



## **Call to Artists Print Media and Literary Leads**

A collaboration between the City of Calgary, Loft 112 and Alberta Printmakers

The intention of this Call to Artists is to select artists based on qualifications, experience and references. Design concepts and prices are not required.

The City of Calgary Public Art Program in collaboration with Alberta Printmakers and Loft 112 are seeking up to two professional artists with established literary and / or printmaking and community engagement experience to co-lead a six-week workshop series resulting in the development and execution of temporary utility box artworks on a select corridor.

The Public Art Program has a vision to build a diverse collection and encourages artists working in suitable media to apply. Safety, durability, low maintenance, vandalism resistance and exposure to sunlight and variations in temperature and weather conditions must be considered due to the public nature and usage of the boxes. Artists should have experience working in public spaces, be able to work within the existing parameters of the site, be able to work collaboratively and have a history of working within set budgets. Previous experience with successful community engagement is required.

The all-inclusive lead artist budget for this project is C\$10 000 per lead artist (printmaking, literary)

**The submission deadline is Thursday, April 14, 2017 at 4 p.m. MST.** No extensions will be granted and late submissions will not be considered. Please read the full call to artists to ensure compliancy with submission requirements. Incomplete submissions will not be considered.

Disbursements will be made throughout the project as per a negotiated schedule of deliverables. The project will be awarded through a two-stage selection panel process. Stage one to short list based on qualifications and stage two for interviews.

### **Utility Box Program Background**

The Utility Box Program started in 2010 as a pilot project initiated by The City of Calgary Roads. Initially conceived as a highly successful graffiti abatement measure, widespread popularity enabled the program to grow and become permanent in 2011. The City is now expanding the opportunity to include community partners and engage more artists and citizens. Since 2010, over 200 utility box public artworks have been created by local artists throughout Calgary. In 2015 the program took a corridor approach to create a stronger presence in communities. Those corridors are selected by the project team on a priority and accessibility basis.

The Utility Box Program is designed to use the funding for regular lifecycle maintenance of City assets in a creative way. Working with student artists, professional artists and community groups, the program allows for these street-level artworks to add vibrancy to our cityscape, while creating a sense



of place and identity for communities. These public artworks are not intended to be permanent but as a temporary canvas through which artists and community members can express themselves and their identity.

### **Utility Box Mentorship Background**

To develop capacity and interest among local artists to create public artwork in Calgary, the Utility Box Program, Loft 112 and the Alberta Printmakers are joining efforts to create a mentorship program. Up to two lead artists will be hired upon his/her ability to bring new ideas, skills and expertise to the selected mentees.

The lead artists will be responsible for implementing workshops and programming, and will also develop the theme, medium and concept for an entire utility box corridor (10 to 15 boxes) creating a consistent body of work. Up to 10 artist mentees will participate in the workshops and, once complete, the lead artists and participants will work together as a group to design the utility box artworks for the chosen corridor. The artist group will engage with the communities where the utility boxes are located throughout the design period in order to create works of art that are meaningful to these communities.

### **Public Art Project Goals**

- Support a diversity of artistic practices by exploring new mediums for the Utility Box Program.
- Support local artists and art organizations by offering workshop and mentorship opportunities.
- Understand the communities along the selected corridor and their identifying features, values and character.
- Involve the communities, in some way, in the development of the artwork.
- Interpret these elements into public artworks for the utility boxes assigned.

### **Public Art Project – Objectives**

- Lead artists will develop a series of workshops for the selected mentees in order to explore concepts and content for the artworks while teaching new skills and/or techniques.
- Lead artists will develop programming that creatively engages a sense of place for the communities along the selected corridor. Lead artists may choose to invite the public at large to programming opportunities
- Lead artists' team will develop a consistent body of artworks on utility boxes using print and literary techniques for the selected corridor.

### **Public Art Project Outcomes**

- Increase the number of applications from local artists to Public Art Program calls.
- Offer Calgary artists the opportunity to gain new skills.
- Create up to 15 new utility box artworks.



## Site Considerations

The utility box corridor is yet to be determined. The corridor will be selected based on accessibility (i.e. near a community centre and located in a walkable area) and will have 10 to 15 boxes available for artworks.

## Considerations

- Artwork should last 3 to 5 years.
- Artist should ensure that the materials used and the designs created are graffiti deterrent.
- Artworks created by the artist group should be related in some way (by theme, concept, materials, etc.)
- Artwork should be easy to view by car as well as on foot.

## Scope of Public Art Opportunities

- Lead artists must be able to work with communities and engage with the public.
- Lead artists should be knowledgeable in print and literary techniques and should be able to bring new skills or explore new concepts with members of Alberta Printmakers.
- Lead artists must be able to lead group workshops.
- Consideration will be given to artists who will address the diversity of the community.
- Consideration will be given to artists who will be able to re-define print and literary techniques within a public art context.
- Artwork must meet design criteria for the Utility Box Program.
- Lead artists will assist in the selection of mentees taking part in the program.

## Artist Mentorship Opportunity

Eight to ten artists and writers will be hired as mentees through The City's Standard Procedure.

## Community Engagement Opportunity

As a vital part of this project, the artists will be expected to understand and interpret the use of the site. Public art community engagement considerations include:

- The opportunity for community residents to be involved during the artist selection process, by serving on the selection panel and during the initial artist visit.
- The artists will be expected to work with the community to identify and plan opportunities for the community to be engaged in a participatory way throughout the project.
- The artists will be expected to develop an engagement plan that identifies opportunities for the stakeholders involved with this project.



## Project Team

The successful artists will work closely with each other and members of The City's project team, which includes but may not be limited to:

- A Public Art Program staff who will act as the main contact and liaison for the project.
- Calgary Neighbourhoods representatives
- Roads representatives
- Centre City representatives
- Alberta Printmakers and Loft 112 designated staff
- Community representatives.

## Approvals

The conceptual design will need to be approved by the project team. The artists should not advance beyond any stage (e.g. concept, design, fabrication, installation or remediation) without advanced permission from The City.

## Budget

The total, all-inclusive artist budget for this public art project is C\$10 000 per lead artist \* and includes (but is not limited to) costs associated with the delivery of the public art project such as:

- artist fees (including artist design, research, administration, supervision and studio expenses) project management for the duration of the project
- travel
- concept plan and mentorship
- production oversight
- community engagement
- installation plan
- contingency

Disbursements will be made throughout the project as per a negotiated schedule of deliverables.

\*Materials, documentation, site preparation and production costs will be provided separately and are not the responsibility of the artists within this budget.



|  |   |
|--|---|
| <b>PUBLIC ART PROJECT TIMELINE</b>   |   |
| <b>Lead Artist selected</b> <ul style="list-style-type: none"> <li>• Lead Artist Call initiated</li> <li>• Contract awarded</li> <li>• Artist start date</li> </ul>  | <ul style="list-style-type: none"> <li>• March 2017</li> <li>• April 2017</li> <li>• May 2017</li> </ul>                            |
| <b>Participants selected</b> <ul style="list-style-type: none"> <li>• Call for participants initiated</li> <li>• Selection Panel session</li> <li>• Contract awarded</li> <li>• Artist start date</li> </ul> | <ul style="list-style-type: none"> <li>• April 2017</li> <li>• May 2017</li> <li>• June 2017</li> <li>• June 2017</li> </ul>        |
| <b>Programming</b> <ul style="list-style-type: none"> <li>• Artist program schedule review</li> <li>• Public release</li> <li>• Programming and workshops</li> </ul>   | <ul style="list-style-type: none"> <li>• May 2017</li> <li>• May 2017</li> <li>• June – July 2017</li> </ul>                        |
| <b>Artwork Development</b> <ul style="list-style-type: none"> <li>• Concept</li> <li>• Design</li> <li>• Fabrication</li> <li>• Installation</li> </ul>  | <ul style="list-style-type: none"> <li>• June 2017</li> <li>• June 2017</li> <li>• August 2017</li> <li>• September 2017</li> </ul> |
| <b>Estimated completion date</b>   | <ul style="list-style-type: none"> <li>• October 2017</li> </ul>  |
| <b>Project Unveiling/Celebration</b>   | <ul style="list-style-type: none"> <li>• October 2017</li> </ul>  |
| <b>Review and Evaluation</b> <ul style="list-style-type: none"> <li>• Project Team Debriefing</li> </ul>   | <ul style="list-style-type: none"> <li>• October 2017</li> </ul>  |



## **Schedule**

The anticipated schedule for selection of artists and completion of the project is outlined below. As the project progresses and depending on the nature of the public art component the dates are subject to change.

## **Submission Deadline**

Applicants are responsible for ensuring that submissions are received by the deadline. No extensions will be granted and late submissions will not be considered. Incomplete submissions will not be considered.

Deadline for submissions is **Thursday, April 14, 2017 at 4 p.m. MST.**

## **Submission Requirements**

Do not send any materials not specifically requested (i.e. transparencies, DVDs/videos, etc.) as they will not be reviewed by the selection panel. Prices are not required.

Submissions must contain:

### **a) Letter of interest detailing a brief outline of approach for the project.**

- Provide information and describe the following in two pages maximum:
  - Lead artist and or/team's approach to working with Alberta Printmakers' and Loft 112 mentees.
  - Project lead and/or team's background and specialties.
  - Relevant past experience in public art, literary and printmaking projects.
  - Relevant past experience with community engagement.
  - Availability to address this project.
  - Description of past project work of a similar scope and budget.
- Artists should also address their ability to allocate the required resources to achieve the timelines as defined in the call that are essential for this project. The City is to be advised and must agree to any suggested modifications to the proposed project scope and related schedule.

### **b) Provide 10 examples of past work which you consider relevant to this project demonstrating related experience and ability to undertake this project. Images should use the following requested format:**



- Submit images with maximum dimensions of 800 x 600 pixels and minimum dimensions of 720 x 480 pixels in jpg format
- Number each image one to 10 and include the following annotations on a separate sheet (Word or PDF):
  - artist's name
  - title of artwork
  - date of completion
  - dimensions
  - location, medium and public art budget
  - brief description of goals of the project

**c) Resume or Curriculum Vitae (CV) (maximum two pages for each team member):**

- Provide current contact information.

**d) Provide two current references who can speak to artistic, design and community consultation qualifications. References should include company name, current contact name including current telephone number, address and e-mail address.**

**NOTE:** The City reserves the right to contact references without prior notification to the artists. The City reserves the right to contact only the references of the short-listed artists. References from City of Calgary staff members may be provided, but cannot be included as an official part of the submission.

For this competition The City of Calgary will only hire qualified professional artists. For further information, see our [Opportunities for Artists](#) page.



## **Submission Process**

Submissions must be sent electronically via email in PowerPoint or PDF format to [publicart@calgary.ca](mailto:publicart@calgary.ca) with “Utility Box Mentorship-Print” or “Utility Box Mentorship-literary” in the subject line. Complete submission package must be smaller than 10MB.

## **Selection Process**

In accordance with The City’s standard commissioning process, a selection panel consisting of three community members, three local arts professionals and one City representative will be assembled to review submissions. The panel will evaluate compliant submissions through a two-stage process. Stage one will short-list artists and stage two will conduct interviews of the short listed to determine the final selection. Incomplete submissions will be deemed ineligible and disqualified.

Applications will be evaluated on:

1. Letter of interest. – stated interest and approach.
2. Qualifications – i.e. previous experience with public art projects.
3. Demonstrated excellence of past work in conceptual, aesthetic and technical terms.
4. Ability to create artwork that meets project goals – i.e. successful execution of projects with similar scope and context.

Artists short-listed for this opportunity must be available for a phone interview. References of short-listed artists will be contacted.

## **Evaluation Matrix**

Submissions will be evaluated as per the table below:

| Item                                | Evaluation Criteria   | Weight    | Rating | Score        |
|-------------------------------------|---|-----------|--------|--------------|
| 5.5.1                               | <b>Letter of Interest – Stated interest and approach</b>                                | <b>25</b> |        |              |
| 5.5.2                               | <b>Qualifications</b>   | <b>20</b> |        |              |
| 5.5.3                               | <b>Demonstrate excellence of past work in conceptual, aesthetic and technical terms</b> | <b>25</b> |        |              |
| 5.5.4                               | <b>Ability to create a work(s) of art that meets the project goals</b>                  | <b>30</b> |        |              |
| <b>MAXIMUM POSSIBLE TOTAL SCORE</b> |   |           |        | <b>/1000</b> |





**Submissions will be evaluated and ranked according to the outline below. The evaluation will be based on a 0 to 10 scale.**

| Rating | Description  |
|--------|--|
| 10     | Exceeds expectations; Proponent clearly understands the requirements, excellent probability of success.  |
| 8      | Somewhat exceeds expectations; high probability of success.  |
| 6      | Meets expectations; Proponent has good understanding of requirements, good probability of success.       |
| 4      | Somewhat meets expectations; minor weakness or deficiencies, fair probability of success.                |
| 2      | Does not meet expectations or demonstrate understanding of the requirements, low probability of success. |
| 0      | Lack of response or complete misunderstanding of the requirements, no probability of success.            |

## **Working with The City**

### **Intention of Award**

It is the intention of The City of Calgary to award to two Proponents. However, The City reserves the right to award to more Proponents if deemed necessary and is in the best interest of The City.

Depending upon the results and outcome of the deliverables of the project, expressed herein, additional related work unforeseen at this time that may come into existence whereupon The City reserves the right to either utilize the services of the successful Proponents for additional related work, subject to the successful Proponent performance and successful negotiation or return to the market with a new Request for Proposal document when in The City's best interest.

The City reserves the right to award the assignment in whole or in part or to delete any portion of the work.

### **Artist's Master Agreement**



The Artist Master Agreement is a blanket agreement, renewable for up to five years, and is not contract specific. Firms who have not signed this agreement with The City will be required to do so prior to any award.

## **Insurance Requirements**

As per Clause 7 of the Artist's Master Agreement, proof of insurance, as per said clause will be required prior to award of any contract arising from this RFP.

## **Staff Changes**

Staff changes by the successful Proponent will require written approval from The City prior to any such change, which approval The City may withhold in its sole discretion. The qualifications and experience of the proposed staff change must be equivalent to or better than the staff proposed on the proposal received. The City reserves the right, in addition and without prejudice to any other right or remedy, to immediately terminate the agreement as a result of the failure to comply by the successful Proponent.

## **Proponent Performance**

The successful Proponent may be evaluated throughout the course of work in the initial phase and future phases if applicable. Any evaluation will be shared with the successful Proponent, with the goal of immediate and permanent resolution where concerns have been raised. The City of Calgary reserves the right, in addition and without prejudice to any other right or remedy, to terminate the contract of a given Proponent if it is deemed that remedies cannot be established.

## **Contracts with Individuals**

To comply with CRA requirements, regarding employee/employer concerns and issues, this is to advise that it is a policy of The City not to enter into contracts with individuals. To be considered for this project, you must already operate under a business name, or be willing to establish a business name. Sole Proprietorships are acceptable.

## **Multi-Firm Proposals**

If the application is submitted as a multi-firm proposal, the proposal should:

1. Demonstrate the extent to which the proposed firms have worked together before, including a description of the type of work.



2. Identify those project team members, from each organization, that have worked together in a multi-firm or consortium business arrangement.
3. Provide examples of where they have successfully partnered in a similar type engagement previously.
4. Demonstrate a multi-firm management approach that will ensure, for the duration of the project, clear lines of communication and delivery of services.
5. Identify management, ownership, and financial and legal relationships between the consortium members.
6. Indicate how the consortium is proposing to contract with The City to ensure a single point of accountability for project completion and dispute resolution. Identify which firm will be designated as the lead firm.
7. Define the scope of work to be performed by each firm.

### **Cancellation and The City's Right to terminate a Contract**

The City may, at any time during the term of a contract, upon giving 30 days notice to the successful artists, terminate a contract if The City is of the opinion that the services supplied by the artists are not of a standard satisfactory to The City or that the artists no longer has the financial capability to perform obligations under the contract. Further, The City in its sole discretion may terminate the agreement for reasons including but not limited to unethical or criminal activities immediately upon written notice.

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**All requests for clarification and questions regarding this call to artists must be submitted in writing via email to [publicart@calgary.ca](mailto:publicart@calgary.ca).** All clarifications and questions must be received no later than 72 hours prior to the submission deadline. Although every attempt will be made, The City cannot guarantee that questions received beyond this time period will be answered prior to the submission deadline.

### **Attachments**

#### **[Public Art Policy](#)**

#### **Artists Master Agreement (AMA)**

The Artist Master Agreement can also be obtained by visiting [www.calgary.ca/smtc](http://www.calgary.ca/smtc) and clicking on "Supply Management Terms and Conditions".

#### **[Applying to a City of Calgary Public Art Program](#)**