Services agreements for design development to work in collaboration with the Public Art Program staff and consultation with the manufacturer to develop and finalize their graphic designs and submit refined final design(s) to the graphic specifications of the manufacturer. The Public Art Program staff will provide final approval as the final design is developed.

All commissioned art will be considered temporary with the expected exhibition period of approximately 12 months. Selected artists will be required to waive their rights of integrity to commissioned artwork as pertains to its removal or repair as set forth in the California Art Preservation Act and the Visual Artists Rights Act. The application packet must include:

Application Requirements

Applications should include:

- Cover letter stating the applicant's interest in this opportunity as well as their intent for the artwork;
- Current Resume (optional);
- Up to 5 images of previous art and graphic works with short descriptions;
- Indicate your need for technical assistance with creating / submitting digital files.

Design Guidelines:

The original artwork imagery shall draw inspiration from the unique character of Palo Alto's California Avenue, its community, history, diversity, or institutions and landmarks that make this neighborhood distinct. The final designs will be appropriate in content for the immediate physical environment and the general public, visually impactful for people driving, biking, and walking. It is preferred that the imagery designed for each wall is linear and it continuous throughout the total length of each wall, it may be reversible or have a repeating, cyclical pattern. The imagery shall be appropriate for viewing from across a two-lane road.

Selected artists will be required to submit print-ready vector files per the printer's specifications:

- Vector artwork (.ai, .eps, .pdf)
- All fonts need to be outlined
- When uploading bleed, please use .25" on all sides
- For images please embed images
- images should be at least 150 DPI at full size
- no crop marks
- * The Palo alto Public Art Program can provide technical assistance for the creation of these files.

Tentative Timeline:

April 15, 2021 – Qualifications submitted

April 2021 – Artist Selection Panel

May – June 2021 – Design development for the first 4 mural

June 2021 – Production and Installation of the first round of 4 murals. Artworks remain displayed for approximately a year.

July - August 2021 – Design Development of the second round of four murals.

About the California Avenue District:

The California Avenue district is just a few blocks from the Stanford campus. This area is Palo Alto's most historic shopping district, established in 1855 as the town of Mayfield, and annexed to Palo Alto on July 6, 1925. The area offers a wide variety of locally owned retail and professional businesses, and is home to many outstanding and diverse restaurants, from casual coffee shops and international cuisine options to Michelin star restaurants. California Avenue is the main thoroughfare for a diverse surrounding residential area with many locals frequenting the avenue by foot and on bike. California Ave hosts a lively year-round Sunday morning farmer's market. With a heavily trafficked Caltrain station and lots of new office space nearby, the district is also visited by tech commuters and Stanford affiliates during the week. The area also boasts multiple pieces of public art, including murals and sculptures throughout the district. To locals, California Avenue is also known as the "Avenue of the Arts".

About the City of Palo Alto Public Art Program:

The Palo Alto Public Art Program promotes the highest caliber of artwork, commissioning memorable public artworks and experiences that stimulate discussion and thoughtful reflection, celebrating Palo Alto's character and enhancing civic pride and sense of place.

Public art reflects Palo Alto's people, diverse neighborhoods, the innovative and global character of its businesses and academic institutions, and the beauty of its natural environment.

Learn more about the Palo Alto Public Art Program: www.cityofpaloalto.org/publicart

Questions?

Please let us know if you have any questions by sending an email to nadya.chuprina@cityofpaloalto.org or direct message us in Instagram at @publicartpa

Stay in touch

Sign up to the monthly newsletter to learn about artist opportunities: www.cityofpaloalto.org/publicart
Connect with us via Instagram, Facebook and Twitter: @publicartpa

View from Sherman Ave

