



Request for Artists Qualifications (RFQ)

for

Midtown Alliance

Atlanta, Georgia

January 8, 2018

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A. Executive Summary

Midtown Alliance, in collaboration with Metropolitan Atlanta Rapid Transit Authority (MARTA), is seeking qualifications from artists or artist teams for the commission of a site specific outdoor public mural at Midtown MARTA Station along the Peachtree Place façade. The project will also entail some collaboration with Midtown Alliance and MARTA to design concepts for a larger placemaking enhancement effort at this plaza, resulting in a multi-plane project in which a mural provides a backdrop to sculptural seating and other activations. The mural will be installed in April 2018 and displayed temporarily for an anticipated period of three years.

Artists will be reviewed by a selection committee composed of senior art and design professionals, appointed by Midtown Alliance and MARTA. The selection committee will shortlist three artists to prepare a detailed concept for the mural. Each shortlisted artist will be given a \$500 honorarium.

The project budget is \$20,000 and is inclusive of all costs, including but not limited to materials, installation, artist fees, transportation to and from the site, etc. Artists will be asked to develop a line itemized budget as part of the proposal submission. Artists are encouraged to consider multiple concrete surfaces along the Peachtree Place façade, with the potential to include additional surfaces, such as windows (for the application of a transparent graphic), etc. Artists must demonstrate ability to execute work durable to and suitable for outdoors with the ability to withstand the elements of the local climate as well as interaction with the general public.

B. Midtown Alliance

Midtown Alliance is a coalition of Atlanta's top business and civic leaders and the catalyst for continued energy and progress in Midtown Atlanta.

Since 1978, Midtown Alliance has transformed a 1.2-square mile area in the heart of Atlanta into a premier destination for commerce, culture, living, education and leisure, attracting billions of dollars in investment, thousands of new residents and workers and 6 million annual visitors. Visit www.MidtownATL.com for more information about the district.

Guided by a long-range, community driven master plan (Blueprint Midtown), Midtown Alliance has spearheaded an urban renaissance that is now a nationally recognized model of success. Midtown is a vital, vibrant city center inspired by what people and businesses want: a dynamic urban experience that is at once welcoming, walkable, convenient and attractive. Midtown Alliance is a non-profit organization funded in part by the Midtown Improvement District, membership dues and public and private grants. The organization implements a variety of programs and initiatives including streetscape and



transportation infrastructure projects, urban design, a 24/7 public safety force, daily maintenance and landscaping, transportation alternatives and special events.

C. MARTA

In June 2017, the Metropolitan Atlanta Rapid Transit Authority (MARTA) launched its public art program: "Artbound", with the goal of bringing high quality visual and performing arts to our stations in order to enhance the ridership experience. Artbound and MARTA are proud to partner with Midtown Alliance to transform the plaza at Midtown Station. For more information on Artbound, please visit itsmarta.com/artbound

D. About the Site

As a premiere walkable urban neighborhood in Atlanta, Midtown takes pride in a streetscape environment that is safe and attractive with elements to delight and engage pedestrians along the way. Public art is a vital component of the pedestrian experience and will take on a prominent role in this placemaking effort in the south plaza of Midtown MARTA Station.

Midtown Station is one of Midtown's most visible stations and is a key connection point for the district's residents, workers, students and visitors. Although this station has long served Midtown as a central business district, the last several years have brought increased residential investment around the station. Midtown Station is often used by Georgia Tech Students and the Tech Trolley stops regularly at the south edge of the plaza. Many restaurants and nightlife venues are within walking distance and the station serves major attractions such as Piedmont Park and Margaret Mitchell House.

The south façade, located along Peachtree Place, has concrete walls with opportunities to extend graphics along glass and other surfaces. The mural and graphics will set the tone and provide direction for other plaza enhancements, including the addition of sculptural seating, lighting, and other activations.

See Section L for context map and site photo.

E. Project Goals and Considerations

- Fits well within the context of the site (in terms of scale, design and theme)
- Artistically engaging and sufficiently stimulating to ignite conversation, foster interaction and evoke appreciation by the general public
- Consideration of the audience – residents, workers, commuters, students and visitors, with a particular emphasis on pedestrians
- Consideration of the view corridors of the surrounding area during the day and night hours – the work should be visible from main approaches, but should not obstruct sight lines or create safety hazards
- Materials should be of the highest quality and should be designed and fabricated for durability as well as for minimal maintenance



F. Budget

The total budget is \$20,000 towards the commission of a site-specific outdoor mural. Shortlisted artists will be asked to submit clear itemized budgets with their concepts. All costs associated with the project should be inclusive of, but not limited to, artists design fees, materials, fabrication, transportation, installation, per diem expenses, project documentation, contingency to cover unexpected expenses and any other costs related to the mural. Midtown Alliance will cover liability insurance for the piece.

G. Eligibility

The RFQ is open to all professional artists or artist teams over the age of 18. Artists who have a strong professional profile, peer recognition, a history of public exhibitions, and who are experienced in semi-permanent, urban-scale works for exterior locations or who have successfully worked on collaborative projects are encouraged to apply.

H. Application Deadline

All credentials must be submitted by email to art@midtownatl.com by 12:00 pm EST on Monday, February 2, 2018.

I. Selection Process

Stage 1: Request for Artist Qualifications

Professional artists are invited to submit their credentials to be reviewed by a selection committee of senior art and design professionals, appointed by Midtown Alliance and MARTA. The panel will recommend a shortlist of candidates from the submissions received through this RFQ.

Stage 2: Request for Artwork Concept Proposals

Artists who have been shortlisted will be invited to submit a detailed concept design proposal. Artists will be paid an honorarium of \$500 for preparation of a detailed concept design, specific to one site, which will be assigned by the selection committee. Concept designs will be reviewed by the selection committee, which will make recommendations for award of the commission. Final approval of artists and artworks will be by Midtown Alliance and MARTA.

J. Timeline: January-April 2018

- January 8 Announcement of RFQ
- January 22 Deadline for submission of questions regarding RFQ at 12pm EST
- February 2 Deadline for receipt of credentials at 12pm EST
- February 5-9 Review of credentials and selection of shortlist
- February 12 Shortlisted artists will be contacted
- Feb 15 or 16 Site visit with Midtown Alliance and MARTA
- March 2 Design proposals due to Midtown Alliance by 12pm EST
- March 5-9 Review of proposals and selection of artist

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- March 12 Artist will be contacted
- Mid-April Installation of artwork, dates TBD by Midtown Alliance

K. Submission Requirements

For this RFQ Stage, artists are invited to submit a single document in pdf format. This document must be labeled with the name of the artist or artist team and must include:

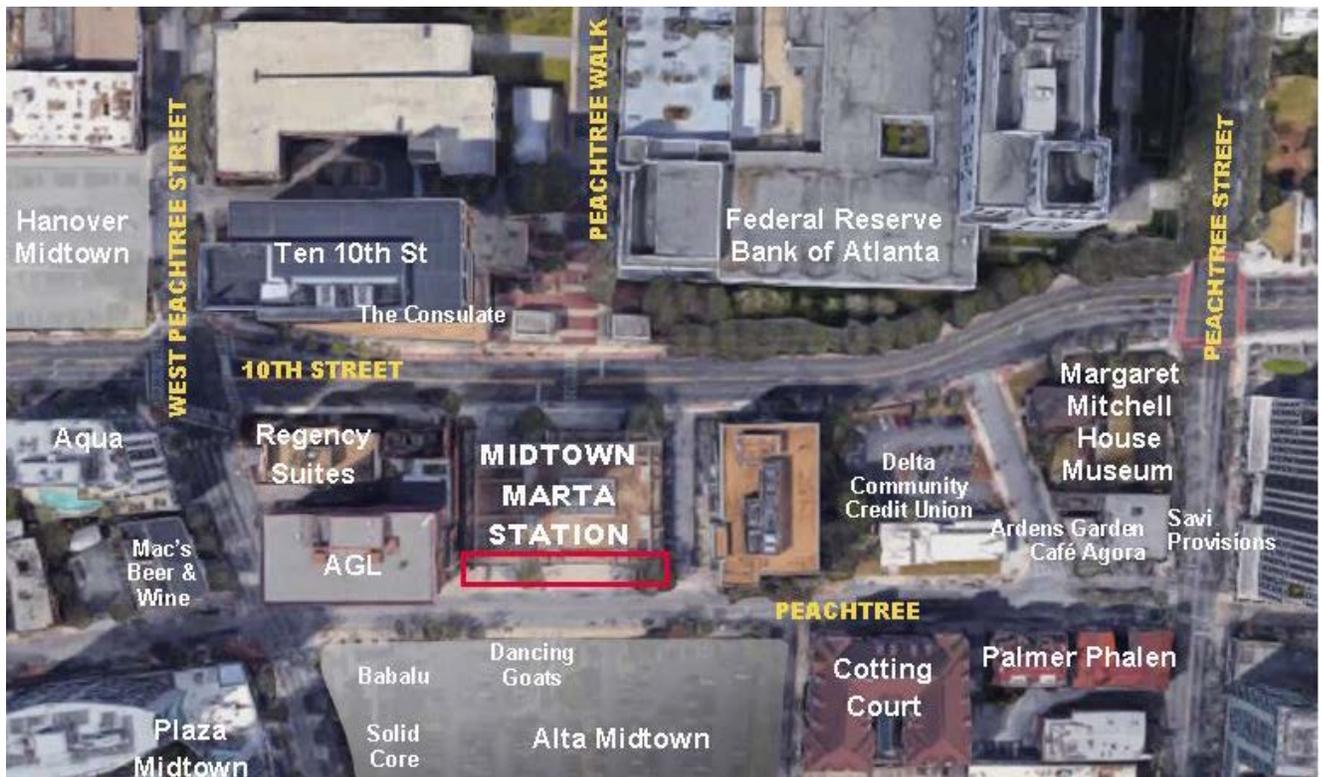
1. A current CV (or one for each member of the team, if applicable);
2. Images* of five (5) recent projects (up to a maximum of 5 images per project) including a written description of the materials, size, title, location, commissioning body and project cost;
3. Names and contact information for two references (preferably for projects completed within the past five years);

*Media files (audio/video) may be provided via URL with still image included in the package.

Packages too large for email may be submitted via Dropbox or another file-sharing link.

Concept proposals are not necessary at this stage and will not receive an honorarium.

L. Context Map & Site Photo



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Artists are encouraged to consider these and other surfaces. MARTA will approve the final proposal and application.