



BUSINESS ASSOCIATION  
OF THE SOUTH WEDGE AREA

# REQUEST FOR PUBLIC ART PROPOSALS PARKING METER TOTEM PROJECT

POSTMARK DEADLINE FOR APPLICATION: JANUARY 1, 2008

The Business Association of the South Wedge Area seeks to commission eight (8) sculptural artworks that will be sited over defunct parking meter posts along South Avenue in the South Wedge neighborhood. The artwork must also be functional, in that it must also serve as a bicycle rack or lock up for one or two bicycles.

## **BACKGROUND**

This project is similar in scope to an initiative launched in Syracuse NY. In 2006, Downtown TNT of Syracuse community members partnered with the Cultural Resources Council, the Downtown Committee, Syracuse University, and the Armory Square Association to commission ten (10) new pieces of public art called Totems. These unique sculptures sleeve over defunct parking meter posts on blocks where the City replaced meters with Parking Pay Stations. All ten (10) have been selected and one (1) has been donated; they can be seen on the *Public Art* page of the Downtown Committee's website [www.downtownsyracuse.com](http://www.downtownsyracuse.com)

The Business Association of the South Wedge Area (BASWA) has elected to initiate this similar program to enhance our commercial district and add visual interest and functionality to the defunct parking meters along South Avenue in the City of Rochester. The initiative will also utilize local artists and give them opportunity to showcase their talent in public spaces. We have elected to take the project one step further to create functional art that can serve as bicycle racks for the community. With this added feature, the public will have the opportunity to interact with the art.

## **DESIGN**

Sculptures must be durable, appropriate for public display, and in no way a hindrance to foot traffic along sidewalks. Designs must also incorporate a method for bicycles to be locked onto the pieces without damage to either artwork or bicycles. When designing the artwork, the artist should take into consideration the high amount of interaction with the piece by the public, the Department of Environmental Services, and/or construction projects. Artists need also consider the proximity to retail storefronts, and consider the related impact on businesses.

Additionally, lighting (both natural and electric) and a variety of weather conditions should strongly be considered. Deterioration over time is expected and at some point works may need to be repaired by the artist or removed if they become unsightly or a hazard.

Art in a variety of media and form will be considered. Examples of media include, but are not limited to: wood, metal, ceramics, cast concrete, fiber (i.e.: resin-impregnated paper) and any material that will remain relatively durable under extremes of weather and citizen and bicycle interaction. Preference will be granted to designs that are likely to be more durable and of a hardy construction.

The size of the artwork must fall within a maximum of 8' in height and 36" wide and 10" deep, to reduce impact on pedestrian traffic and sidewalk snow plows. The 36" maximum width will be on the side facing South Avenue. Projection from the pole back towards the sidewalk can not exceed a maximum of 4". Consideration must be given to cars parking at curb beside design, to minimize damage to both cars and totems.

Although BASWA does not endorse any restrictions on any particular artistic content, in making decisions the project's Review Panel will consider the fact that children and adults from many cultures and sectarian backgrounds will see and interact with this artwork. The artist may take into account the theme of the project: Totems, and the functionality of the project: bicycle racks. Totems are common worldwide to numerous indigenous, native cultures.

## **INSTALLATION**

The artist will be asked to submit anticipated installation needs and site requirements for the art prior to commencing. The artist will be required to coordinate installation needs with BASWA and the City of Rochester Department of Environmental Services. BASWA reserves the right to cancel or amend any or all of the scopes referenced in this document.

## **ELIGIBILITY**

This request for proposals is open to all artists, age 18 and over, regardless of race, color, religion, national origin, gender, or handicapped status. Artist teams are eligible to apply, including teams of artists from multiple disciplines. Artists may submit multiple designs for consideration.

## **BUDGET FOR PROJECT**

BASWA will offer a \$500 stipend per Totem, all inclusive, upon final installation of the artwork, by May 30, 2008.

## **SELECTION PROCESS**

The Review Panel will evaluate artists' submissions and either select an artist based on preliminary submission materials, interview short-listed applicants, or seek more detailed proposals. Selection criteria include: the applicant's professional qualifications, ability to undertake the project, and artist merit as evidenced by the submitted materials.

The project will also serve as an opportunity for artists with no previous experience with public art projects to demonstrate their ability to work with community groups and government agencies in the creation of an art project.

## TIMELINE

- ◆ **January 1, 2008:** Postmark deadline for application materials & design submissions.
- ◆ **January 2008:** Review Panel meets to review materials and choose finalists
- ◆ **January 31, 2008:** Eight artists' designs selected, artists will be notified by mail.
- ◆ **April 1, 2008:** Artwork must be completed and ready for photographs.
- ◆ **May 2008:** Installation of artwork by artist in conjunction with DES.
- ◆ Stipends paid at time of delivery & installation.

## APPLICATION CONTENT

- **Application Cover Sheet** (see below)
- **Letter of Interest.** Please explain your interest in the project (1 page max)
- **Illustrations of Project Idea** (2 page maximum, 8½ x 11” maximum size)
- **Additional Visual Support Material and/or Illustrations** (i.e. past work that supports the project idea). Digital submissions on CD are also allowed (JPEG file format or in PDF format.)
- **Artistic and/or Professional Resume.** Teams must submit a resume for each member.
- **Written Project Proposal** (2 page max)
- **Fabrication and Installation.** Describe the anticipated fabrication and installation needs for the artwork. Be sure to include information that will help facilitate the artistic integrity of your work. (The artist will work with BASWA and the City of Rochester to ensure work is properly installed).
- **Preliminary Budget.** Include a cost estimate. Keep in mind that each project will receive \$500 (1 page max).
- **List Three References.** Include name and phone number.

### NOTE:

All materials submitted become the property of BASWA.

## APPLICATION DELIVERY

Send **2 copies** of completed application packages to

**BASWA**  
**P.O. Box 18576**  
**Rochester, NY 14618**

**Questions about applications or submissions can be directed to:**

Karrie Laughton: 314-2365 [luxlounge@frontiernet.net](mailto:luxlounge@frontiernet.net)  
Chris Jones 325-2329 [chris@historichouseparts.com](mailto:chris@historichouseparts.com)



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## PRKING METER TOTEM PROJECT – Phase I APPLICATION COVER SHEET

- Please Type or Print Clearly -

First Name \_\_\_\_\_

Last Name \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Day Phone (    ) \_\_\_\_\_

Eve Phone (    ) \_\_\_\_\_

Cell Phone (    ) \_\_\_\_\_

Email \_\_\_\_\_

URL \_\_\_\_\_

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### APPLICATION CHECKLIST

Organize your application in this order & submit 2 copies

1. Application Cover Sheet
2. Letter of Interest
3. Illustrations of Proposal
4. Additional Visual Support Material and/or Illustrations
5. Artistic and/or Professional Resume (Teams - submit a resume for each member)
6. Proposal
7. Fabrication & Installation Details
8. Preliminary Budget
9. List three references: include name and phone number