

**Call for Artists
Gateway Island
Ashland Oregon
Requests for Qualifications (RFQ)**

The Project

The Ashland Public Art Commission (PAC) seeks an artist, or artist team, to develop a site-specific, permanent, original, three-dimensional outdoor artwork. The Ashland Gateway Sculpture Site is in downtown Ashland, Oregon at the intersection of Siskiyou Blvd, East Main and Lithia Way. This opportunity is open to professional artists with public art experience living in the Northwest (Washington, Oregon, Idaho, Montana) and California. The award amount for the art piece shall not exceed \$100,000. **The application deadline is 5:00 p.m. (Pacific Daylight Time), March 31, 2014.**

Ashland is located in the picturesque Rogue Valley of Southern Oregon just 15 miles north of the California border. Ashland is known as an “arts” community boasting numerous art galleries and attracting art-savvy visitors both for the performing arts and the visual arts. This unique opportunity provides public art for the enjoyment of Ashland citizens and visitors.

Project Intent

The vision for this artwork is to add a signature installation to the City of Ashland’s Public Art Collection, place Ashland in a contemporary context within today’s world, add to the city’s visual landmarks, and aid in strengthening economic development and tourism. Additionally this site-specific artwork is meant to:

- become iconic to Ashland and enrich the spirit and pride of the community,
- create excitement and interest for the community,
- challenge the viewers traditional perspective on art,
- enhance the experience of entering the downtown core, and
- encourage people to reflect on the larger world community

The Award(s)

- \$2,500 each for up to 5 artists to develop a concept proposal for a site-specific artwork.
- An all inclusive award of \$100,000 for the artwork is projected. This budget includes artist fees, travel, and all costs associated with fabrication of the art work, mounting pedestal, delivery, and installation.

The Process

This request for qualifications is Phase One of the intended project. The phases detailed below, after Phase One, are an outline for how the project would progress with timing estimates.

Phase One: RFQ Submission Deadline is March 31, 2014

March 31, 2014 is the deadline for submissions (see *How to Apply*). The PAC will review the submissions and select up to 5 artists from this initial process to create art work concept drawings and to develop formal proposals for the original site-specific piece. The artists, selected on the basis of their qualifications to continue the process, will be notified by June 30, 2014.

Phase Two: Art Work Concept Proposal Deadline is April 30, 2015

The selected artists must travel to Ashland to meet with PAC representatives for a site visit before October 15, 2014. Each of the selected artists will then receive a contract for \$2,500 to develop a concept proposal for their site-specific artwork. The concept proposal deadline is April 30, 2015 and is to include a detailed budget, working drawings, and/or maquettes.

Phase Three: Presentation of Art Work Concept Proposals is September, 2015

Formal Conceptual Proposals for the art work will be presented by the artist to the PAC, the community, and the artwork selection panel in Ashland, Oregon on a date in September 2015 to be determined. The artist is required to present their proposal in person.

Phase Four: Art Work Commission Notification Deadline is December 1, 2015

The PAC will commission one artist to realize their work based on the formal art work concept proposal. The selected artist will receive a contract commission of up to \$100,000.00 for all remaining elements of the project including final design, engineering, fabrication, mounting infrastructure, shipping, and installation. Installation of the artwork is projected to occur in the fall of 2016.

Eligibility

The competition is open to established professional artists living in the Northwest (Washington, Oregon, Idaho, Montana) and California. While artists whose work is well represented in the City's collection are eligible to apply, the artist selection panel will consider contribution to the artistic diversity of the City's collection as one factor in the selection process. Students are ineligible to apply.

The selected artist will work with the community, the Public Art Commission and City staff to create a site-specific, durable art piece for this outdoor site. Artists should have experience working within the public process in public settings, as well as, a proven ability to fabricate their own work or to work with fabricators and installers. The piece for this site should be an original, reflect artistic excellence, and be able to be adequately and safely displayed, maintained and secured.

The selected artist will be required to provide evidence of appropriate liability, property damage, and workers compensation insurance while working on the site.

How to Apply

All submittal requirements must be contained in a single pdf document with page numbers and include the following items in the order listed below. The qualifications package will not be considered if incomplete.

1. **Letter of Interest**, no more than one page in length, which explains your interest in the project. Please include your name and contact information including address, phone number, email, and web site.

2. **Artist's Statement**, no more than 200 words in length, describing your work.
3. **Current Resume**. If submitting as a team, an individual resume should be submitted for each team member. Resume should reflect artist experience designing, fabricating, and installing artwork in outdoor public settings.
4. A list of at least **three professional references** with an intimate knowledge of your work and working methods in public settings. The list must include the reference name, title, agency/business, complete address, email, and telephone number. Also include the title and location of the art work created for the reference.
5. **Images of Work**. Up to 10 images of relevant work samples must be included in the pdf document (no jpeg images). The images should be numbered, sized as a 5"x7", and labeled with the title of the piece, the medium, the date, and the dimensions of the artwork. Artists applying as a team may submit work samples of each individual artist's work.

Optional: The artist may include up to three selections of support materials such as reviews, news articles, and other related information.

Submit the final pdf document with all required materials electronically to seltzera@ashland.or.us and include Gateway Art Project in the subject line. All submittals will receive an email confirming receipt. Late applications will not be considered.

Materials must be received by 5 pm on March 31, 2014 Pacific Daylight Time (PST).

Selection Criteria

Criteria for selection of finalists include:

- professional qualifications
- proven artistic merit
- body of work
- experience working within the public process
- demonstrated skill fabricating and installing permanent artwork suitable for the outdoor environment
- artistic excellence with the proven ability to create a high quality, easily maintained, durable large scale art work
- proven capacity to deliver the project requirements on time and on budget

Only artists who meet these criteria should apply. References provided as part of this application will be contacted prior to final selection.

Selection Process

The selection process includes several steps:

1. The Public Art Commission will review each artist's qualifications package and select up to 5 finalists to prepare a concept proposal for the art work. Prior to preparing the proposals, the finalists should plan to visit the site and are encouraged to dialogue with the community before October 15, 2014. Selected artists will receive travel expenses not to exceed \$500.00 for their participation in this stage of the selection process. Only one artist on an artist team will be compensated for travel expenses.
2. After the first site visit, the finalists will be asked to develop an art work concept proposal to include working drawings for the site specific art piece, including materials, size, weight, installation requirements, durability, maintenance guidelines, safety considerations, and budget with line items detailed. The concept proposal, due by April 30, 2015, will be reviewed for

completeness by the Public Art Commission and city staff. Only complete submissions will be considered. Those artist proposals meeting the requirements are then required to visit Ashland on September 14, 2015 to present their proposals to the community at a public meeting. The selected finalists will be compensated \$2,500 plus travel expenses, not to exceed \$500.00, for their participation in this stage of the selection process. One artist on an artist team will be compensated for the concept proposal and travel expenses.

3. Following the presentation by the artist to the community, an artwork selection panel, separate from the Public Art Commission, will review the submissions and select one artist's concept proposal for recommendation to the city council for the art work commission. The selected artist will be notified of the award by December 1, 2015. *Beyond formal notification, the Public Art Commission will not enter into any correspondence regarding the selection process or decision.*

Information about the site

This site-specific artwork will be installed at the Ashland Gateway Sculpture Site in downtown Ashland, Oregon at the intersection of Siskiyou Blvd, East Main and Lithia Way. The PAC has attached documents to describe the location. It is a prominent city center location with strong visibility in all directions. Attached are:

- Physical Site review
- Photographs of site (4 views)
- Site plan

Additional Information

If you have any questions or need any additional information, please call Ann Seltzer at (541) 552-2106 or email: ann@ashland.or.us

- The PAC reserves the right to accept or reject any and all applications, or commission an artist through another process.
- Artists submitting qualifications and subsequent concept proposals for review will receive written notification of the results of the selection process.
- Submitting an application does not constitute an expressed or implied contract.

Physical Site Review

Gateway Art Site

Ashland, Oregon

On Site

1. The proposed location of the art work is the landscaped circular center of a triangular traffic island, surrounded on all sides by main arterial streets leading from or to the downtown district. This location is the easterly “gateway” to the main downtown district of Ashland
2. The main city fire station, library, single story office building, and a gas station are across streets from the traffic island
3. The circular area proposed for the art work is surrounded by pavers and then a circular cement walkway
4. Trees and shrubs intermittently line the perimeter of the landscaped site
5. Center location allows art to be clearly viewed by pedestrians from all angles
6. This location has been used for many years for the December Holiday tree. A conifer tree has been planted adjacent to the paving to be used in the future as the Holiday tree
7. On site visual distractions are limited as the site feels large and open with the protection of the perimeter trees
8. Traffic noise is apparent
9. There are two existing benches and a water fountain
10. Access is good with three well marked pedestrian crossings from Lithia Way, Main St, and Siskiyou Blvd
11. Presumably, if needed, the circle could be enlarged some by removing strips of pavers without impacting open circulation for pedestrians
12. Vegetation in circle can be removed or altered to accommodate art work
13. Vegetation on perimeter, particularly trees, cannot be removed or altered to improve site lines to art work
14. A number of underground utility lines exist under the island

Pedestrians/Bicyclists

1. Generally a pass by versus a sit and linger space, noise levels vary depending on traffic
2. Very visible to pedestrians from all angles near to site, and revealed from a distance depending on elevation, landscaping, and the affect of surrounding buildings on site

lines. There is quite a lot of pedestrian and bicycle usage of the sidewalks and bikeways just off site.

3. Pedestrian crossings provide access to site from three sides and are used to access bus stop, library, and nearby downtown from homes in the railroad district and along Siskiyou Blvd. Approximately one mile south on Siskiyou Blvd is Southern Oregon University
4. Visible to people waiting at bus stop in front of library
5. Visible to people descending library stairs
6. Visible to people from front of fire station
7. Visible from the peace wall mural
8. Obscured visibility from within library due to tree canopy
9. Little to no visibility for gas station patrons due to elevation change, walls and vegetation

Vehicles

1. Lots of visual competition and screening particularly when approaching site in a vehicle from downtown Ashland due to directional signs, light poles, and trees
2. People in vehicles also have competition for their attention from traffic, signage, pedestrians crossing, bicyclists, library, peace wall, fire station, and landscaping
3. Due to elevation change the site is gradually revealed to vehicles approaching up Main St from downtown. The trees on the perimeter of the site, particularly when leafed out, partially obscure the view. However, as vehicles pass directly by or wait at the traffic light at Lithia Way and Main St the site is visible between the tree trunks
4. View of the site is almost completely obscured to vehicles approaching the site on Siskiyou Blvd from the east side of town by a large conifer and shrubs. However, the site is revealed and becomes very visible as the conifer is approached and passed. Vehicles stopped at the light have a full view.
5. The fire station building screens view of the site for vehicles approaching on Main St toward Lithia Way, but at the light have a clear view under the canopy of two trees

Gateway Island/RFQ Photos/Art to be sited in center of circle



Gateway Island from Fire Station roof



Pedestrian View towards Fire Station



Pedestrian view with Fire Station to the left out of the picture and Library to the right out of the picture



Gateway Island in the center of the picture towards Library



Pedestrian view towards Library (left and center) with back to Fire Station