

GLENDALE

CITYWIDE PUBLIC ART LANDMARKS RFQ

The City of Glendale aims to become an arts and culture destination in the Los Angeles metropolitan region. Reflecting on its diverse population, history and innovation in public spaces, the City seeks to further enrich the day-to-day experiences of the community with its emphasis on the importance of arts and culture. The Arts and Culture Commission (ACC) realizes this vision by consciously integrating arts and culture into the daily life of the people of Glendale. As community stewards of the arts, the ACC is responsible for advising City Council on the use of the City's Urban Art Fund, and recommending how the City should invest in the Arts.

As part of the City of Glendale's initiative to become a prime arts and culture destination, up to ten long-term to permanent artwork installations will be commissioned, developed and established over the course of the next few years. These landmark installations will be strategically placed throughout the City in locations that focus on public accessibility and encourage public engagement and interactivity.

We envision a public art program that draws in the local community and is highly alluring to the greater LA area and visitors/tourists.



UNDERSTANDING THE CITY OF GLENDALE

Glendale has a wealth of assets that can be amplified through visual arts and cultural activities. The City, founded in 1906, evokes specific images for its residents and people who visit it. Glendale is bordered by the Verdugo Mountains and surrounded by other mountain ranges. It boasts gracious hillside homes that reflect a diverse architectural heritage, lush landscape, freeways, and the large flat expanse of South Glendale that was once rich farm and ranchland but now contains modest homes, apartments and condominiums. Glendale was originally populated by the Tongva people. Glendale is also notable for its remarkable accessibility to key Los Angeles neighborhoods and other municipalities.



Glendale has a large Armenian population, in addition to Black, Latinx, Korean, and Filipino communities. Glendale has openly acknowledged its unfortunate history of racial discrimination, apologizing and committing to atone for these practices in a formal resolution issued in September 2020 - making it the first city in California and third city in the nation to do so. Additionally, in 2017 the City Council passed a resolution against LGBT discrimination. The City's recognition of its diversity is reflected in its arts and cultural offerings, its political life, its neighborhoods and its many language-immersion programs. Glendale is also a regional shopping destination, with the Glendale Galleria, The Americana at Brand, the Brand Boulevard of Cars. Downtown Glendale contains a mix of department stores, chains, and small independent businesses. Lastly, San Fernando Boulevard is a media-tech corridor for many film-related businesses including DreamWorks Animation and Walt Disney Studios. Glendale's Tech Strategy provides a road map for growing Glendale's technology-based business sector.

Over the last decade, Downtown Glendale has been transforming with the creation of the Downtown Strategic Plan and the support of the former Redevelopment Agency and the Department of Community Development. Condominiums and apartment buildings have joined the already bustling retail environment. The presence of more and more people living downtown, particularly Millennials, has led Glendale toward envisioning an “18-hour downtown.” The City recognizes the need to provide more arts and cultural activities to encourage activity day and night.

The City of Glendale’s position as an arts and cultural destination has been bolstered by Redevelopment Agency and City investments in cultural infrastructure including:

- The Alex Theatre
- Brand Library & Art Center
- The Japanese Tea House and Garden
- The Doctor’s House
- Verdugo Adobe
- ReflectSpace exhibits in the Downtown Central Library
- Antaeus Theatre
- ACE 121 Gallery and artist live/work space
- Museum of Neon Art
- Casa Adobe de San Rafael

In addition, there are numerous multi-cultural organizations and a sprinkling of art galleries located around the City. Outdoor performing arts events, including summer concerts in Verdugo Park and the Brand Library Plaza Series, have become more popular every year. And, while Glendale’s Redevelopment Agency no longer exists, it left an indelible legacy of arts infrastructure and urban design.

All these assets contribute to the City’s cultural potential. Now is the time to look at Glendale’s arts and cultural activities and find ways to support them, amplify them and make them more visible.

CURATORIAL EXPECTATIONS

This program is searching for innovative Artists and Artist Teams with an ability to creatively approach engaging and active public art, and a deep understanding of how public art complements and challenges our community and civic environment. Artists or Artist Teams will be asked to address the selected location as a landmark visual opportunity and to create an engaging and dynamic element inviting residents and visitors to the City to interact, connect and utilize the spaces around the art.

Artist and Artist Teams should take the following under consideration across this opportunity:

- Creating multiple visual angles and approaches
- All day activation - Day and night
- Artwork sustainability and conservation

RFP REQUESTED INFORMATION

At this stage, finalist artists and artist teams are being asked to create a site specific concept for the requested location. Each artist team will be provided a stipend of \$500.00 to be paid upon delivery of concept plan.

Please provide the Selection Committee with the following details:

- Create a site specific concept for the proposed location
- Provide a narrative brief about the concept
- Detailed concept renderings and plans
- Concept material plan and approximate dimensions
- Estimated budget
- Estimated timeline for fabrication

RFP TIMELINE

The following schedule may be updated by the City at any point, but the below is the intended RFQ timeline:

RFP released: April 20th, 2021

Deadline to Submit: May 23rd, 2022 (5pm PST)

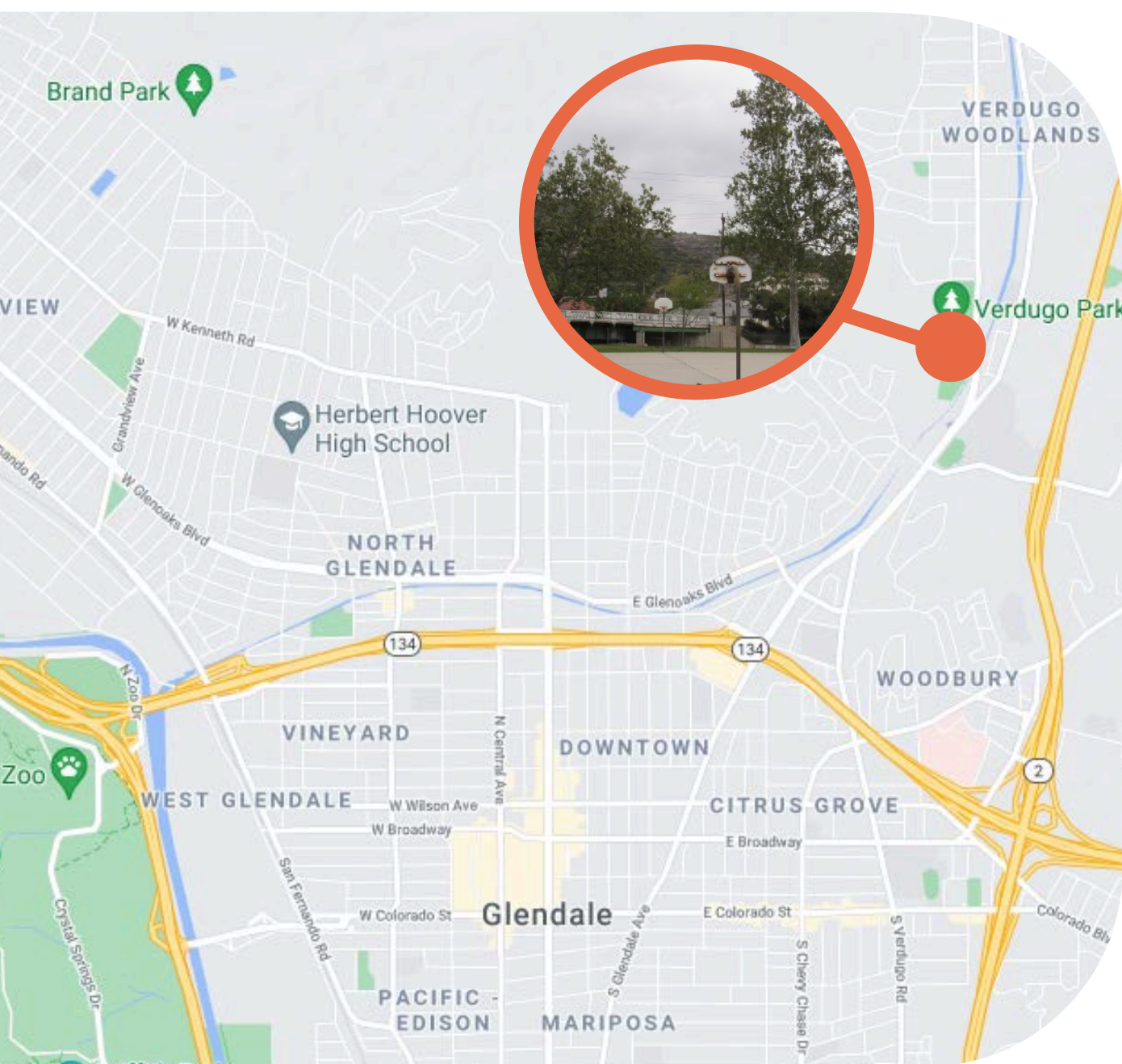
Concepts Presented to Arts Commission for selection: June, 2022

HOW TO APPLY

Please submit a single pdf file with all necessary details by 5pm PST on May 23rd, 2022.

Applications will be received via **EMAIL to: nikki@lebasseprojects.com**

LOCATION



● **VERDUGO PARK**
Ground / Building Mural

OPPORTUNITY 5 | VERDUGO PARK

GROUND / BUILDING MURAL

Budget \$50,000



Verdugo Park is located near Glendale Community College in northern Glendale. It features a playground, skatepark, and facilities for baseball and basketball. The mural at Verdugo Park could be a bright and vibrant addition to the bathroom facilities in the park.

This location and project is calling for an Artist or Artist Team to deliver a painted or surface applied installation.