



SLCRDA

Eccles  
THEATER



## BLOCK 70 TEMPORARY PUBLIC ART PROJECT

Artist Designed Imagery for Vinyl Wrap Murals

**CALL FOR UTAH ARTISTS:** Request for Proposals

**APPLICATION DEADLINE:** Friday, November 1, 2019 at 5:00pm MDT

**PROJECT BUDGET:** \$8,500 each

### PROJECT BACKGROUND

The Salt Lake City Public Art Program, in collaboration with the Redevelopment Agency of Salt Lake City, is pleased to provide two opportunities for temporary vinyl murals located on Block 70. Two proposals will be selected of artist designed imagery and installed consecutively for six months each.

Block 70 is one of Downtown Salt Lake City's most central and active blocks. Located between 100 and 200 South, and Main and State Streets, Block 70 has recently become an arts destination with the new state-of-the-art performing arts center, the George S. and Dolores Doré Eccles Theater; the annual Busker Fest; and the soon-to-be completed large-scale public art project on the reconstructed Regent Street. The temporary installations will contribute to programming on Block 70 that aims to enhance the vitality of this area as a gathering place and cultural core.

### LOCATION

**Eccles Theater Office Windows**



54 FINCH LANE  
SALT LAKE CITY  
UTAH / 84102  
801.596.5000  
[saltlakearts.org](http://saltlakearts.org)

**Site Dimensions (approx.):** 74 feet (TOTAL LENGTH) 19 available windows each separated by  $\frac{3}{4}$  inch dividers. Selected artists will be responsible for verifying the window dimensions, as these measurements are approximate.

From left to right:

1 window panel: 8 ft X 7 in (HEIGHT) X 1 ft 10 in (WIDTH)

11 window panels: 8 ft X 7 in (HEIGHT) X 3 ft 11 in (WIDTH)

7 window panels: 7 ft X 7 in (HEIGHT) X 3 ft 11 in (WIDTH)

### **Possible Designs & Approaches**

The vinyl wrap murals must be installed on the exterior of the Eccles Theater Windows. They can be fabricated to be opaque or 75% transparent. Options include to cover each window in it's entirety or by utilizing negative space. It is recommended that vinyl be installed per window panel rather than covering the  $\frac{3}{4}$  inch break between each window.

### **ARTWORK GOALS**

The Salt Lake City Public Art Program seeks site-specific artwork that:

- Is visually engaging for those who use and visit the area;
- Is of the highest quality – creatively and compositionally;
- Meets all public safety, structural, and maintenance standards and complies with the Americans for Disabilities Act (ADA) and Salt Lake City standards.

### **PROJECT BUDGET & ELIGIBILITY**

The total budget is an honorarium of \$8,500 for each vinyl wrap mural and is inclusive of artist's fees and related expenses for design, fabrication, insurance, transportation, permits, installation, maintenance, operating costs, de-installation of the artwork, and the restoration of project area. Any fees incurred for design/artwork related engineering or assistance from any contractors shall be the responsibility of the artist.

The *Call for Artists* is open to all artists or artist-led teams residing in Utah.

### **PROJECT SCHEDULE & TIMELINE**

Release Call for Artists – Friday, September 27, 2019

Pre-Proposal Meeting – Wednesday, October 9, 2019

Application Deadline – Friday, November 1, 2019

Committee Meeting – Friday, November 15, 2019

Notification of Artist Selection – November 2019

Contracting – December 2019

### **Pre-Proposal Site Meeting**

Interested proposers are invited to attend a pre-proposal meeting to review the site and ask questions about the RFP. The meeting is **Wednesday, October 9, 2019 at 3:00 PM MDT** at the OC Tanner lounge located on Tier 3 of the Eccles Theater at 131 Main St, Salt Lake City.

### **Installation Schedules**

There will be two selected proposals. Each vinyl wrap mural will be installed for a period of 6 months.

The first vinyl mural will be installed from March – September 2020.

The second vinyl mural will be installed from October 2020 – March 2021.

Dates are subject to change, except for the application deadline of Friday, November 1, 2019, 5:00pm MDT.

### **SELECTION CRITERIA & PROCESS**

The Artist Selection Committee, including project stakeholders, will review all of the properly submitted applications and will select an artist or artist-led team for the project.

In selecting an artist or artist-led team for this project, the following criteria will be considered:

- Final artwork that is one-of-a-kind, site specific and meets the project goals;
- Artistic excellence, innovation and originality as evidenced by visual documentation and supporting materials;
- The artist's final work meets all operational, maintenance, Americans with Disabilities Act (ADA), public safety and transportation requirements;
- Ability to meet deadlines and budget and to perform work in timely, professional manner;
- The artist's professional experience is adequate to meet the demands of the project including the ability to work with stakeholders and project managers.

The selected artist or artist-led team will maintain ownership of the completed artwork and all related intellectual property rights during and after the installation period, except as specified in the Public Art Project Agreement. The artist or artist-led team will be responsible for the de-installation of the artwork and restoration of the location at the completion of the installation period. Details on ownership, credit, maintenance, and de-installation are further expanded upon in the Public Art Project Agreement.

The artist or artist-led team selected for the project will sign a two-party Public Art Project Agreement with Salt Lake City Corporation. The selected artist/artist-led team must carry general liability and auto insurance, and must either provide Workers' Compensation or apply for a Workers' Compensation Coverage Waiver. An example of the Public Art Project Agreement can be found here.

### **APPLICATION REQUIREMENTS**

Submissions that arrive on or before 5:00 pm on Friday, November 1, 2019 and meet all of the application requirements will be reviewed. To be considered for this project, applicants must submit all of the required materials via the Submittable website ([www.submittable.com](http://www.submittable.com)). There is no application fee. Artists or teams may submit one proposal. No other method of submission will be accepted. Late or incomplete applications will not be considered. The applicant's name must appear on all submitted materials.

1. **LETTER OF INTEREST (first name\_last name.letterofinterest.pdf)** 1 page (300-500 words) describing the applicant's interest in, qualifications for, and projects of similar scope/scale.
2. **PROPOSAL (first name\_last name.proposal.pdf)** Artists must submit a color, scale visual rendering and a written description including project intent, dimensions, materials and a preliminary budget. 2 pages maximum.
3. **CURRENT RÉSUMÉ (first name\_last name.resume.pdf)** Maximum of 2 pages per person.
4. **IMAGES OF RECENT WORK (first name\_last name\_title1.jpg, first name\_last name\_title2.jpg, etc.)** Four to six (4-6) JPG images of recent work. Please provide

examples of completed past work of similar scope, scale, and budget. Each image must not exceed 1MB in size. Submittable **metadata fields are required**: title, date, medium, dimensions, location, budget, and brief description of the work.

5. **PROFESSIONAL REFERENCES (first name\_last name.references.pdf)** A list of two professional references with contact information (name, title, organization, mailing address, phone number, email address), and relationship with each reference.

**Any materials not specifically requested as part of this application or exceeding the maximum page length or format requirements will not be considered or reviewed by the Selection Committee.**

### **QUESTIONS**

All questions regarding this RFP are to be directed only to Salt Lake City Public Art Program Manager at the email address listed below. All questions and responses will be posted at <http://saltlakepublicart.org/for-artists/calls-for-artists/> for all applicants and potential applicants to review. Applicants may be disqualified if any unsolicited contact related to this RFP is made with a member of the Artist Selection Committee other than the Public Art Program Manager during the selection process. All communication will occur electronically via email. Please review the website below prior to emailing any questions as the website will be updated on a regular basis with any questions and answers. Questions will be answered in the order in which they are received. Questions received after October 25<sup>th</sup> may go unanswered, so it is suggested all interested artists begin the submission process as soon as possible.

**Contact:** Kat Nix, [katherine.nix@slcgov.com](mailto:katherine.nix@slcgov.com)

**Website:** <http://saltlakepublicart.org/for-artists/calls-for-artists/>

### **SALT LAKE CITY PUBLIC ART PROGRAM**

The Public Art Program, which commissions artists' work for City-owned buildings and public spaces, was established by ordinance in 1984.

### **ARTIST SELECTION COMMITTEE**

The Artist Selection Committee is comprised of representatives from the Public Art Program, the Salt Lake City Arts Council, the Redevelopment Agency, and the Eccles Theater. Under the guidance of the Public Art Program, the Artist Selection Committee will review submissions and select the final artists/artist teams for the Block 70 Temporary Art Installation opportunity.

### **SALT LAKE CITY CORPORATION ADDITIONAL POLICIES**

The artists/artist-led teams selected for the project will sign a two-party Public Art Project Agreement with Salt Lake City Corporation.

The City may accept *Call for Artists (CFA)* submittals as deemed to be in the public interest; proceed with further selection processes; reject any and all submissions; or may waive any irregularity, informality, or technicality in proposals received. The Artist Selection Committee will determine, in its sole discretion, from the submitted information the most qualified Proposer to meet the stated duties as evaluated under the criteria set forth herein. The determination of the most advantageous proposal shall be final and conclusive.

The issuance of the *CFA* and the receipt and evaluation of the submittals does not obligate the City to select a Proposer or enter into any agreement. A submittal does not constitute business terms under any eventual agreement. The City will not pay costs incurred in responding to the *CFA* unless specified in the *CFA*. The City may cancel this process at any time prior to the execution of any agreement without liability.

The City reserves the right to revise the *CFA* evaluation process. Such revision will be announced in writing to all *CFA* respondents or short-listed teams, depending on the timing of the change. The City also reserves the right to reject any and all *CFA* responses at any time, or to terminate any negotiations implied in this *CFA* or initiated subsequent to it. If the Artist Selection Committee receives a submittal it deems incomplete or ambiguous, it reserves the right to request additional information or to reject the submittal.

The City reserves the right to, at any time and for any reason, discontinue negotiations with any initially selected Proposer, and to pursue negotiations with an alternative team. Proposers or their agents are instructed not to contact Artist Selection Committee members, City officials or employees or attempt to externally manipulate or influence the procurement process in any way, other than through the instructions contained herein, from the date of release of this *CFA* to the date of execution of an Agreement resulting from this solicitation. City, in its sole discretion, may disqualify Proposers who violate this paragraph.