



PUBLIC ART REQUEST FOR QUALIFICATIONS (RFQ) NORTH PARK PARKING GARAGE ART PROJECT (AMENDED)

DESCRIPTION

North Park Main Street is seeking artists to develop original artwork to be reproduced as two-dimensional art banners for the North Park Parking Garage located on the corner of North Park Way and 30th Street in North Park.



BACKGROUND

One of the goals of the North Park Business District is to support Arts and Culture. North Park has become a vital home to galleries and businesses, as well as entertainment and performance venues. The restoration of the North Park Theater (now called the Stephen and Mary Birch Theater), home to the San Diego Lyric Opera, included the addition of the five-story, 388-space North Park Parking Garage. As part of the North Park Redevelopment Project Area, the North Park Parking Garage project was presented to the community through three public review and input meetings in 2003. Several design options were presented for community approval and the current design, which includes fourteen panels to display two-dimensional works of art, was selected.

ELIGIBILITY

The opportunity to submit qualifications for this project is open to all professional-level artists residing in San Diego County. The selection process for artists will not discriminate on the basis of race, gender, religion, age, national origin, sexual orientation or disability. Qualifications by city employees, county employees, members of the selection panel or their relatives will not be considered. Experience with public art projects, especially in relation to capital projects, is preferred but not required. Applicants must be able to work effectively within the project timeline and collaborate with the North Park Garage Art Selection Advisory Panel, North Park Main Street and the Redevelopment Agency.

SCOPE

Original artwork selected for the North Park Parking Garage Art Project will be digitally photographed and reproduced on high quality, oversized banners. The banners will be installed and exhibited on 14 panels of the North Park Parking Garage, all varying in both size and shape. Original artwork will be required to conform to the scale and proportions of each individual panel. **The dimensions for all original art work shall not be less than 2 feet or greater than 8 feet.** Any medium that can be digitally reproduced will be considered. The banners will be installed and exhibited on the North Park Parking Garage for a minimum of one year; however, the Redevelopment Agency will reserve the right to extend the exhibition to up to five years. At the conclusion of the exhibition, the banners will remain property of the Redevelopment Agency.

The artist(s) selected to participate in the North Park Parking Garage Art Project will retain the ownership rights, intellectual property rights and copyrights to their artwork. Artists must submit only artwork for which they own the copyright. Submitting artwork on the behalf of others is not permitted; submitting the work of others as one's own is also not permitted as it is copyright infringement.

The artist(s) selected to participate in the North Park Parking Garage Art Project will grant the Redevelopment Agency and North Park Main Street non-exclusive license to use their artwork for the purpose of public exhibition on the North Park Parking Garage and the creation of online information and printed materials including, but not limited to, brochures, flyers, newsletters, signs, posters, banners and promotional materials related to the North Park Parking Garage and the North Park Parking Garage Art Project for the life of the exhibition (a minimum of one year with the option to extend up to five years).

When submitting artwork, artists should ensure that the license granted to the Redevelopment Agency and North Park Main Street does not conflict with other licenses for the artwork. If a conflict is found at a later date, the artwork will be withdrawn from the exhibition. The artist(s) must also agree to indemnify the Redevelopment Agency and North Park Main Street against any damages resulting from conflicting licenses.

The artist(s) selected to participate in the North Park Parking Garage Art Project will have the opportunity to auction their original artwork at a special event coinciding with the unveiling of the North Park Parking Garage Art Project exhibition. The value of the artwork and the minimum bid price for each piece will be determined by the artist(s). Unsold artwork will be returned to the artist(s).

SUBMISSIONS

Submissions must be delivered or mailed to North Park Main Street, 3076 University Avenue, San Diego, CA 92104, by **April 1, 2008**. A \$20 non-refundable fee will be charged per submission. Late submissions will be returned unopened. Please submit one packet in the order listed below:

1. A professional resume. Artists working collaboratively must submit a resume for each collaborator. Limit 3 pages per resume. **(one copy)**

2. A letter of interest outlining your approach to public art as well your goals for the project and what you can contribute to the project as an artist. Indicate what you would hope to gain from the experience and what challenges and/or sources of inspiration you may have; and any other comments that might help differentiate you, as a candidate for this project, to the panel. **(one copy)**

3. An annotated image list of past works that clearly indicates the title, dimensions, materials, date of work and locations, as well as project budget and commissioning entity (if applicable). Image names on the list must match image names on the CD and be in the exact same order. **(one copy)**

4. One CD-ROM with up to 12 clearly labeled images of related past work in JPEG format:

* Maximum pixel dimensions per image – 800 x 800

* Image resolution – up to 200 pixels per inch (ppi)

* Maximum file size per image 500 KB

* Name each image with the following format in the order they appear:

lastnamefirstnameimagenumber.jpg.

doejohn01.jpg, doejohn02.jpg, doejohn03.jpg, and so on.

Label the CD with the artist's name and the title "North Park Parking Garage Art Project". CDs will not be returned. North Park Main Street is not responsible for distortion or alteration of images as they appear on monitors.

35 mm slides will not be reviewed.

5. A total of five (5) individual pieces of selected printed materials such as articles, catalogues, etc.

6. Three references with current contact information.

7. A check or money order for \$20, payable to "North Park Main Street".

Submit materials in a 9x12 envelope. Materials other than CDs, will be returned if artists provide a self-addressed and stamped envelope.

SELECTION PROCESS

The Art Selection Advisory Panel is responsible for the review, selection and recommendation of artwork qualifications and proposals for the North Park Parking Garage Art Project to the Redevelopment Agency. The panel is composed of three community representatives, three art profession representatives and a Redevelopment Agency representative. The Redevelopment Agency will have final approval of the artwork selected for the North Park Parking Garage Art Project and is not required to make any selections from the artwork proposals recommended by the Art Selection Advisory Panel. If deemed necessary, the Redevelopment Agency may elect to re-open a request for qualifications.

SUBMITTAL DELIVERY

Materials may be hand-delivered or mailed and postmarked by **April 1, 2008** to the following address:

North Park Main Street
Attn: North Park Parking Garage Art Project
3076 University Avenue
San Diego, CA 92104

For further information, contact:

North Park Main Street

Telephone: (619) 294-2501

Email: npbid@northparkmainstreet.com

Website: www.northparkmainstreet.com