

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 experience working with community and youth.

Budgets for commissioned public art projects range up to \$400,000 (inclusive of all costs). This call is open to practicing, professional artists or artist teams living or working in 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 experience working with community and youth, or in coordination with a construction design team.

Budgets for commissioned public art projects range up to \$400,000 (inclusive of all costs).

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 2017 Pre-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.

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 commissioned public art projects range up to \$400,000, 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 29, 2017, 5:30-6:30 PM
- Submission Deadline July 17, 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. 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 City of Oakland's Public Art Policies require that "a majority of public art commissions or acquisitions shall be awarded to Oakland-based artists." 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 or 1-888-562-7232, or via email at cafe@westaf.org.

The application must include the following:

- Artist Statement: (2000 characters maximum) Briefly describe your experience, philosophy and approach to artmaking, and specifically your interest in public art. Also, please succinctly address your approach to, and experience in public art, and with design team collaborations, if applicable. If you have not previously executed a public art project, address how you might approach working in this field. If applying as a team, also describe how the team collaborated in the past and how responsibilities were divided. If your team has not worked together in the past, please describe how you propose to do so.
- Project Budgets: Select budget category(ies) under \$100,000, over \$100,000, or both.
- Resume: Submit a current resume that outlines your professional accomplishments as an artist and lists completed public art projects and their budgets. If applying as a team, résumés must be submitted for each team member, bundled into a single document. 3 pages per artist maximum.
- Images of Past Work: Submit ten (10) images of past work that demonstrate your relevant experience and qualifications for this project. Up to 2 of the past work submissions may be video files.. Do not submit specific proposals for public art projects. If applying as a team, please submit images that show the result of your team's collaboration, if available. 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 the date of notification of your inclusion in the pool.

- Descriptions of Past Work: Submit a list of the artwork submittals / images, numbered 1 through 10 in the order you submitted them, including title, location, year completed, sponsor or commissioning agency, media, dimensions, budget, a short project description, and any other essential information. If work was created by an artist team, specify your role in the creation of the work.

OPTIONAL: Artist Apprenticeship / Training Program: Indicate if you are interested in being matched as a mentor with an emerging public artist.

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 July 17, 2017**. We recommend submitting your complete application before 5:00 pm (Pacific Standard Time) to allow sufficient time to contact our 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.

APPLICANT WORKSHOPS

For artists who are interested in more information about applying to public art calls, the Oakland Public Art Program will host a free workshop that will cover strategies for making a strong application and technical support for CaFE.

Thursday June 29, 6:00 p.m. – 8:00 p.m.

RSVP through Eventbrite, Speak Up or other:

TBD