



CALL TO ARTISTS – REQUEST FOR QUALIFICATIONS (RFQ)
\$20,000 Public Art Commission for Cultural Arts Building, Pleasanton CA
RFQ Deadline: January 29, 2016, 5:00 p.m. P.S.T.

The City of Pleasanton, Civic Arts Commission is seeking qualifications from artists interested in creating a work of public art to help identify the City's Cultural Arts Building, located within Amador Valley Community Park, 4477 Black Avenue. The art piece needs to capture the essence of the programs that are held in the building.

THE SITE:

For years The Cultural Arts Building has been misidentified by the community and by new patrons trying to find its location within Amador Valley Community Park that is also home to our Aquatic Center, Preschool, Soccer Fields, Recreation Hall, group Picnic Rental area, and two public playgrounds. The building is located on the southwest side, front entrance of the park. The front of the building that can be seen through tall brush from Black Avenue has been confusing for the community to try to find its location. The parking lot for the building and current entrance is located on the back side of the building so users often confuse this as being the front of the building. The proposed site for the public art project will be easily visible from the street as you enter the drive way into the parking lot. This art project will serve as one component of a major renovation plan to the exterior and interior of the building. The front landscape will also be revitalized to ensure that the general public can identify the building.

This building was built in 1975, replacing an old milk barn, for the primary purpose of hosting art fee classes that was to include pottery, metal sculpture, oil painting, jewelry making, and textiles. The building was also to be used by the Pleasanton Art League to host art shows, workshops and seminars. Currently the City continues to offer ceramics classes in the pottery studio for both children and adults with two active kilns and eight pottery wheels. In the meeting/dance room we offer dance for youth (ballet, jazz, hip-hop, break dance, contemporary), karate and other self-defense programs, yoga, science and Lego building, Japanese calligraphy, and Mommy and Me activities to name a few. The Park itself is heavily used by a variety of people and groups throughout the year with both day and evening activities with the multiple amenities listed above.

DESIGN REVIEW:

The Public Art Selection Sub-committee (PASS) will review all submissions and evaluate based on the following criteria:

- Past experience creating durable art for public spaces
- Composition and originality

- Appropriateness of the design to the location in terms of the content
- Relationship of the design to existing architecture, landscape, urban design and development, traffic and circulation
- Does the piece:
 - Enhance the building and the park
 - Reinforce community identity

PASS will recommend designs that meet the above criteria to the Civic Arts Commission. The Commission will invite the recommended artists to attend an upcoming meeting to present their design. The Commission may ask the artists questions about the design.

The Civic Arts Commission will then recommend designs to the City Council for final approval. The City Council will make final decisions on designs. Once designs are approved contracts will be drafted and mutually agreed upon scheduled work may begin as early as summer 2016.

TIMELINE:

From this RFQ two to three semi-finalists will be invited to submit full proposals, one of which will be selected for the final commission. Each of the semi-finalists will be interviewed and will receive \$500 for design of their final proposal. One artist will be given the \$20,000 commission, to cover all design services, fabrication, artist fee, travel, all drawings and documents, and coordination with city staff and the Art Committee (PASS) for the Cultural Arts Building.

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| December 18 | RFQ Advertised |
| January 29, 2016 | Deadline for submission of qualifications |
| February 15 | Notification of Semi-Finalists |
| March 7 | Semi-Finalist Final Proposals due |
| April 4 | Civic Arts Commission meeting presentation |
| April/May | City Council Approval and announcement of selected artists to be commissioned |
| Summer 2016 | Installation of artwork |

HOW TO SUBMIT:

Please submit a description of your design including pictures, sketches (with color if desired) and a full detail of materials used. Also include images of past work and biographic information. Add all of this information to your drop box account and share this folder with dvillasenor@cityofpleasantonca.gov. If you are unfamiliar with drop box (see Attachment 1) for further instructions on how to set up and account and share your private file.

Awards:

- City Council approved artists will receive \$20,000 for the creation, completion and delivery of the design
- Artists are responsible for the cost of all materials required to complete project
- Detailed inclusion of the artist(s) name, artwork title, and photo of the artwork may be featured on the City of Pleasanton website and other promotional materials
- This call is open to all artists preference may be given to artists in the San Francisco, Bay Area

DEADLINE TO ENTER: Friday January 29, 2016 by 5:00 pm

For more information about City of Pleasanton Public art visit
<https://www.stqry.com/search/pleasanton>

For questions please contact Michele Crose, Civic Arts Manager at
mcrose@cityofpleasantonca.gov; 925 931-5347.

Attachment 1 – Dropbox walk through instructions

Attachment 2 – Current Photo of Front and Aerial of Cultural Arts Building

Public Art File Sharing Instructions

The City of Pleasanton Civic Arts Division encourages artists to send previously completed artwork in order to be considered for the commissioning of this public art piece. The City of Pleasanton utilizes the online storage system *Dropbox* in order to quickly and efficiently share large files across the internet. Please follow the steps below to share your work with the City of Pleasanton Community Services Department.

1. Sign up or log in to your Dropbox account. If you do not have one, the service is free and you may [click here](#) to sign up for an account.
2. Once you have accessed your account, make a new folder that matches the following naming criteria “**PleasantonCAB_Public Art_**(Last name of artists or organization name here)”.

*For example, an artist named Michele Crose would create a folder called “**PleasantonCAB_PublicArt_Crose**”*

3. Add your images of previous work to the file, limiting the number of images to 10. Please format images as **.jpg or .png**, and limit the size of each file to under **5mb**.
4. Once your files have been added, right click on the folder and/or choose the option that says “Share this Folder...”
5. Share the folder with the following email address:
dvillasenor@cityofpleasantonca.gov.
6. Once your folder is shared and files have been received, you will receive conformation from the City of Pleasanton Civic Arts Division.

