



Open to artists and artist teams in the County of Los Angeles

# REQUEST FOR QUALIFICATIONS (RFQ) FOR A PUBLIC ART OPPORTUNITY IN A NEW PARK IN COUNCIL DISTRICT 6

**DEADLINE:** OCTOBER 14, 2022

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## BACKGROUND

The Department of Cultural Affairs (DCA) is inviting artists and artist teams to submit their qualifications to be considered for one or more permanent art commissions at a new park in Sun Valley, located at 11957 Allegheny St., Los Angeles, CA 91352, in the City's 6th Council District, Councilmember President Nury Martinez.

The new family-friendly park will include splash pads, playgrounds, fitness equipment, drinking fountains, restrooms, walking path, picnic areas, and shade trees.

There are two public art opportunities at the park. The first opportunity is to create a public artwork that honors and acknowledges the successful efforts of local women who have led the way for changes and improvements within the community. The second opportunity is to create an artistically designed decorative gate to signify a welcoming entrance to the new Allegheny Park. Both artworks should reflect the identity of the community.

This public art opportunity is administered by DCA, in compliance with the City's Public Percent for Art Program. Funding for the project is through a Proposition 68 grant.

## DESCRIPTION OF THE OPPORTUNITY

The Department of Cultural Affairs is using a bifurcated process for this public art commissioning process. To create an opportunity for studio artists who have an interest in working in the public realm, DCA will assemble a team of Project Mentors to provide technical assistance to the artists selected to develop a proposal for the project, should they desire it. The Project Mentors can also be available to the artists awarded the commission to assist them during the design development, fabrication, and installation phases of the project. A virtual workshop or one-on-one sessions with a Project Mentor will be available to help the selected artists develop the necessary technical and project management skills needed to successfully complete the public art projects, as needed.

## CRITERIA

Local artists, with little or no public art experience, who are interested in entering the public art field are encouraged to apply. Artists working in any media may apply individually or as an artist team.

### **Studio artists with no public art experience should demonstrate:**

- An interest in learning about and working in the public art realm.
- An interest in or prior experience working on community-centered projects.
- Artistic merit and conceptual strength.
- Respect and acknowledgment of the social and/or historical context of the local community.

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## CRITERIA, CONTINUED

### Artists with prior public art experience should demonstrate:

- Innovative approaches to materials, methodologies, and public engagement.
- Professional and technical capacity to plan, coordinate, and execute a public artwork in collaboration with DCA staff, City representatives, contractors, and the public.
- Ability to respond to the built environment.

## SELECTION PROCESS

The artist selection panel may be composed of, but not limited to, up to three (3) independent arts professionals, a Recreation and Parks representative, a project engineer/architect, and a local community representative. Upon review of all submissions, the panel will select up to five (5) artists/teams as finalists to develop a proposal.

The Project Mentors will be available during the proposal development phase to assist the artists, if they require it. The artists will need to be available to present their proposal at a community meeting to receive feedback. Following the community meeting, the five finalists will be invited to present their proposals virtually to the artist selection panel and based upon the proposal reviews and interviews, the artist selection panel will award up to two artists and/or artist teams to receive a commission.

The commissioned artists will need to be available to present their final proposal to the community and appropriate City agencies for review and approvals. The commissioned artworks will also be required to comply with all applicable City codes, such as those dealing with safety, accessibility, and seismic concerns. The Project Mentor will be available to provide assistance should the selected artists need it.

## ELIGIBILITY

This RFQ is open to professional artists and artist teams residing in the County of Los Angeles. Artists working in any media may apply, individually or as an artist team; artist teams may not change over the duration of the project.

Artists residing in the neighborhood of Sun Valley are strongly encouraged to apply. Employees of the City of Los Angeles are ineligible to apply.

Applicants are encouraged to register on the Regional Alliance Marketplace for Procurement also known as RAMP. If you have previously received commissions, grants, or contracts from the City of Los Angeles, then you have already registered on RAMP [previously BAVN]. If you are a new applicant, go to [rampla.org](http://rampla.org) to register to bid for a City of Los Angeles business commission, grant, or contract.

Technical support for RAMP may be requested by emailing [supportrampla@lacity.org](mailto:supportrampla@lacity.org). Sometime thereafter you may receive requests from RAMP to verify your location, the percentage of your workforce that lives in the City of Los Angeles, your status as a minority owned/operated business, and your status as a woman owned/operated business. We encourage you to respond accurately so that individual artists are understood as a significant contributor to equity in our city.

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## BUDGET

The maximum budget available for both public art projects at the new park is \$200,000. The specific budget for each art project will be announced at the proposal development phase. Project budgets must cover all costs associated with the design, fabrication, and installation of the public artwork including engineering and city permits as required, as well as any public programming associated with the artwork. Allegheny Park is funded by the Proposition 68 Statewide Park Development and Community Revitalization Program.

## DEADLINE

Applications must be submitted by **OCTOBER 14, 2022**. Late submissions are not accepted and incomplete applications will not be reviewed.

## HOW TO APPLY

All applications must be submitted electronically via SlideRoom by visiting [culturela.slideroom.com](http://culturela.slideroom.com). Incomplete and late applications will be deemed ineligible and not be considered. Deadline to apply is **OCTOBER 14, 2022** at 11:59 p.m.

**A complete application must include:**

1. **CONTACT INFORMATION:** Including full name, business name (if applicable), mailing address, telephone, and email. Teams must identify one artist to be DCA's primary contact for the team, as well as contact information for each artist on the team
2. **STATEMENT OF INTEREST**(PDF or DOC format only, 1 page max): in creating a public art project for the new park.
3. **CURRICULUM VITAE** (PDF or DOC format only, 4 pages max): Please submit a CV for each staff person on the primary team.
4. **ARTWORKS OR PAST PROJECTS / MEDIA FILES** [max ten (10) files]: JPG format only, 72 DPI min, 5 MB max per file]; Submit images of completed artwork; teams are encouraged to include projects created by the team. Each of the image files must include the title of the image, year, size, materials, and brief description. For any commissioned project(s), also include the client, budget, and location.

\*Additional material included that is not requested by DCA will not be reviewed.

Applicants should not include any specific proposal(s) at this time. Any such elements will be redacted from the application prior to review by the selection committee (refer to the "Selection Process" section), or the application may be deemed disqualified and not be reviewed.



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## RIGHTS + RESPONSIBILITIES

The Department of Cultural Affairs reserves the right to decline all applications to this RFQ, and/or cancel this RFQ, or any roster of pre-qualified artists, at any time. This RFQ is subject to the City's Campaign Finance, Contractor Responsibility, Equal Benefits, Equal Opportunity, Living Wage, Minority/Women Business Enterprise and Slavery Disclosure Ordinances, Border Wall Disclosure Ordinances, as well as any other ordinances in effect in the City of Los Angeles.

## ABOUT DCA

As a leading, progressive arts and cultural agency, DCA empowers Los Angeles' vibrant communities by supporting and providing access to quality visual, literary, musical, performing, and educational arts programming; managing vital cultural centers; preserving historic sites; creating public art; and funding services provided by arts organizations and individual artists.

## QUESTIONS?

For **technical guidance** through the online SlideRoom platform, visit [SlideRoom's support page](#).

For questions about **application guidelines**, please contact Martica Stork, Arts Manager, at [martica.stork@lacity.org](mailto:martica.stork@lacity.org).

This RFQ is available online at [culturela.org](http://culturela.org).

