



Public Art Program, City of Oakland Cultural Arts & Marketing Division 1 Frank Ogawa Plaza, 9th Floor, Oakland CA 94612
www.oaklandculturalarts.org

FREMONT POOL PUBLIC ART PROJECT REQUEST FOR QUALIFICATIONS

Project Budget: \$30,000
Deadline for Submissions: Tuesday, January 6, 2009
Open to Northern CA Bay Area Artists



Existing Fremont Pool Exterior Facade

The City of Oakland is seeking an artist to design, fabricate and install a new work of art in conjunction with the renovations for the Fremont Pool, located on Foothill Boulevard and 46th Avenue in Central East Oakland. The station site is at a highly visible intersection, across the street from Fremont High School. An artist or team will be selected to develop vibrant and colorful artwork in a permanent material such as hire-fired tile for the two vertical exterior façade panels on either side of the pool entry. In addition, the artist or team selected for this project will be asked to propose a means to engage community youth in the design process or other art-enrichment capacity in conjunction with the creation of this artwork. This opportunity is open to all artists able to translate their work into a permanent medium. **This is a fast-track project to be completed in time for the pool's scheduled summer re-opening in June 2009.**

Fremont Pool Project Overview

The Fremont Pool, operated by Oakland Parks and Recreation's Aquatics Department and located at 4550 Foothill Boulevard, is one of seven pools serving local Oakland residents and youth.



Fremont Pool In Use

Fremont pool is located at Fremont High School and serves the East Oakland community in District 5 with fun, safe and recreational programs. Pool use includes swimming classes and lessons for tiny tots, children and adults, swim team practice, water aerobics, recreational swim and Junior Lifeguards programs (considered the City's best team year after year). Fremont Pool is also home to the "Gatorsharks" youth recreational swim team; one of the stronger teams in the all-city League.

This pool is the busiest of all the city's pools during the summer season. The pool community is very culturally diverse, and national Night Out support for the pool and the neighborhood has been strong the past three years. The pool truly functions as a "community center" for this portion of Oakland. In honor of these distinctions, the Public Art created for the exterior facade should contribute to the identification of this model municipal facility as a community beacon- a place to learn and have fun- and raise community awareness of the pool's existence.

The City of Oakland is preparing to undertake improvements to the existing pool exterior and surrounding entry areas, including new landscaping, lighting and paint. The proposed work consists, in general, of the construction of a new coiling security grille and automatic sliding doors at the main entrance, replacement of existing window security grilles, modifications to existing irrigation system, new landscaping including concrete planter and new pavement with custom design pattern, repainting of the exterior of building, and replacement of existing concrete paving in front on the building.

Artwork Sites and Materials

The area designated for public art consists of the two vertical elements, one on either side of the entry doors on the building façade, measuring approximately 4' x 20' each, or a total of 160 square feet of surface area. Project improvements also include new spotlights to highlight the artwork at the entry. Preferred sites and materials for public art include:

- Surface treatments to the exterior façade entryway at the corner of Foothill and 46th Avenue. Such treatments might include the design of images and/or text incorporated into metal, tile, stone or other permanent, durable materials to be applied or affixed to the facade.
- The work of art must be fabricated in durable, permanent media that is safe and easily maintained.



PERFECT PALETTE™

Fremont Pool Facade Improvements

The KPA Group

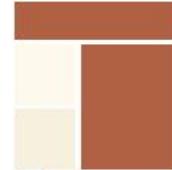
Palette Previewer™



New Scheme



Original



Georgia Clay
DE5181
Georgia Clay
DE5181
Day Lily
DEW317
Cottage White
DEW318

integrating engineering & architecture



10/14/2008 2:03:11 PM

The computer generated images only approximate the dry paint color. Please refer to Dunn-Edwards paint chip samples for an accurate match. Actual paint colors may vary depending on the product, lighting, age, finish, type of surface and adjacent colors. For critical matches, we recommend painting a small sample of the color on the actual surface before starting the project.

Fremont Pool Architectural Mockup. All designs are subject to change.

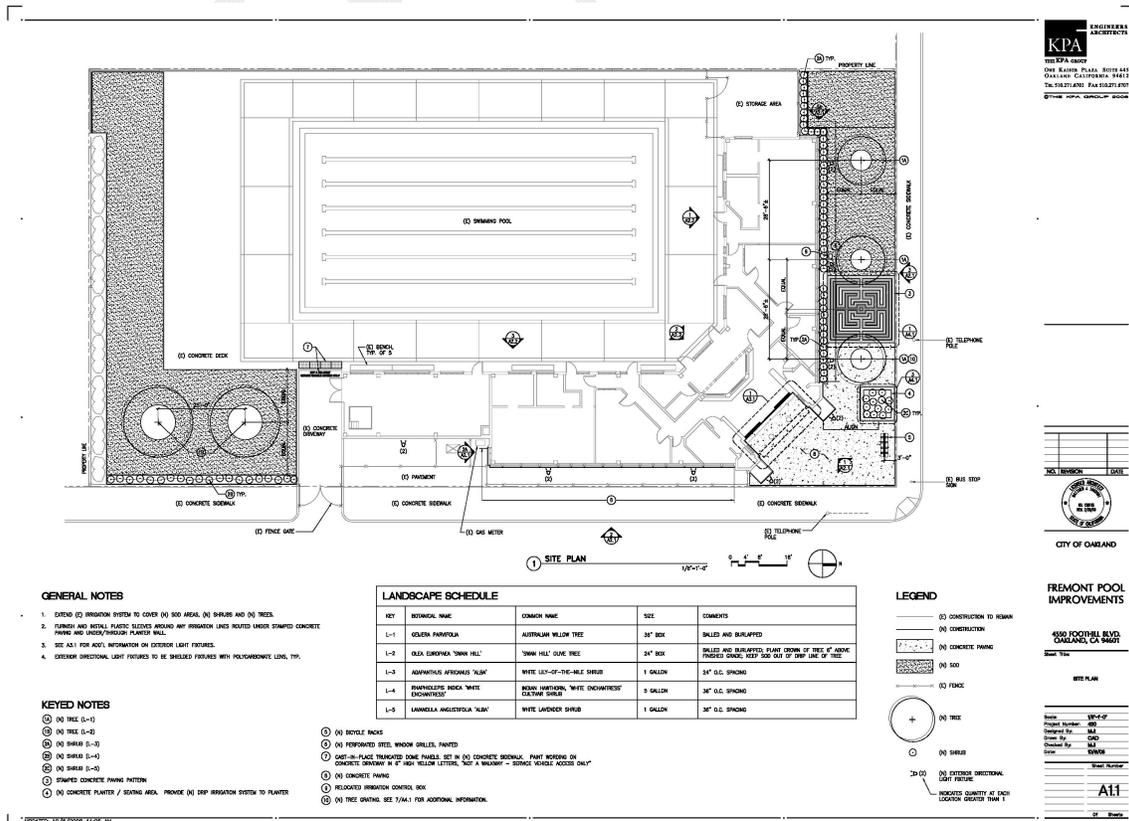


Figure 1: Fremont Pool Site Plan

Public Art Program Goals

The goals of Oakland's Public Art Program projects include:

- (1) Enabling artists to create original artwork that enlivens, enriches and enhances the quality of Oakland's visual environment and public spaces.
- (2) Integrating the creative thinking of artists into the planning and development of capital projects.
- (3) Providing opportunities to advance the careers of artists and broaden the role of the artist in the community.
- (4) Providing a means for citizens and visitors to express, enjoy and experience cultural diversity through the visual arts.

Eligibility

This project is open to practicing, professional artists **living or working in the Northern California Bay Area region, defined as the counties of Alameda, Contra Costa, Marin, Napa, San Francisco, Santa Clara, San Mateo, Solano and Sonoma.** Artists working in all permanent visual media are welcome to apply.

Budget

The public art budget for this project is \$30,000. Funding is generated by the City of Oakland's 1.5% for public art requirement. This budget includes all artist/artist team design and collaboration fees; fabrication of work; transportation of work to site; and on-site design application, installation, and/or artwork integration oversight as needed.

The selected artist(s) – or if a team, the lead artist – will be required to hold an Oakland Business Tax Certificate for the duration of the project, as well as to provide proof of insurance for commercial general liability, automobile, and worker's compensation (as applicable) in accordance with City standards.

Estimated Artist Selection Timeline

- RFQ Workshop Orientation- 6:00pm-7:30pm, Hearing Room 2, Thursday, December 18, 2008
- **Submission Deadline (www.callforentry.org)** **Tuesday, January 6, 2009**
- First Panel Review Meeting - Selection of Finalists Week of January 12, 2009
- Finalist Orientation Week of January 19, 2009
- Second Panel Meeting – Finalist Interviews Week of January 26, 2009
- Artist Selection - Contract Approvals February - March 2009
- Design Development and Approvals March 2009
- Fabrication-Installation April –June 2009

Review and Selection Process

Phase One: Selection of Finalists

Submittals from artists will be pre-screened by Public Art Program staff for compliance with RFQ requirements. A Selection Panel composed of artists/art professionals, community members, City staff, a member of the Public Art Advisory Committee and project stakeholders will meet in open session to review artists' qualifications based on application materials. The Panel will recommend up to five (5) finalists to be interviewed in phase two of the selection process.

Finalists (individuals and teams) will be selected based on the following criteria:

- Professional and artistic qualifications and standards of excellence in innovation, creativity and originality as demonstrated in materials submitted;
- Appropriateness of applicant's medium and style to the site;
- Previous experience as it relates to the project goals and setting, as well as scale and scope;
- Familiarity with public agencies, the public review process and/or previous collaboration with local government and environmental groups;

- Demonstrated ability to work collaboratively with architects, landscape designers and project managers during design and installation phases; and
- Demonstrated ability to undertake and successfully execute the work in accordance with the construction schedule, in a professional manner and within the project budget.
- Artists living or working in Oakland will be given a nominal numerical preference.

Phase Two: Finalist Interviews

In preparation for the scheduled interviews, finalists will be required to meet as a group with Public Art Program staff, City project managers and the project architects to visit the site, review plans for the Fremont Pool and request clarification pertaining to the interview questions.

Finalists will present their approach and vision for this project to the selection panel in a scheduled interview. The panel will then recommend one artist or artist team to receive the commission. The Public Art Advisory Committee, Cultural Affairs Commission and City Council must approve the recommended artist(s)/team(s) before contracts can be executed.

Public Art Project Assumptions

- The artwork may not interfere with public infrastructure, utilities or right-of-way, and must meet City code and permit requirements and ADA requirements.
- The public art component should reflect and complement the surrounding community.
- The artwork must be durable and resistant to vandalism.
- All proposed locations and concepts for artworks are subject to approval by the City and/or other representatives.

Submission Process

Applications for the Fremont Pool Public Art Project must be submitted online through the CaFÉ™ website (www.callforentry.org). There is no application fee to apply or to use the CaFÉ™ online application system. Applicants must submit through CaFÉ™ to be considered; no slides or hard copy materials will be accepted.

Artists who are still using slides and paper materials and need help converting them to digital format may contact Assistant Public Art Coordinator Kristen Zaremba for assistance at 510.238.2155 or kzaremba@oaklandnet.com.

For complete entry requirements and instructions go to: www.callforentry.org, register a username and password, navigate to “Apply to Calls”, and search the list for “Oakland Fremont Pool”.

Assistance in using the CaFÉ™ system is available during regular business hours by calling 303.629.1166 or 1.888.562.7232, or via email at cafe@westaf.org.

The application must include the following:

- **Artist Statement:** Briefly describe your experience, philosophy and approach, as well as your interest in this project and what you might bring to this unique site.
- **Resume:** Submit a current resume that outlines your professional accomplishments as an artist along with a listing of completed public art projects, including final budgets. The resume must be a maximum of two pages (***applies to all team members, if applicable***).
- **Images of Past Work:** Submit ten (10) images of past work that demonstrate your qualifications for this project. Submissions shall be completed electronically through the CaFÉ™ system. (Instructions on how to format images to CaFÉ™ specifications can be found on the CaFÉ™ website under Image Prep.)

- **Descriptions of Past Work:** Submissions must also include a list of the images, including project sponsor, location, date, media, dimension, budget and other essential information.

Deadline

Submissions must be received as a complete application in CaFÉ™ by no later than **11:00 PM (PST) on Wednesday, January 23, 2008**. Incomplete, non-compliant and/or late submittals, and materials not specifically requested in this RFQ, will not be reviewed.

PUBLIC ART PROGRAM POLICIES

Acceptance of Proposals

The Cultural Arts & Marketing Division reserves the right to reject all applications and/or subsequent design proposals.

Maquette Policy

In the event that an artist or artist team is asked to develop a maquette or other conceptual design materials for a proposal, the following policy shall apply. The Public Art Program shall:

- At its sole discretion, have unconditional rights to own maquettes or other design materials produced as a part of this selection and/or commission process.
- Have the right to display and/or reproduce any maquettes or proposal commissioned, whether selected for implementation or not.
- Require that all concepts, proposals and/or maquettes submitted are original and unique.

Americans with Disabilities Act

The selected artist(s) will be required to comply with the Americans with Disabilities Act in addition to related federal, state and local codes and will be encouraged to develop artwork(s) sensitive to programmatic as well as physical accessibility issues.

Other Requirements

The artist(s) selected and approved by the Public Art Advisory Committee and the Cultural Affairs Commission shall be asked to enter into a contract with the City of Oakland for the duration of the project. All proposed locations and concepts for artworks are subject to approval by the City and/or other representatives. Depending on the specific scope of the project, prior to the issuance and throughout the duration of the contract, the artist may be required to maintain various types of insurance, including Automobile Liability, General Liability, Fine Arts and other insurance as required by the City.

All information contained herein does not constitute either an expressed or implied contract and these provisions are subject to change.

For more information about the Oakland Fremont Pool Public Art Project, or other public art opportunities, please contact Kristen Zaremba, Assistant Public Art Coordinator, at [kzaremba@oaklandnet.com](mailto: kzaremba@oaklandnet.com) or 510.238.2155. For more information about the Public Art Program, please contact Steven Huss, Program Coordinator, at [shuss@oaklandnet.com](mailto: shuss@oaklandnet.com) or 510.238.4949.

This Request for Qualifications is available online. Go to the Cultural Arts & Marketing Division's website at www.oaklandculturalarts.org.