

Call for Artists
Requests for Proposals (RFP) for Ashland Fire Station No. 2
Public Art Installation

The Project

The **City of Ashland Public Art Commission (PAC)** is seeking an artist(s) to create site-specific original artwork as part of the Ashland Fire Station No.2 replacement. The Fire Station is located at 1860 Ashland Street. This opportunity is open to established professional artists living in the Northwest (Washington, Oregon, Idaho, Montana) and California. **The application deadline is 5:00 p.m. (Pacific Daylight Time), June 1, 2012**

The Award

- **A maximum of a \$15,000 Commission for the artist(s) selected to realize his/her work.**

Project Intent

The location for the first piece of public art to be installed outside of the Ashland downtown core will be at Fire Station No. 2 on Ashland Street, a major thoroughfare and entry to the city. The vision for this project is for a signature art work of exceptional quality and enduring value located in a prominent public space. This site specific art work should:

Demonstrate artistic excellence.

- Enhance the front of the station building, (north facing towards Ashland Street and/or northwest corner visible from Ashland Street and Sherwood Street) with a distinctive aesthetic experience both highly visible and welcoming to pedestrians and bicyclists on both sides of Ashland Street, as well as, those traveling by in passenger vehicles.
- Highlight the importance of the site as a civic facility, and provide a recognizable identity for the fire station and the neighborhood.
- Be an original art piece appropriate for outdoor installation able to stand up to severe weather, vandalism, graffiti etc and be adequately and safely displayed and secured..
- Consider site limitations. Ground space on the site is limited and will require the selected artist(s) to consider the site's limitations and the art element placement previously determined by the site architect. The design of the artwork may be either be free-standing on the circular paved area at the northwest corner of the building; or, attached as part of a building element including, but not limited to, the pergola or low concrete signage wall.
- Create a signature presence for the building. This can be whimsical and/or colorful; incorporate an image or feeling of water and light; reflect on the natural environment; or, highlight the important work of the fire department in the Ashland watershed.
- Provide excitement and interest for the community as a whole.
- Celebrate Ashland's identity and rich heritage.
- Reflect community values adopted by the City Council in 2010
www.ashland.or.us/values

Information about the Site and Immediate Surroundings

Fire Station No. 2 is situated on a flat lot at the corner of Ashland Street and tree lined two lane Sherwood Street which leads to a quiet residential neighborhood south of the station. Ashland Street is a four lane primary arterial street, with a landscaped intermittent median strip. Ashland Street links the downtown district about 2.5 miles to the northwest with the southeast section of Ashland and access to I-5. A small neighborhood city park is adjacent to the back of the Fire Station. Two historic cemeteries are nearby. One is located directly west across Sherwood Street, and another much larger cemetery is north of the station across Ashland Street. Both these open spaces have many large trees, and Ashland's bike path runs along the back of the larger cemetery. Adjacent to the east is a commercial tire store with a small retail center further east across Park Street. Ashland Street has a mixture of low rise retail, service, and restaurant establishments. The wider surrounding neighborhood is primarily single family residential.

Attached to this RFP are the following:

- Preliminary site plan and building elevations prepared by site architect.
- Sample Agreement for the Creation and Transfer of art.

Eligibility

The competition is open to established professional artists living in the Northwest (Washington, Oregon, Idaho, Montana) and California. Only professional artists with reviewable portfolios are eligible to apply. While artists whose work is well represented within the City collection are eligible to apply, the artist selection panel will consider artistic diversity as one factor in the selection process.

The Commissioned Artist(s) will work with the community, the Public Art Commission and City staff to create a site-specific, durable piece for this outdoor installation. Applicants who wish to be considered for this project should have experience working within the public process, in public settings, as well as a proven ability to fabricate their own work or to work with fabricators and installers. The artwork for this site must reflect the Project Intent as described above.

The Commissioned Artist(s) will be required to provide evidence of appropriate liability, property damage, and workers compensation insurance while working on the site.

Ashland is committed to excellence in environmental stewardship and in sustainable building practices. We encourage artists whose work addresses issues of sustainability to consider applying for this site-specific artwork competition.

How to Apply

Artists interested in this project must prepare and submit the following:

- **Proposed Artwork Concept for Fire Station No. 2.** This proposal shall include conceptual design drawings, sketches and/or maquettes, sufficient to communicate the artist concept. It should include a budget and describe the specifications for the artwork related to materials, size, weight, installation requirements and maintenance guidelines.
- **Letter of Interest**, no more than one page in length, which explains your interest in the competition. Please include your name and contact information and state the format of your sample submittal (CD or DVD).
- **Artist's Statement**, no more than 200 words in length, describing your work.
- **Current Resume.** If submitting as a team, an individual resume should be submitted for each team member.
- A list of at least **three professional references** familiar with your work and working methods. The list must include complete addresses and telephone numbers.
- **Work samples** on CD or DVD of your work. Artists applying as a team should submit work samples of each individual artist's work. All work samples must be submitted in either of the two following formats:
 - a. A minimum of eight digital images saved on one CD. The PAC will only accept JPEG file formats. All JPEGs must be sized at 250 dpi, 5"x7". You must number and title each JPEG and include a description sheet with corresponding numbers. The sheet should list your name and the titles, dates, media, and dimensions of your work.
 - b. Video(s) on a standard NTSC formatted DVD that plays in a DVD player. Video should be no more than fifteen minutes in length and each video on the DVD should be a single chapter. The PAC will not view QuickTime files. Clearly mark the outside of the DVD with your name and title(s) of the work(s). Do not submit original work. Note: if you are submitting video on DVD, you may send up to two additional images supporting your qualification to create public artwork. Each JPEGs must be formatted as instructed above and sent on a separate labeled CD with a description sheet.

Optional: Each artist may include up to three selections of support materials such as reviews, news articles, web links and other related information.

Submit all materials in a 10"x13" envelope. Do not use staples, paperclips, folders, or report covers on any application materials.

Materials must be received by the Ashland Public Arts Commission by 5 pm on June 1, 2012. Postmarks are not acceptable. Hand deliveries will be accepted.

PLEASE MAIL APPLICATION MATERIALS TO:

Fire Station No. 2 Artwork Competition
City of Ashland
20 East Main Street
Ashland, Oregon 97520

Attn: Ann Seltzer

SUBMISSIONS FOR THE FIRE STATION No. 2 COMPETITION WILL NOT BE RETURNED.

Final Artist Selection:

The PAC will review the submittals and select an artist to create an original site-specific artwork. The selection process will be in accordance with Chapter 2.17.100 of the City Ordinances which identifies the process for acquiring public art and selection panels.

The final commission of artwork for the site will be awarded by **September 1, 2012**. This site-specific art piece will be installed at Ashland Firehouse #2 at the completion of the Firehouse; planned for spring 2013.

Criteria for Selection:

- An initial proposal that reflects **Project Intent** as described in this document.
- A body of work reflecting artistic excellence.
- Experience working in public settings and public process
- Experience fabricating and installing permanent artwork suitable for the outdoor environment.
- References provided as part of this application which will be contacted prior to final selection.

The PAC is committed to reflecting the diversity and cultural richness of Ashland in our selection process.

Additional Information:

The selected artist will receive a Contract for the Commission in the amount of \$15,000 which must be sufficient for all remaining elements of the project including fabrication, shipping, and installation. The Public Art Commission recommends artists review the Artist Contract form for this commission as posted on our web site. The selected artist will be required to execute this contract form with the City of Ashland.

The Public Art Commission is under no obligation to award a Commission for artwork based on the Conceptual Design Proposals submitted. Beyond formal notifications, the Public Art Commission will not enter into any correspondence regarding their decision.

If you have any questions or need any additional information, please call Ann Seltzer at (541) 552-2106 or email her at: ann@ashland.or.us