

Call for Artists: Warehouse Artist Lofts Public Art

Posted on March 12, 2014

APPLICATION DEADLINE: Monday, April 10, 2014

(4:00 PM Pacific Daylight Time)



Rendering of WAL from 12th and R Streets

ELIGIBILITY

Eligibility is open to professional, practicing artists residing in California.

SITE DESCRIPTION

WAL is a private/public partnership between CFY Development and the Capitol Area Development Authority (CADA). The project is a mixed-use, mixed-income community for artists with 116 apartments above approximately 13,000 square feet of ground floor commercial/retail space. WAL is located on R Street between 11th Street and 12th Street in downtown Sacramento's Historic R Street Corridor. Once a thriving warehouse district built around Sacramento's first commercial rail line, the future of R Street now resides in its transformation into a new transit-oriented, mixed-use neighborhood. The distinctive character of the corridor is truly unique to Sacramento's history and charm, and recent years have seen many art-related businesses call the R Street Corridor home.

ARTWORK OPPORTUNITY

The community's strategy for developing the R Street Corridor into one of Sacramento's

signature creative and cultural district includes expanding the presence of public art in the neighborhood.

Several key areas have been identified around the exterior of WAL for public art by way of mural work. The murals are to be painted onto perforated metal panels that will be attached to WAL's façade. This "Call for Artists" includes two (2) separate artwork opportunities.

PROJECT SCOPE

There are two separate artwork opportunities in this Call for Artists.

The scope for each of the two (2) Artwork Opportunities include:

- Research for determining most durable method/process to fabricate artwork
- 2 concepts for design (including mockups of the chosen concept)
- Execution of artwork onto perforated metal screens

The metal screens will be provided to the artists for application of the artwork. It will be the responsibility of the artists to secure a location for execution of artwork and storage of the screens until the time of installation.

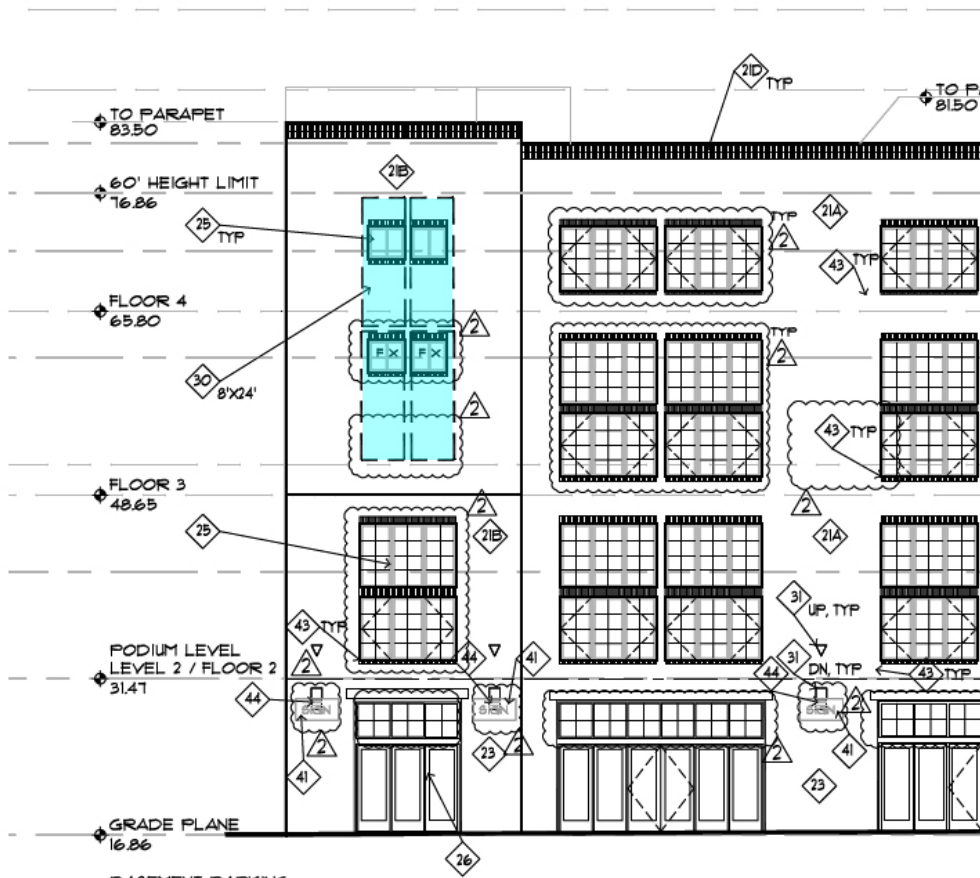
Installation of the metal screens once the artwork has been applied will not be the artist's responsibility.

The artwork is considered a long-term installation, expected to be in a place for a minimum of 20 years.

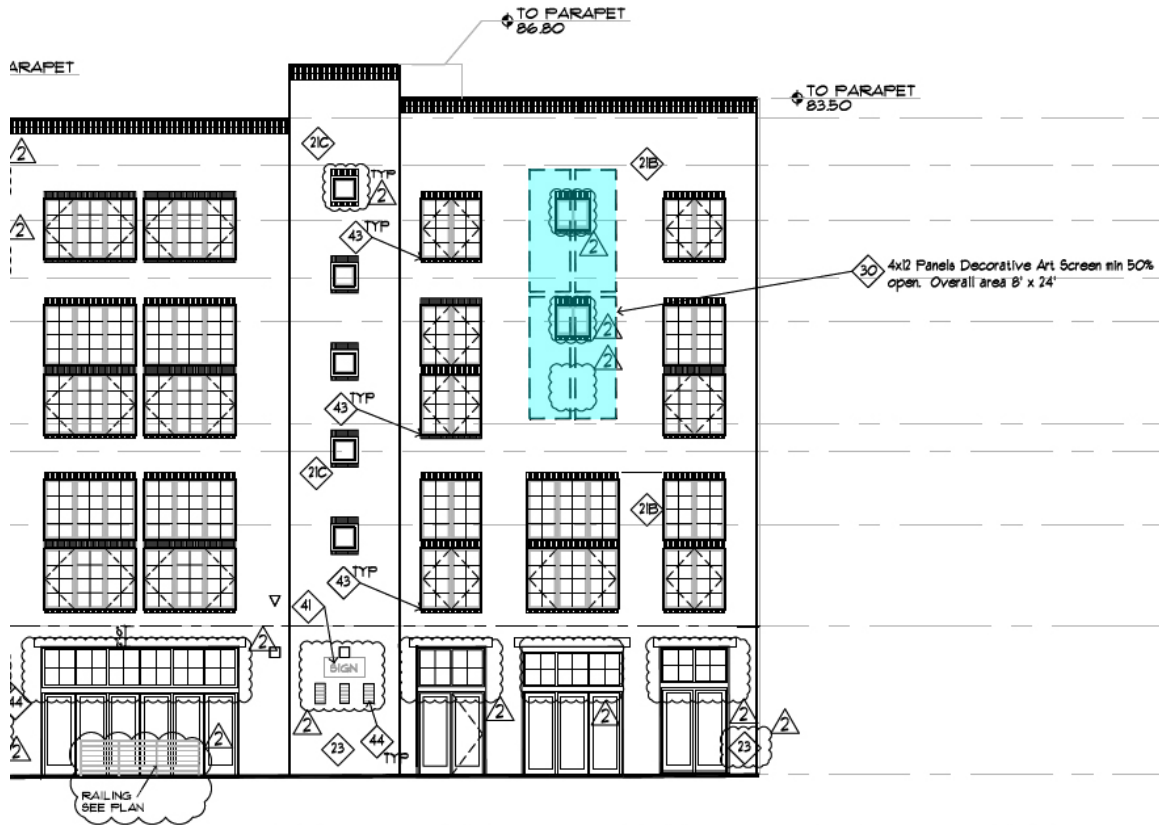
Opportunity #1 – Northeast corner of WAL

The Northeast corner of WAL will have two murals in close proximity to one another. Each of the two murals will be comprised of four (4) 4' by 12' metal screens. The combined area will be 384 square feet.

The screens will be located on the 3rd and 4th floors of the exterior, and will be a prominent feature of the building from the perspective of 12th and R Streets.



North Corner



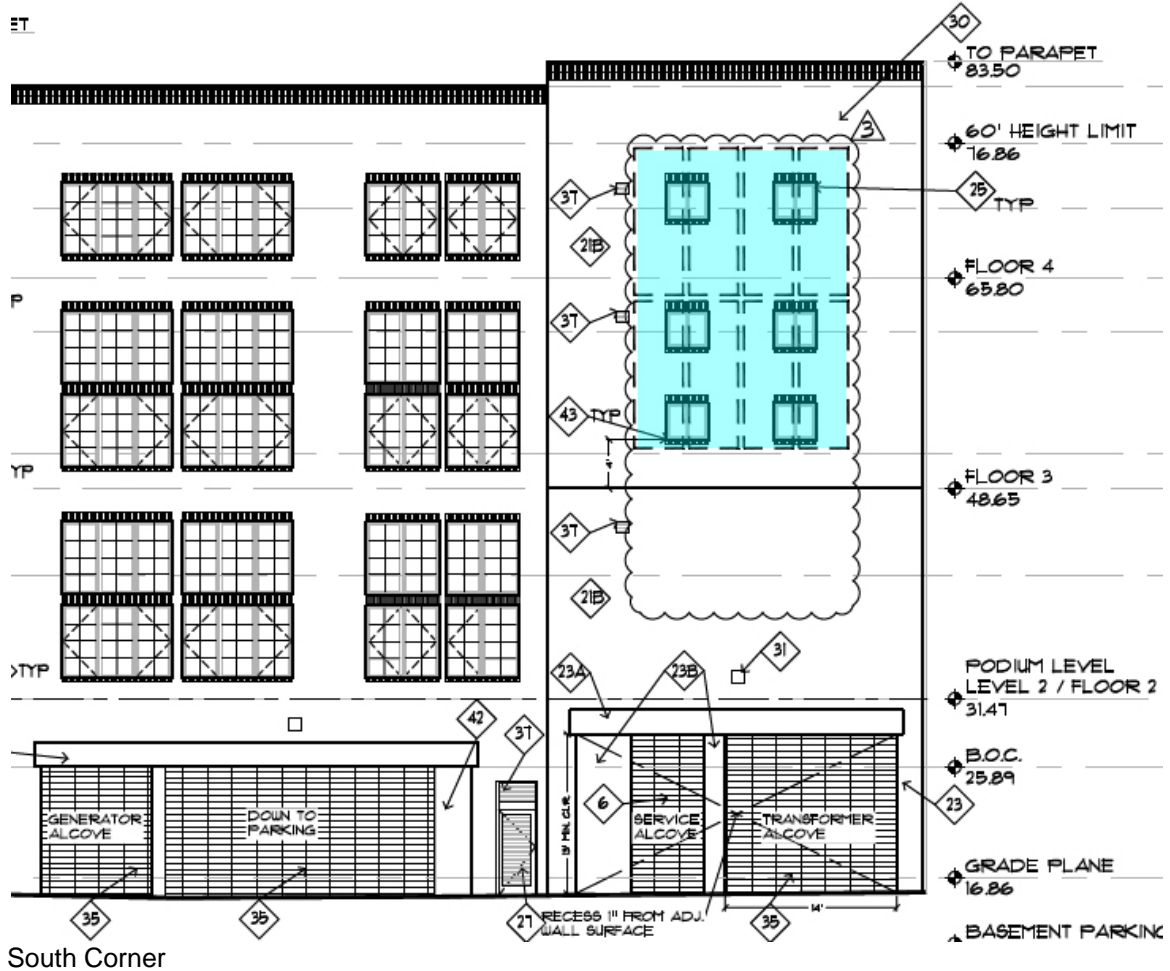
East Corner



Opportunity #2 – South corner of WAL

The South corner of WAL will have a mural comprised of eight (8) 4' by 12' metal screens. The combined area will be 384 square feet.

The screens will be located on the 3rd and 4th floors of the exterior, and will be a prominent feature of the building from the perspective of 12th Street traveling north towards R Street.



PROJECT BUDGET

The total budget for Artwork Opportunity #1 is \$7,500, inclusive of all artist's fees, associated expenses for design, fabrication, insurance, and a project contingency of 10%.

The total budget for Artwork Opportunity #2 is \$7,500, inclusive of all artist's fees, associated expenses for design, fabrication, insurance, and a project contingency of 10%.

ARTIST SELECTION PROCESS

After the RFQ deadline, a selection panel including members from CADA, CFY and local arts professionals will identify two finalists for each of the Artwork Opportunities. The four finalists will develop conceptual proposals for a second selection process. All finalists will be compensated with \$250 for their proposed artwork.

The four finalists' proposals will be displayed in the R Street Corridor neighborhood and online for written public comment. Following public display, the selection panel will reconvene to consider the finalists' proposals in an interview format along with any community input and will select one artist for each Artwork Opportunity.

ARTIST SELECTION CONSIDERATIONS

- Artistic excellence, innovation and originality as evidenced by representations of past work and other supporting material
- Artist communicates a clear understanding of and approach to the application of their artwork to the perforated metal material
- The artist's work is judged to be appropriate to the goals of the project
- The artist's professional experience is adequate to meet the demands of the project
- The artist is available to participate in the design, approval and implementation of the project as required
- Assessed ability to meet project deadlines and to perform work in a timely and professional manner
- Artists who live/work in the Sacramento region

TO APPLY

All application materials must be submitted by 4:00 PM on April 10, 2014. Application materials must include:

- Letter of interest including which Artwork Opportunity you are interested in (Artists may apply for one or more of the Artwork Opportunities.)
- Resume
- 10 images of previous work
- Annotated image descriptions

There is no application fee to apply.

Please drop off or send application materials package to:

CADA
C/O Karen Ulep - WAL Mural
1522 15th Street
Sacramento, CA 95814

For your convenience, application materials can also be emailed in PDF format to: kulep@cadanet.org in lieu of submitting a hard copy.

PROJECT SCHEDULE (subject to change):

RFQ Deadline: April 10, 2014
Finalist Selection: week of April 14, 2014
Finalist Orientation: week of April 21, 2014
Finalist Proposals due May 16, 2014
Artist Selection: week of May 19, 2014
Design Development: May/June 2014
Fabrication: Summer 2014
Installation: September 2014

FOR MORE INFORMATION

Please contact Karen Ulep, CADA, at (916) 384-7210; kulep@cadanet.org or
Ali Youssefi, CFY Development, at (916) 446-4040; ali.cfy@gmail.com

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**ADDITIONAL POLICIES**

**Rights Reserved by CFY Development**

CFY reserves the right to not accept any applications, to not accept any artist recommended by any of the selection panels, to initiate an alternate Selection Process, or to reissue the RFQ for additional pre-qualified artist candidates.

**Proposal Board Policy**

In the event that you are asked to develop a proposal, the following policy shall apply. CFY shall:

- At its sole discretion, have the unconditional right to own proposal or drawings selected for implementation as part of RFQ or may alternatively choose to retain all such drawings until the project is complete.
- Require that all proposals submitted are original and unique.

*All information contained herein does not constitute either an expressed or implied contract, and these provisions are subject to change.*