

Call for Artists – Fast Track Public Art Project

New Media Sculpture at Visual Studies Workshop

ARTWalk 2, Rochester, New York

Project Summary

The ARTWalk organization, in partnership with The City of Rochester and numerous stakeholder groups in the ARTWalk 2 project, seek an artist, architect or team to develop a site-specific art project for the grounds of the Visual Studies Workshop (VSW). The budget is \$150,000 (all inclusive). The application deadline is **November 23, 2009 (November 19, 2009 if you are submitting a hard copy instead of online)**. This Work is open to experienced and established professional artists or teams living in the United States. Finalists will be chosen by December 2, 2009. To meet an aggressive Federal stimulus funding deadline:

- Finalists will submit concept design documents for an advance technical review on December 21, 2009.
- Concept models by Finalists must be submitted on December 30, 2009, for two weeks of public display.
- Finalists interviews will be on January 13, 2010.
- The Work will be installed in the summer of 2011.

Project Description

The project is a permanent, exterior work of new media sculpture, a multi-screen showcase for digital and time-based media located in a small public plaza at a busy intersection in the Neighborhood of the Arts. The integrated screens will be programmed with rotating works in film, video and digitally based media that will be created by a regional consortium of new media artists, curated by program directors at Visual Studies Workshop and the editors of their publication *Afterimage: The Journal of Media Arts and Cultural Criticism*. The artwork's screens will deliver new media content to pedestrians during certain hours of the day and evening, but the work must function as a sculpture when the screens are not activated. The work should have either internal projection technology or it should be designed to capture projections originating from the building. The work should be durable for its permanent exterior site and resistant to vandalism and tampering. It should create a sense of place at the intersection of University and Prince and animate the frontage of VSW with an exciting and unusual presence.



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Art Location Description

The permanent site for this work is a small public plaza planned for the northeast corner of VSW's grounds, on the southwest corner of the intersection of University Avenue and Prince Street in Rochester, New York. The artwork will be visible from vehicles on both streets as well as the grounds of the School of the Arts, the Memorial Art Gallery's future sculpture garden expansion, and VSW. The artwork will be viewed against a backdrop of green lawns and the historic VSW collegiate, Gothic stone building. Pedestrians will interact with the work daily from close range, as it is located in a busy site that is part of an urban art trail that connects major cultural institutions. Please see web page at RochesterARTWalk.org for a more detailed description and images.

Background

ARTWalk is a permanent urban art trail, connecting the educational and cultural institutions and public spaces within the Neighborhood Of The Arts (NOTA) in Rochester, New York. ARTWalk's mission is to strengthen, connect and unify the community through increased engagement with and support of the arts. The first section of ARTWalk won the U.S Conference of Mayors 2003 "City Livability" award. Building on this success, a broad public-private partnership is extending the urban art trail as part of street and sidewalk reconstruction. Plans call for new works from a dozen local, regional, and national artists to connect and reinforce the cultural institutions in NOTA, including the University of Rochester Memorial Art Gallery, The Rochester Museum and Science Center, The George Eastman House International Museum of Photography and Film, the School of the Arts, and The Visual Studies Workshop. ARTWalk 2 includes artistic sidewalks, public plazas and a sculpture garden.

Vision/Goals of ARTWalk 2

This vision for the ARTWalk 2 project is to provide free, safe, everyday access to unusual, high-quality artistic experiences for the Rochester region in the Neighborhood of the Arts in a way that also connects leading cultural institutions with each other and with the public, broadening and deepening public engagement in the arts, strengthening community health and supporting the city on cultural, economic, educational and social levels.

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Budget

\$150,000, all-inclusive (including design, materials, fabrication, screens, engineering, documentation, permits, shipping, travel, lodging, installation and a contingency fund). Liability insurance will be required but is not an allowable expense line item in the budget.

Selection Process

Eligibility: This ARTWalk 2 Call for Artists is open to experienced (5 years or more) professional artists, architects or teams with at least two successfully completed projects of similar budget and scale. Professional artists are defined as those who have specialized training in the field, and/or a history of exhibition as an artist, and are recognized as artists by peers and arts professionals. Teams may include any partners necessary to successfully complete the Work, including architects, new media consultants or artists. Applicants, regardless of race, color, creed, national origin, sex or age are eligible for consideration. The City of Rochester is committed to reflecting the diversity and cultural richness of our city in the selection of artists and artworks.

Criteria: In their application materials, the Applicant should demonstrate:

- Artistic and technical excellence.
- New media experience.
- Experience in permanent exterior sculpture/architecture/engineering.
- An understanding of physical computing.
- A vision for public access, connecting groups, redefining public space, interactivity, as well as an awareness of the body and human scale.
- The ability to work from architectural plans and an interest in working cooperatively with design professionals, city staff and community members.
- Responsiveness to community context and history as well as long-term sustainability.
- Experience working within the public and design team process, and in public settings.
- A proven ability to fabricate their work or to work with fabricators and installers at a scale appropriate to this artwork.
- Excellent communication skills.
- The ability to meet the Durability and Maintenance Criteria that is posted at RochesterARTWalk.org.

Architecture/engineering backgrounds for the Artist or team are a plus.



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The Work must be integrated into the fabric of the site to create visual drama in its public setting yet be appropriate to the scale of the historic streetscape.

The City is committed to excellence in environmental stewardship and in sustainable building practices and encourages Artists interested in sustainable design to consider applying for this Work.

Applications by board or staff members of Visual Studies Workshop, Rochester ARTWalk, Bergmann Associates, Studio William Cochran or the City of Rochester or their relatives or business or personal partners will not be considered. The City of Rochester reserves the right to make no selection from the submitted applications.

Jury Process: The Jury has two options:

1. To select an artist based on interviews with up to three finalists.
2. To pay up to three finalists to develop and present proposals and 3D models.

If the Jury chooses the second option, then finalists will visit the site and prepare a concept design, presentation and model. Finalists will present their designs in person to the Jury. Finalists will each receive a proposal development fee of 2% of the project budget which is listed in the project summary. Models will be on public display for community comment for two weeks. Comments will be shared with the Jury prior to final deliberations, and taken into consideration along with the Artist's qualifications, concept proposal, presentation, budget, timeline, and references. The Jury will make a selection and the Artist will be placed under contract. The Artist will complete and install the work in the summer of 2011.

The Artist may pick up the model after final deliberation concludes or provide a shipping crate and postage for return. If the Artist provides shipping materials and shipping expenses, then the model will be packed and shipped back to them. If the model is not picked up or arrangements are not made for shipping, the models will become the property of the City of Rochester. The proposal development fee must also cover any travel expenses for the optional site visit and required presentation visit.

Information Session: The ARTWalk 2 Design Team will conduct an Information Session for this Work onsite on November 13, 2009, at 10:00 AM. The session will be repeated via phone conferencing the same day at 1-800-501-8979 Access Code: 325 8328 at 2:00 PM. Artists may attend one or both sessions. Information about the information session location and teleconference details can be found online at RochesterARTWalk.org.

Jury: The majority of members of the Selection Jury for ARTWalk 2 Public Art Projects will consist of art and design professionals, including curators, architects or landscape architects, professors of art and leading



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professional artists. Juries will also include representatives from the City of Rochester, the ARTWalk 2 Design Team, stakeholder organizations and community members. Engineers will serve as advisors to the Jury.

Project Timeline

November 13, 2009	Information session
November 16, 2009	Last day for questions
November 19, 2009	Mailed or hand-delivered submissions due by 5:00 pm, EST
November 23, 2009	Submissions due online by 5:00 pm, EST
December 2, 2009	Finalist notification
December 21, 2009	Technical review of concept documents (if applicable)
December 30, 2009	Models due, Public exhibition of models begins (if applicable)
January 13-14, 2010	Finalists interviews, presentations to Jury (if applicable)
January 15, 2010	Selected Artist notification
January 29, 2010	Contracting complete, Artist begins work
March 26, 2010	Design Development phase complete
May 21, 2010	Final Design Phase complete
August 27, 2010	Construction Drawings
June 30, 2011	Installation and completion

Submission Requirements

What to Submit: Applicants are strongly encouraged to apply digitally through the Call For Entry (CaFÉ) online system, which is free to artists. To view the application, go to www.callforentry.org, register a username and password, navigate to "Apply to Calls," and search the list for "Rochester ARTWalk 2 – VSW."

Artists or teams who register with the CaFÉ website will complete a standard online application, which includes:

- A brief statement, not to exceed two pages, describing how this Work relates to its context and to the past work of the Artist, and the how the Artist would approach the Work.
- An Artist resume of no more than 3 pages with current contact information.
- 15 labeled digital images of related past work.
- Annotated image identification information including title, medium, dimensions, brief description, budgets, date of work.



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- Three references with current contact information.
- Community involvement – A brief statement of your interest in and experience with community involvement and participation in public art projects.

The application deadline for applications via CaFÉ is November 23, 2009.

Mailed or hand-delivered submissions will be accepted if:

- they comply with all submission requirements above including a CD of digital images prepared according to the image prep standards found at http://www.callforentry.org/image_prep.phtml.
- they are received by 5:00 pm on November 19, 2009 (this is not a postmark deadline).
- they include a cover letter.

These can be sent to Jan Fredericks at Bergmann Associates, 28 East Main Street, 200 First Federal Plaza, Rochester NY 14614. **Incomplete applications or those that do not follow instructions will not be considered.** Mailed materials cannot be returned.

Questions

Questions must be submitted via email to Jan Fredericks at jfredericks@bergmannpc.com or (585) 232-5137 x328 no later than November 16, 2009. Answers to all questions will be posted by November 18, 2009, to the website at RochesterARTWalk.org.

Sources for Additional Information

Documents posted online for applicants to review RochesterARTWalk.org:

- Durability and Maintenance Criteria
- Photos of the sites
- Plan view of site with measurements
- PDFs of workshop findings and Rochester Stories
- Link to VSW website
- Link to history of VSW, book arts, and media arts in Rochester