



BUSINESS ASSOCIATION
OF THE SOUTH WEDGE AREA

REQUEST FOR PUBLIC ART PROPOSALS PARKING METER TOTEM PROJECT

POSTMARK DEADLINE FOR APPLICATION: MARCH 20, 2009

The Business Association of the South Wedge Area seeks to commission eight (8) sculptural artworks that will be sited over defunct parking meter posts or in other locations 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. The project is being funded in part by a grant from the Arts & Cultural Council of Greater Rochester, in affiliation with the New York State Council on the Arts.

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

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 9' 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 6". 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

Totems are to be installed in assigned locations between June 13th and 17th, 2009. A final photo or photos of the completed totem in digital format on a CD, along with a completed **Totem Final Submission & Installation Form** must be submitted to Project Manager by June first, by mail, email, or hand delivery.

The Installation Form must be signed off by Project Manager prior to installation of Totem. A signed **Artist Contract** must also accompany the Installation Form and CD of images. Both of these documents are available for download from the following websites: www.savorourflavor.com and www.baswa.org. BASWA reserves the right to cancel or amend any or all of the scopes referenced in this document.

Careful consideration of installation details, included necessary tools and hardware is required. If electricity is needed for power tools, arrangements must be made with nearby businesses to borrow their power. It is strongly recommended that the artist schedule their installation time at the convenience of the nearby business owners to ensure a positive experience for both parties, particularly as the proximity of the Totem to each business results in the business owner becoming guardian, so to speak, of the Totem. Project Manager can help with contact information for business owners if needed.

It is also strongly recommended that artists ensure that drilling tools be sufficient to drill holes in concrete sidewalks. Project manager can provide contact information for past Totem Artists who can advise on the best tools to use for installation if requested.

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. Artists who have been selected for past Totem projects are also eligible.

BUDGET FOR PROJECT

BASWA will offer a \$500 stipend per Totem, all inclusive, payable upon final installation of the artwork, by June 17, 2009.

SELECTION PROCESS

The Selection Committee 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.

Finalists will be selected and notified by phone by **March 20th 2009**. Submissions not selected as finalists will be returned to artists by mail by March 20th 2009. Finalists will be notified at this time of any requested alterations to their plan or design.

Finalists will be invited to meet with the Selection Committee to discuss their designs or redesigns, provide material and color samples, and provide samples of other work and portfolios. A finalist interview will be held on **April 1st, 2009 at 7:00 PM** at the office of the South Wedge Planning Committee at 224 Mt. Hope Avenue (corner of Mt. Hope and Hamilton Street).

Winning designs will be selected that evening. Artists will be notified by phone the following day **April 2nd, 2009** that their design has been selected. Artists not selected will be notified by phone that day as well. BASWA reserves the right to retain submissions of finalists in the event any of the eight winning designs is not completed as arranged.

ARTISTS SELECTED

The eight designs selected as commissions will be notified by phone on **April 2, 2009** by the project manager. A letter will be mailed awarding the commission to the artist accompanied by the **Artist Contract** and **Totem Final Submission & Installation Form**. These documents must be returned to the project manager by June 1st 2009.

A progress update is required to be submitted to project manager by **May 1st 2009** via phone or email. Photographs are requested but not required.

Totems must be completed by **June 1st 2009**. A completed **Totem Final Submission & Installation Form** must be submitted by mail, email, or hand delivery to the project manager by this date, along with a signed Artist Contract and digital photos (on CD) of the finished Totem.

Installation will commence **June 13th through 17th** once the Totem Final Submission & Installation Form has been accepted by the Project Manager. Totems must be covered with non-transparent tarps and duct tape after installation in anticipation of the Unveiling Ceremony to be held **Thursday June 19th at 7:00 PM.**

TOTEMS 2009 PROJECT TIMELINE

- ❖ **March 20, 2009:** Postmark deadline for application materials & design submissions.
- ❖ **March 21st through March 27th, 2009:** Selection Committee meets to review submissions and choose semi-finalists.
- ❖ **March 28th, 2009:** Semi-finalists will be notified by phone on March 28th, 2009. Artists not selected will receive their submissions back by mail postmarked by March 31, 2009.
- ❖ **April 1st:** Selection committee will meet with individual semi-finalists to review their designs at 7:00 PM at South Wedge Planning Committee at 224 Mt. Hope Avenue. 8 final designs will be decided upon that evening.
- ❖ **April 2nd:** Artists will be notified by phone whether their design has been selected as a finalist or not. A letter will be mailed out to artist that day that includes the exact location of installation and the contract to be signed prior to installation.
- ❖ **May 1st:** Artists are asked to submit a progress report on their sculptures with photos if possible. Progress can be reported via phone or email to the addresses following submission information.
- ❖ **June 1, 2009:** Artwork must be completed and ready for installation. Artists are to submit the Totem Final Installation Form to the project manager by this date, along with signed artist contract and digital images of finished totem. Form is available for download from www.savorourflavor.com or www.baswa.org.
- ❖ **June 13 through 18th, 2009:** Installation of artwork by artist in conjunction with BASWA. Installed totem must be covered and duct taped until unveiling ceremony, to be held Thursday June 19th at 7:00 PM.
- ❖ **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

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

BASWA
P.O. Box 18576
Rochester, NY 14618

OR: Drop off **2 copies** of completed application packages:

Historic Houseparts
Attn: Chris Jones
540 South Avenue
Rochester, NY 14620
(business hours are 9:30 AM to 6:00 PM Monday through Saturday)

Questions about applications or submissions can be directed to:

Karrie Laughton: 314-2365 luxlounge@frontiernet.net
Chris Jones 325-2329 chris@historichouseparts.com



BUSINESS ASSOCIATION
OF THE SOUTH WEDGE AREA

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 _____

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