

Oakland CA 2017 Pre-Qualified Artist Pool DRAFT

SHORT DESCRIPTION:

The Oakland Public Art Program is creating a Public Artist Roster of emerging, mid-career and established artists who will be pre-qualified for city-funded future art projects at city facilities, parks, sidewalks, plazas and other locations. This roster is one method of selecting artists to develop temporary, permanent, free-standing or site-integrated artwork projects in a variety of forms, sizes and complexities, outdoors and indoors. Innovative approaches to public art are encouraged. All projects will be based primarily in the visual arts but may include interdisciplinary components (e.g. new media, electronic, performing, literary arts) if relevant to the project's overall concept. Some projects require past experience working with community and youth. Budgets for these projects are expected to range from **\$15,000 to \$375,000.**

This call is open to practicing, professional artists or artist teams living or working California. Oakland-based artists may be given a numerical preference during the selection process.

LONG DESCRIPTION:

OPPORTUNITY: The Oakland Public Art Program is seeking artists to create new public art work for various projects in parks, plazas, streetscapes and city facilities throughout the city, in conjunction with city-funded improvements. Qualified applicants and artists teams will have demonstrated experience working with durable materials, integrated architectural design and/or in public spaces. Innovative approaches to public art are encouraged. All projects will be based primarily in the visual arts but may include interdisciplinary components (e.g. new media, electronic, performing, literary arts) if relevant to the project's overall concept. Some projects require past experience working with community and youth, or in coordination with a construction design team. Budgets for these projects are expected to range from **\$15,000 to \$375,000.**

BACKGROUND

Improvement projects include but are not limited to various streetscape projects and city facilities and parks including [Estuary Park](#), De Fremery Park, and Rainbow Recreation Center.

Oakland's Public Art Program, established in 1989, commissions original works of art for public spaces throughout Oakland. The program enriches the city's visual environment, integrates the creative thinking of artists into public construction projects, and provides a means for citizens and visitors to enjoy and experience cultural diversity. Public Art funding comes from a 1.5% allocation from all eligible City capital improvement projects and eligible grant revenue. For more information about the Public Art Program visit the City's [website](#). Funding for the 2017Pre-Qualified Artist Pool projects comes from a variety of sources, including Measure DD, [Measure KK](#), and Proposition 84 (CA State Grant).

ELIGIBILITY

This call is open to practicing, professional artists or artist teams living or working California. Oakland-based artists may be given a numerical preference during the selection process.

Artists who apply as part of a team may also apply as an individual artist, in a separate application.

City of Oakland employees, Public Art Advisory Committee members, and members of other standing City committees are not eligible to apply for this opportunity.

BUDGET(S)

Budgets for these projects are expected to range from **\$15,000 to \$375,000**, including all artist fees for artwork design, fabrication and installation*, artwork integration oversight as needed, insurance, any required permits, and local travel. *Installation costs may need to be contracted separately to a licensed contractor to meet public improvement project requirements.

Artists may choose to be considered only for projects with budgets under \$100,000, or only for projects with budgets over \$100,000, or both, as part of the application process. Please select the appropriate categories in the application.

ESTIMATED TIMELINE

- Application Orientation for Artists, Oakland City Hall June XX, 2017, 5:30-6:30 PM
- Submission Deadline June 30, 2017
- Panel Review Meeting July 2017
- Public Art Advisory (PAAC) Review & Approvals August 2017
- Selected Artists Notified August 2017

SELECTION PROCESS

Submittals from artists and artist teams will be pre-screened by City staff for compliance with the call to artists' requirements. A selection panel of artists/arts professionals, City staff, and a representative from the Oakland Public Art Advisory Committee will review artist application materials and recommend the highest ranking applicants for inclusion in the pre-qualified artist pool. In rating finalists, the panel will award preference points to artists who live and/or work in Oakland. The recommended artists will be approved by the Public Art Advisory Committee prior to being considered for specific commissions. The 2017- Pre-Qualified Artist Pool will be used by Public Art Program staff to recommend appropriate applicants for each project opportunity, based on appropriateness of the artist's or artist team's media and experience. An ad-hoc selection panel including arts and community representatives will be convened for each project to review the qualified artists and make final recommendations. The ad-hoc selection panel's recommendations will be forwarded to the Public Art Advisory Committee for final approval prior to commissioning of artwork. Note: By applying for this pre-qualified pool, artists agree to allow their credentials to be considered for other Oakland projects not administered by the City.

SELECTION CRITERIA

Artists 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 for prospective projects;
- Previous experience as it relates to the prospective project goals and settings, scale, and scope;
- Demonstrated ability to work collaboratively, including evidence of a thoughtful approach to community engagement.
- Demonstrated ability to undertake and successfully execute work in professional manner, in accordance with prescribed project schedule and budget.
- *Familiarity with public agencies, the public review process, public construction processes and/or previous collaboration with local government is required on certain projects.

SUBMISSION PROCESS

Applications for the Oakland Pre-Qualified Artist Pool must be submitted online through the CaFÉ™ website (www.callforentry.org). Tutorials and guidance for using CaFÉ are available. Additional assistance in using the CaFÉ™ system is available during regular (Mountain Standard Time) business hours by calling [303-629-1166](tel:303-629-1166) or [1-888-562-7232](tel: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 to artmaking, and specifically your interest in public art. Also, please succinctly address your approach to and past experience in public art, and with design team collaborations, if applicable.
Pages/characters maximum?
- **Resume:** Submit a current resume that outlines your professional accomplishments as an artist and lists completed public art projects and their budgets. Two-page maximum per application (individual or team).
- **Images of Past Work:** Submit ten (10) images of past work that demonstrate your relevant experience and 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 [Media Prep](#). * **Note: If selected for the 2017- pre-qualified pool, your images will be retained for a period of at least one year from date of notification of your inclusion in the pool.**
- **Descriptions of Past Work:** Submit a list of the images, including project description, sponsor or commissioning agency, location, date, media, dimensions, budget and other essential information. If work was created by an artist team, specify your role in the creation of the work.
Is this necessary if descriptions are input with images?

DEADLINE

Submissions must be received as a complete application in CaFÉ™ no later than 12:00 PM (Mountain Standard Time) / **11:00 PM Pacific Standard Time on June 30, 2017**. We recommend

submitting your complete application before 5:00 pm (Pacific Standard Time) to allow sufficient time to contact program or CAFE staff regarding any difficulties. Please also note that City of Oakland offices will be closed after 5:00 PM. Incomplete, non-compliant and/or late submittals will not be reviewed nor will materials not specifically requested in this call. This Call to Artists is also available online on the Cultural Affairs Division's website at www.oaklandculturalarts.org. For more information about the City of Oakland 2017 Pre-Qualified Artist Pool or the Public Art Program, please contact:

Kristen Zaremba, at kzaremba@oaklandnet.com / 510.238.2155 or Joe Saxe, at jsaxe@oaklandnet.com / 510.238.4949.



1 Frank Ogawa Plaza, 9th Floor, Oakland CA 94612
www.oaklandculturalarts.org

CALL TO ARTISTS: PRE-QUALIFIED ARTIST POOL

Project Budgets: \$40,000-\$100,000
Eligibility: No. California Bay Area Artists
Deadline: September 13, 2011



Clockwise above: E. Orundide, Ashe, Raimondi Park; Laurel True, Woven Stories, Willow Park; N. Kahn, Wave Oculus, Union Point Park; Mark Brest van Kempen, Views of the Greenbelt, Rockridge-Temescal Greenbelt; L. Rachel Altman and Team, Fairy Music Farm, Children's Fairyland; F. D'Agostino and V. Otani, Fluid Dynamics, 66th Avenue Gateway

Opportunity

The Oakland Public Art Program is seeking artists to create new public art work for various projects in parks, plazas, streetscapes and community centers throughout the city, in conjunction with city-funded improvements. Qualified applicants and artist teams will have demonstrated experience working with five-figure budgets, with permanent materials and/or on integrated architectural design. Some projects require past experience working with community and youth. Budgets for these projects are expected to range from \$40,000 to \$100,000.

Improvement projects include, but are not limited to the 23rd Avenue Streetscape, Coliseum BART Plaza, Caldecott Trail, Cesar Chavez Park, MacArthur Streetscape Gateway, Morcom Rose Garden, Oakland City Stables and West Oakland Teen Center.

Applicants will be reviewed and selected for a pre-qualified pool from which Public Art Program staff will recommend appropriate applicants for future project opportunities, based on appropriateness of their media and experience.

Oakland's Public Art Program, established in 1989, commissions original works of art for public spaces throughout Oakland. The program enriches the city's visual environment, integrates the creative thinking of artists into public construction projects, and provides a means for citizens and visitors to enjoy and experience cultural diversity. Public Art funding comes from a 1.5% allocation from all eligible City and Redevelopment Agency capital improvement projects and eligible grant revenue. For more information about the Public Art Program visit:

<http://www2.oaklandnet.com/Government/o/CEDA/o/Redevelopment/s/PublicArt/index.htm>

Funding for the 2011-12 Pre-Qualified Artist Pool projects comes from a variety of sources, including Measure WW (East Bay Regional Parks); Proposition 84 (CA State Grant) and Oakland Redevelopment Agency funds. For information about Oakland Redevelopment Agency programs and some of the identified projects visit:

<http://www2.oaklandnet.com/Government/o/CEDA/o/Redevelopment/index.htm>

Eligibility

This call is open to practicing, professional artists or artist teams **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, Santa Cruz, Solano and Sonoma.** Oakland-based artists are encouraged to apply.

Budget(s)

The project budgets range between, but are not limited to, \$40,000 - \$100,000, including all artist fees for artwork design, fabrication and installation; artwork integration oversight as needed, insurance, any required permits, and local travel.

Estimated Timeline

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|--|---------------------------------|
| ▪ Application Orientation for Artists, Oakland City Hall | September 6, 2011, 5:30-6:30 PM |
| ▪ Submission Deadline | September 13, 2011 |
| ▪ Panel Review Meeting | Week of September 26, 2011 |
| ▪ Public Art Advisory (PAAC) Review & Approvals | October 4, 2011 |
| ▪ Selected Artists Notified | Week of October 4, 2011 |
| ▪ Project-based Selection Panels Commence | October 2011 - May 2012 |
| ▪ Design / Fabrication / Installation | Winter 2011 – Winter 2012 |
| ▪ Project Completions (Est.) | Winter 2012 – Spring 2013 |

Selection Process

Submittals from artists and artist teams will be pre-screened by City staff for compliance with call to artists requirements. A selection panel of artists/arts professionals, City staff, and a representative from the Oakland Public Art Advisory Committee will review artist application materials and recommend the highest ranking applicants for inclusion in the pre-qualified artist pool. **In rating finalists, the panel will award an extra point to artists who live and/or work in Oakland.** The recommended artists will be approved by the Public Art Advisory Committee prior to being considered for specific commissions.

The 2011-12 Pre-Qualified Artist Pool will be used by Public Art Program staff to recommend appropriate applicants for each project opportunity, based on appropriateness of the artist's or artist

team's media and experience. An ad-hoc selection panel including community representatives will be convened for each project to review the qualified artists and make final recommendations. The ad-hoc selection panel's recommendations will be forwarded to the Public Art Advisory Committee for final approval prior to commissioning of artwork.

Selection Criteria

Finalists 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 for prospective projects;
- Previous public art experience, including familiarity with public agencies, the public review process and/or previous collaboration with local government and/or nonprofit groups;
- Demonstrated ability to undertake and successfully execute work in accordance with a proposed construction schedule, in a professional manner and within the project budget.

Submission Process

Applications for the Oakland Pre-Qualified Artist Pool must be submitted online through the CaFÉ™ website (www.callforentry.org). There is no application fee to apply or to use CaFÉ™. Only applications submitted through CaFÉ™ will be considered; no slides or hard copy materials please.

For complete entry requirements and instructions go to: www.callforentry.org, register a username and password if you are a new user, navigate to "Apply to Calls", and search the list for "Oakland CA: 2011-12 Pre-Qualified Artist Pool".

Additional assistance in using the CaFÉ™ system is available during regular (Mountain Standard Time) 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 to artmaking, and specifically your interest in public art. Also, please succinctly address your approach to and past experience in public art, and with design team collaborations, if applicable.
- **Resume:** Submit a current resume that outlines your professional accomplishments as an artist and lists completed public art projects and their budgets. Two-page maximum per application (individual or team).
- **Images of Past Work:** Submit ten (10) images of past work that demonstrate your relevant experience and 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.) * Note: If selected for the 2011-12 pre-qualified pool, your images will be retained for a period of at least one year from date of notification of your inclusion in the pool.
- **Descriptions of Past Work:** Submit a list of the images, including project description, sponsor or commissioning agency, location, date, media, dimensions, budget and other essential information. If work was created by an artist team, specify your role in the creation of the work.

Deadline

Submissions must be received as a complete application in CaFÉ™ no later than **12:00 PM (Mountain Standard Time) / 11:00 PM Pacific Standard Time on Tuesday, September 13, 2011. We recommend submitting your complete application before 5:00 pm (Pacific Standard Time) to allow sufficient time to contact program or CAFE staff regarding any difficulties.** Please also note that City of Oakland offices will be closed September 9th – September 12th. Incomplete, non-compliant and/or late submittals will not be reviewed nor will materials not specifically requested in this call to artists.

PUBLIC ART PROGRAM POLICIES

Acceptance of Proposals

The City of Oakland Cultural Arts & Marketing Division reserves the right to reject all applications and/or subsequent design proposals or to augment the pool of applicants by direct invitation as needed.

Maquette Policy

In the event that an artist or artist team is paid to develop a maquette or other conceptual design materials for a proposal, the following policy shall apply. The Cultural Arts & Marketing Division 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

Any selected artists or artist teams, once recommended for a project and approved by Oakland City Council, 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 secure and 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 City of Oakland Pre-Qualified Artist Pool or the Public Art Program, please contact Kristen Zaremba, Senior Public Art Project Manager, at kzaremba@oaklandnet.com / 510.238.2155 or Steven Huss, Cultural Arts Manager, at shuss@oaklandnet.com / 510.238.4949.

This Call to Artists is also available online on the Cultural Arts & Marketing Division's website at www.oaklandculturalarts.org.