REQUEST FOR PROPOSALS

DEADLINE: November 4, 2016
TOTAL COMMISSION: $15,000.00
BUDGET: $7500.00 per site

Project Introduction

The Arts Council New Orleans’ Place + Civic Design Department is requesting mural proposals to replace public art installations at two New Orleans Fire Department locations. The department, through the City of New Orleans’ Percent for Art Program, and in partnership with the New Orleans Fire Department, will decommission existing public art banner installations and replace them with contemporary murals at the 801 Girod Street Flying Squad and Basin Street stations. The call is open to experienced artists, artist teams, or community groups working with muralists. Proposals may be submitted for both sites; however, only one artist or artist group will be selected for each site.

While the installation should connect the fire department to the larger New Orleans community, themes should reflect broader sentiments that transcend specific references to fire, safety, and the departments’ history. Example sentiments include, but are not limited to:

- A deep connection to, and congruence with, the surrounding neighborhood;
- Specific historical references from the surrounding community;
- Celebration of contemporary art’s transformative energy;
- Collective empowerment and representation through creative expression in urban spaces;
- Excitement and interest for the community’s current growth and energy;
- Celebration of the neighborhood’s identity, and rich heritage.

Organization Background

The Arts Council New Orleans, through the City of New Orleans Percent for Art Program, seeks to integrate impactful art into the city’s public space by illuminating the culturally artistic traditions inherent to our community. We believe that public art serving in the best interest of public good is profoundly uplifting, helps to build an appreciation for public space, and strengthen the creative, political, intellectual, and cultural tendencies that define New Orleans communities. See [www.artsneworleans.org](http://www.artsneworleans.org).

The New Orleans Fire Department (NOFD) has a long history of dedicated service to the New Orleans community. Through emergency response and fire prevention advocacy, the department is dedicated to protecting citizens from the devastating effects of fire. In doing so, the NOFD fulfills its mission to “protect and save life and property, while [reducing] the incidence of fire and the loss of life and injuries to civilians and fire personnel.”

Scope of Work

Selected muralists will be responsible for an initial design and the final mural execution. The installations will be created at the sites described in “Location.” Estimated costs must include all materials and equipment outlined as outlined in the project budget (see “Budget”). Muralists will also be responsible for best practices in mural creation, which includes wall preparation, surface cleaning, durability of materials applied, finish or coating, and post-project maintenance recommendations.

Additionally, the installation should have a sense of prominence and permanence in the space as defined by a 10-year minimum lifespan, though the proposed project can include event-based, ephemeral, or temporary components to the installation.

Further, the selected installation for this project will reflect a conscientious understanding of the community
we serve and challenges New Orleans faces as a city. The art installation should be conceptual, forward thinking, and should take into account the context of the location and the surrounding communities. Where not excluded by municipal regulations, proposals may also explore a range of non-traditional or innovative artistic expression, such as low-tech components, contemporary uses of technology, and

**LOCATION**

**Mural 1 801 Girod Street - Flying Squad Fire House:** Northeast Girod Street facing facade between Baronne and Carondelet streets. The facade is approximately 60 ft wide by 15 feet high.
Mural 2: The second mural will be created on the northeast Basin Street facing facade at Marais Street, located between North Villere and St. Peters streets. The facade is approximately 75 feet wide by 12 feet high.

The mural should be designed within the bounds of the location as shown in the maps above, unless a reasonable case can be made otherwise. (insert any additional notes on the building’s material considerations). **It is recommended that artists visit the** location above for a more exhaustive review of the aforementioned locations.

Applicants should consider potential obstacles during the process, such as site logistics, public or private approvals, manufacturing and testing, and express these issues within the proposal. The selected applicant(s) should be prepared to work with the Arts Council New Orleans, the New Orleans Fire Department, and the community during the process.
BUDGET

The budget total for this Artwork is $15,000, however only a maximum of $7500 will be allocated to each site. Submitting artists, designers, and teams are welcomed to submit up to 2 proposals, one for each site. However, only one proposal per artist or group will be selected. Submissions must include a detailed budget including the cost of labor, materials and logistics.

PROJECT TIMELINE

- **Sept 23:** Submission process starts. Arts Council is open to questions throughout the submission process.
- **Nov 4:** Submission deadline is Nov 4th, 11:59 PM CST.
- **Nov 18:** Semifinalists selected. Jury-selected artists notified.
- **Dec 2:** Semifinalist Presentation. Artists to submit a graphic presentation and mockup.
- **Dec 3:** Winner announced.
- **2017:** Project begins

SELECTION PROCESS

For each RFP project through the Percent for Art Program, the Arts Council creates a Selection Committee of community stakeholders, artists, designers, and civic leaders to select artist(s) or teams as semifinalists. The selection process will consist of two separate stages.

1. All artists are to submit proposals via the Arts Council’s online submission form at [insert submittable link]. Once submissions are received, the Selection Committee will take one week to review and narrow the field of artists. The semifinalists will be notified by no later than 14 days after the deadline. Should any alterations to this timeline be necessary due to extenuating circumstances all applicants will be notified.

2. After the semifinalists are selected, artists will be given $250 stipend to prepare a digital presentation of the proposed artwork. Semifinalists will submit a final proposal with no more than ten (10) slides through the Arts Council’s online submission form at [insert submittable link]. Additionally, visual support material is appreciated (e.g. 3D models, detail sketches, etc.)

The Arts Council retains the right to reject any and all submissions. All proposal materials shall become the property of Arts Council New Orleans, while all copyrights created during the process belong to the artist.

**Artists are not reimbursed for initial cost of proposal production. ONLY SEMIFINALISTS RECEIVE STIPENDS**

SELECTION CRITERIA

Proposals should be conceptual, forward thinking, and considerate of the cultural context of New Orleans. Presentations should reflect an artistic vision that acknowledges, and embodies the current climate in contemporary public art, while embracing a broader social consciousness. In addition to the submission of all required materials outline in this RFP, applicants will be selected based upon the following criteria:

- **Context:** Attention to architectural, historical, geographical, and cultural contexts;
- **Ability:** A proven ability to create distinctive site specific artwork as exhibited by past work;
- **Originality:** Creativity and uniqueness of proposed artwork concept for this project;
- **Quality:** Quality and craftsmanship of product as exhibited by past work;
- **Maintainability:** Structural and surface soundness, durability and resistance to vandalism, weathering, excessive maintenance, repair costs;
- ** Appropriateness:** Designs must be appropriate for placement on an urban pedestrian site, and should withstand public interaction if in an area where it can be touched;
- **Compliance:** Works must consider public safety, and comply with all appropriate rules, laws, and ordinances. Artists must also be prepared to meet Design Advisory Committee post final selection (requirements to be discussed with Arts Council upon selection);
- **Feasibility:** Artist’s proven track record/ability to complete the work on time and within the budget.
ELIGIBILITY REQUIREMENTS

To qualify, artists **must**:

- Be 18 years of age or older and live in the United States;
- Work as a professional artist or artist team (including designers, architects, and engineers);
- Community groups, and other non-professional artists are required to submit with a professional artist who meets all eligibility requirements;
- Carry personal liability insurance for the duration of the project;
- Meet all contractual obligations and adhere to the timeline provided;
- Present the initial concept to a selection committee;
- Work with the Arts Council New Orleans: Place + Civic Design Department, and the New Orleans Fire Department in the execution of the project.

SUBMISSION PROCESS AND REQUIREMENTS

Artists **must** submit all work through a digital submission application through submittable at the Arts Council New Orleans website. All submissions must be logged by **11:59PM (CST) on November 4, 2016**. Digital proposals should be on 8.5 x 11 paper layout.

**APPLICATIONS**

A. PROPOSAL STATEMENT: Describe your concept of the artwork to be created. Make certain to use the published criteria. Maximum 750 words.
B. PROPOSAL CONCEPT: Show your conceptual idea graphically. Concept images should include, but not be limited to, 2-3 angles of the artwork, 1-2 images of the artwork in the context of the site, and a location plan.
C. PRELIMINARY BUDGET: Describe the proposed project costs, including preliminary hard costs (construction and material costs) and artist fee.
D. RESUME/CV: For artist or primary team members.
E. WORK SAMPLES

**CONTACT INFORMATION**

Please review our website for frequently asked questions. Any additional inquiries and questions can be submitted to the Arts Council New Orleans at: publicart@artsneworleans.org.

About Percent for Art

The Percent for Art Program, administered by the Arts Council of New Orleans, is supported through funds generated by 1% of City of New Orleans’ eligible municipal capital bonds. The Percent for Art Program has evolved over the past 20+ years into one that includes commissioned work, purchase of existing artwork, community outreach, and education initiatives.