

# 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.



## OVERALL PROJECT OPPORTUNITY

This call for artists will reach out for multiple unique project opportunities. The aim across the various artwork opportunities is to create world-class public artwork in a diverse range of mediums that are designed to engage the community, showcase the cultural diversity of the City and enhance the various civic and public spaces.

Each location is different and asks for its own unique mediums utilizing highly imaginative and forward-thinking approaches. Selected artists and artist teams will be asked to demonstrate creative applications to support the building and activation of a city and community interconnected by its public art.



We encourage Artists and Artist Teams to review the opportunities and consider how their own practice relates to the conceptual and visual demands and how their art practice might address the stated project goals. When applying to the RFQ, Artists and Artist Teams may apply for one or multiple opportunities that they feel they can develop strong concepts and visions for.

## 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 shortlisted through this RFQ will be asked to address the selected locations as landmark visual opportunities 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.

Each of the individual locations demand unique approaches and creative uses of materials and sustainability and we invite Artists and Artist Teams to offer their approaches to attaining the project goals. Artist and Artist Teams should take the following under consideration across each of the opportunities:

- Physical engagement with the public
- Creating multiple visual angles and approaches
- All day activation - Day and night
- Utilization of creative mediums
- Artwork sustainability and conservation

## ELIGIBILITY

Artists age 18 or older may apply as an individual or as a team. The RFQ is open to all and not restricted to any geographic location but the following considerations will be strongly considered:

- Artists who can demonstrate the ability to oversee the design, fabrication and installation of public works - or who have a history of working with design/build/engineering/fabrication teams to accomplish these needs.
- Artists without previous public art experience that demonstrate an ability to manage a team to accomplish the goals are still strongly encouraged to apply.
- Artists in traditionally and historically underrepresented groups are strongly encouraged to apply.



# SELECTION PROCESS

The Art Consultant (LeBasse Projects) for the City will evaluate all responses to this RFQ and present a short list for review by the Artist Review and Selection Committee for selection.

Selected Artists or Artist Teams will then be invited to create a RFP (Request for Proposal) and tasked with delivering site specific concepts and designs. *These invited Artists will be provided a stipend upon submitting responses.* The stipend totals will depend on their individual location opportunities. Invited Artists and Artist Teams will be given additional site details as well as sample contracts to review during this process.

The Art Consultant and the Artist Review and Selection Committee will then make recommendations to the Arts and Culture Commission on which Artists will be awarded the individual commissions.

The evaluation and scoring of Artists submitting an RFQ will center around the following criteria:

## 1. ARTISTIC QUALIFICATIONS

Based on written response and examples of prior work submitted:

- The Artist can display a strong artistic ability based on their past work.
- The Artist has a proven ability to successfully execute the project within the timeline and budgets provided.
- The Artists past work shows an appropriate connection to the art opportunity.

## 2. PUBLIC ENGAGEMENT / COMMUNITY OUTREACH

Based on past work and written responses:

- The Artist shows a strong sense of public engagement and connectivity to the community in their work.
- The Artists past work shows a level of activation with the viewer/audience.

## 3. CULTURAL EQUITY

Based on application responses:

- Cultural and racial equity will be highly considered throughout the selection process. Cultural equity will be viewed through the lens of artist demographics as well through the perspectives showcased and represented through the artwork and experiences of the Artist or Artist Team.

## BUDGET

Each of the 10 artwork locations has an allocated budget ranging from \$75,000 to \$750,000.

The exact final commission contracts will be determined based on the approved and selected proposals and the needs of each.

Commission budgets are to be inclusive of Artist fees, artwork fabrication and installation costs, insurance, engineering and any transportation costs as well as any other costs associated with creating the artwork including foundations, footings, lighting or signage.

## APPLICATION REQUIREMENTS

**1. Letter of Interest:** Include the Proposer's name, address, phone number, and email. Compose a statement (maximum 1000 words) outlining relevant experience completed within the past five years and your interest in developing a public art proposal that would positively impact the City of Glendale.

### **2. Detailed Resume and CV**

**3. Samples of Past Projects (Up to 5):** Showcase up to 5 relevant past projects. Details must include appropriate images and photography as well as information including - Title, budget, client, location, media/materials, year completed and a short description of the project.

A pdf and details may be uploaded to the submission platform.

**4. References:** Submit two references that include client name and contact person along with title, contact details, and specific project information associated with the listed reference. References will only be contacted if the candidate meets the qualifications to continue on in the selection process.

## RFQ TIMELINE

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

**RFQ released:** August 16th, 2021 (9am PST)

**Deadline for questions:** August 27th, 2021 (5pm PST)

**Response to questions posted:** August 31st, 2021 (5pm PST)

**Deadline to apply:** October 8th, 2021 (5pm PST)

**Shortlist Selected:** October 29th, 2021

- Shortlisted Artists start on conceptual designs to present in December

**Shortlisted Artists present concepts at Arts and Culture Commission Meeting:**  
December 2021

**Finalists Selected:** January 2021

Installation deliveries estimated April through December 2022.

## HOW TO APPLY

Applications will be received via **Submittable:**  
<https://lebasseprojects.submittable.com/submit>



# LOCATIONS

## 1 ARTS AND ENTERTAINMENT DISTRICT

Gateway Installation - \$550,000

## 2 ARTSAKH AVE

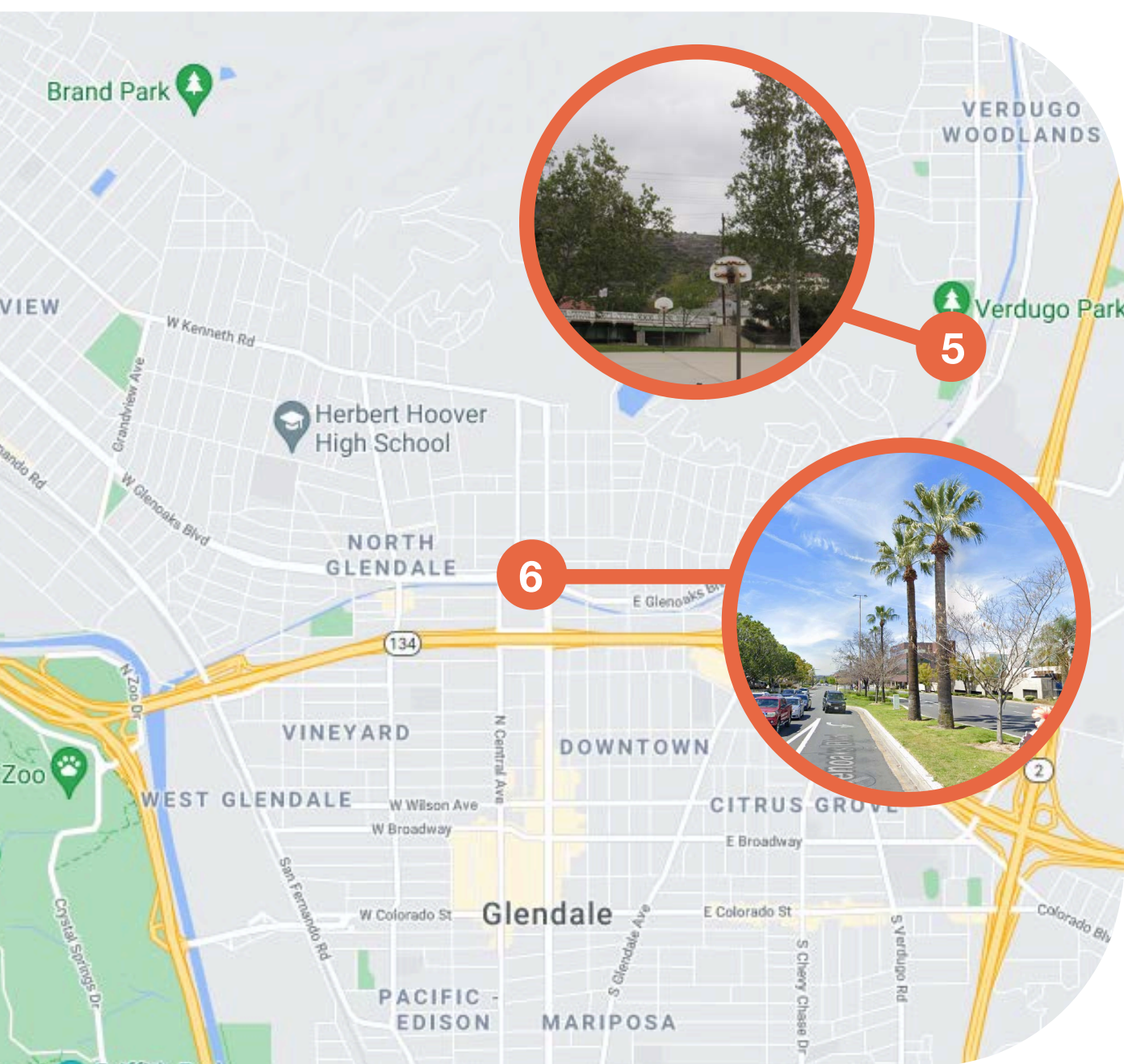
Overhead Installation - \$500,000

## 3 ARTSAKH AVE

Ground Level Installation - \$100,000

## 4 CENTRAL PARK / ARMENIAN MUSEUM

Ground Level Installation - \$100,000



## 5 VERDUGO PARK

Ground / Building Mural - \$50,000

## 6 GLENOAKS / BRAND BLVD

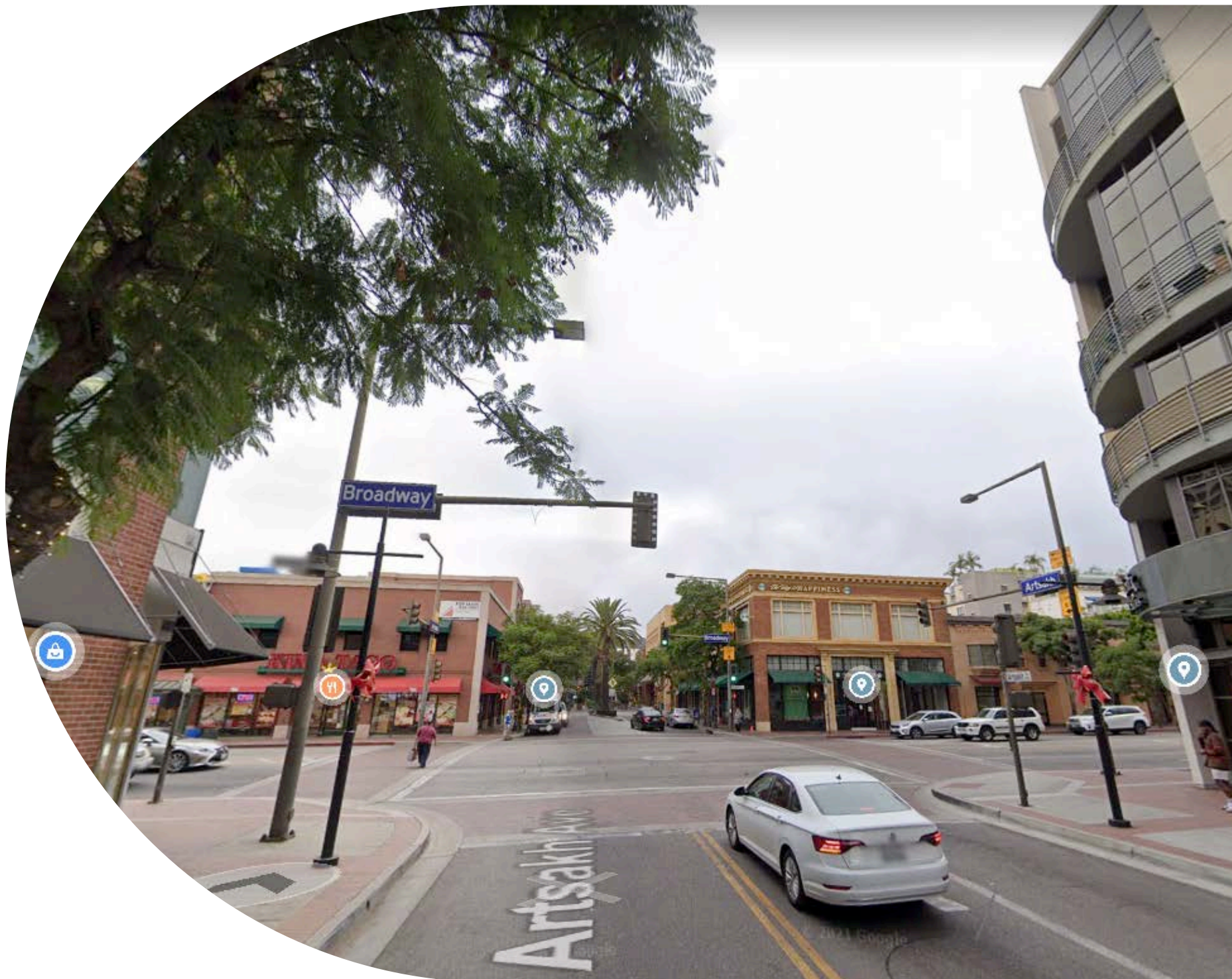
Median Installation - \$100,000



# OPPORTUNITY 1 | ARTS AND ENTERTAINMENT DISTRICT

## GATEWAY INSTALLATION

*Budget \$550,000*



Located near the intersection of E Broadway and Artsakh Ave within Glendale's Arts and Entertainment District, this large installation will be a bold gateway along Artsakh Ave. The installation will be featured in the upcoming remodeled Artsakh Ave streetscape, placing it in the center of outdoor dining spaces, public gathering areas, local businesses, retail and restaurants.

This location and project is calling for an Artist or Artist Team to deliver a monumental and iconic gateway installation or sculpture that would potentially span the street.



## OPPORTUNITY 2 | ARTSAKH AVE

### OVERHEAD INSTALLATION

*Budget \$500,000*



The overhead installation will be located within Artsakh Ave, as both an active and engaging art piece and a shade structure for the public to enjoy in the future outdoor plaza. Due to the location of the installation, the design must be in compliance with Glendale Fire Code. The plaza will include outdoor seating, gathering areas, and nearby businesses, encouraging heavy foot traffic and creating a space the overhead installation will be highly visible.

This location and project is calling for an Artist or Artist Team to deliver an overhead installation that can potentially act as a landmark to the area. Options that provide some potential shade or lighting are highly desirable.



## OPPORTUNITY 3 | ARTSAKH AVE

### GROUND LEVEL INSTALLATION

*Budget \$100,000*



This ground level installation will be located within the upcoming remodeled Artsakh Ave streetscape, featured in the public outdoor plaza. The plaza will include outdoor seating, gathering areas, and nearby businesses, encouraging heavy foot traffic and creating a space the ground level installation will be highly visible and interacted with.

This location and project is calling for an Artist or Artist Team to deliver a ground level sculpture that can be directly viewed by the public. Options including new media, lighting elements or interactivity are highly recommended.



## OPPORTUNITY 4 | **CENTRAL PARK / ARMENIAN MUSEUM**

### **GROUND LEVEL INSTALLATION**

*Budget \$100,000*



Located between Glendale Central Library and the upcoming Armenian Museum, the art installation at Glendale Central Park will be an iconic and stimulating art piece for the community and visitors. With many people passing by, coming to and from the Museum and Library, or enjoying the open greenery of the Park, this location is perfect for an active installation for the public to engage with.

This location and project is calling for an Artist or Artist Team to deliver a ground level sculpture that can be directly viewed by the public. Options including new media, lighting elements or interactivity are highly recommended. Cultural connection and dialogue with the Armenian Museum will be strongly considered.



## OPPORTUNITY 5 | VERDUGO PARK

### GROUND / BUILDING MURAL

*Budget \$50,000*



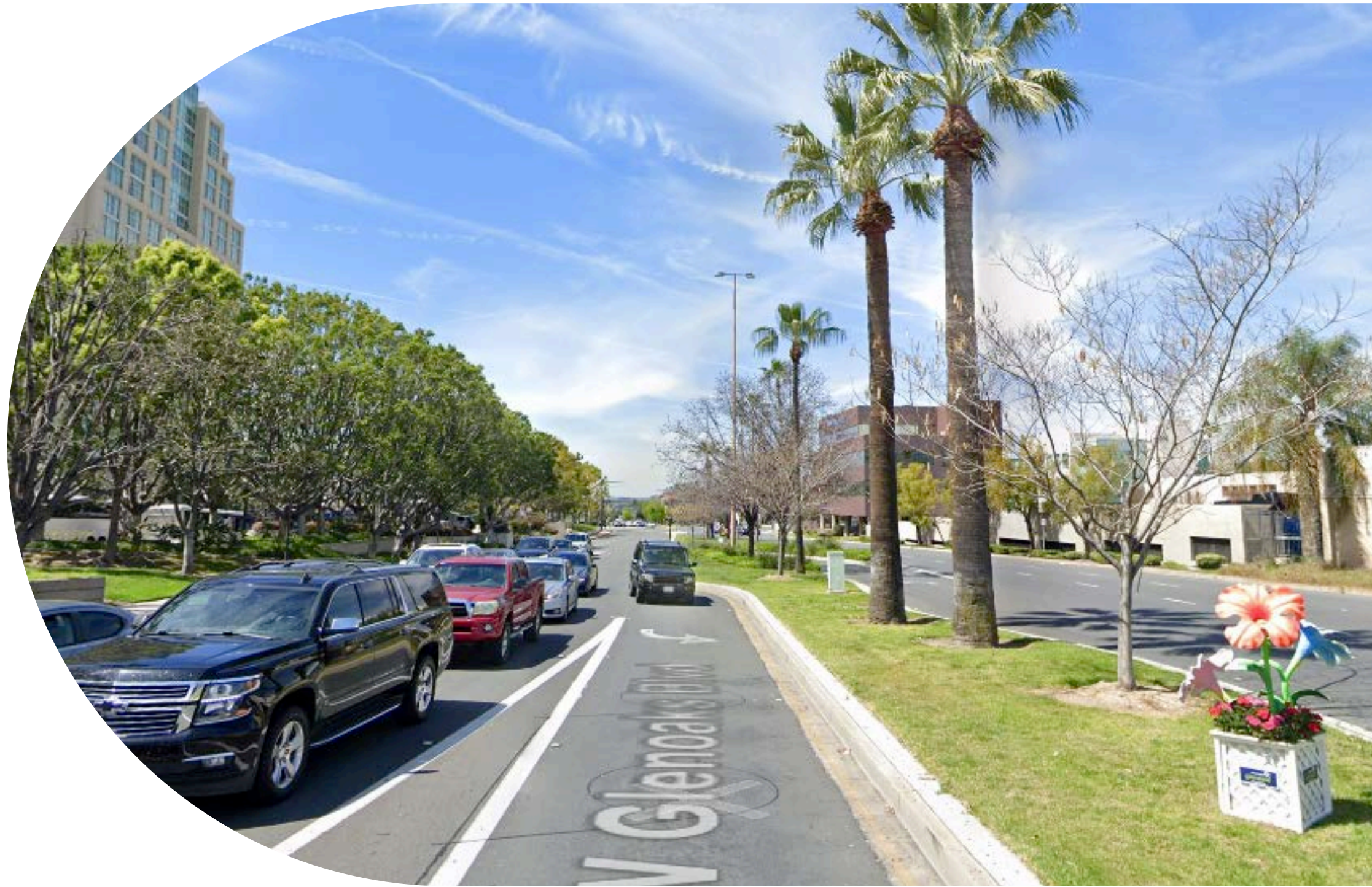
Verdugo Park is located near Glendale Community College in northern Glendale. It features a playground, skatepark, and facilities for baseball and basketball. The mural at Verdugo Park could be a bright and vibrant addition to the ground plane of the basketball court or the bathroom facilities in the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

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



### **MEDIAN INSTALLATION**

*Budget \$100,000*



Glenoaks Blvd is a roadway spanning across Glendale from its east end in Burbank through Glenoaks Canyon to the west. In North Glendale, near the intersection with N Brand Blvd, W Glenoaks Blvd sports wide medians that make great locations for an art installation. Being at a busy intersection and frequented route into Glendale, the median installation will be a bold, enjoyable statement for those driving past.

This location and project is calling for an Artist or Artist Team to deliver a sculpture that would sit within the median but provide enough visibility to create a gateway or marker to the entrance to Glendale.



# FAQS

## 1. Who can apply to the Glendale Citywide Public Landmarks RFQ?

Practicing artists or artist teams over the age of 18 can apply. The RFQ is open to all and is not restricted to any geographic location.

## 2. What qualifies as an eligible artist or artist team?

The following considerations will be strongly noted:

- Artists who can demonstrate the ability to oversee the design, fabrication and installation of public works - or who have a history of working with design/build/engineering/fabrication teams to accomplish these needs.
- Artists without previous public art experience that demonstrate an ability to manage a team to accomplish the goals are still strongly encouraged to apply.
- Artists in traditionally and historically underrepresented groups are strongly encouraged to apply.

## 3. Will artists need to propose a concept to apply?

**No, this RFQ is for qualifications only.** A shortlist of artists will be selected from the applicants to move on to the next stage of developing concepts to present to the Glendale Arts and Culture Commission. These finalists will receive a stipend for their concept design work. **Applicants should not propose a concept when applying to the RFQ.**

## 4. Can artists apply for multiple installation locations?

Yes, artists are encouraged to apply for the installation opportunities that best fit their qualifications. **Please apply only for opportunities best reflected by past work and practices.**

## 5. Will artists need to submit an application for each location?

No, **artists will only need to submit one application.** The application will allow artists to check each location they are interested in applying for.

## **6. Will artists receive a stipend for their work?**

Selected finalists will be asked to create site-specific concept designs to present to the Glendale Arts and Culture Commission. These selected artists will receive a stipend for their concept work.

## **7. Will all artists be able to look at the city contract when applying to the RFQ?**

No, only the selected finalists will be sent examples of the final contract.

## **8. When is the deadline to apply?**

The deadline to apply to the RFQ is October 8, 2021 at 5pm PST.

## **9. How should artist teams submit their CVs?**

Artists can combine their CVs into a single PDF for submission.

## **10. Is there a maximum word count for providing the associated project information under References?**

There is no maximum word count, but a short description of the project and artwork done is preferred.

## **11. If applying as an artist team, will the collective experiences of the artist team be considered, or will selection be based primarily on the work of one artist?**

Selection will be based on the collective experience of an artist team. It is more advantageous to provide experience of the team as a whole in order to showcase the work of the group.

## **12. How can artists submit the descriptions of the five work examples?**

Artists can submit five different files, one for each work example, with the description of that artwork in each of those files. Artists can also combine all work examples and descriptions into a single PDF.