

MOTION

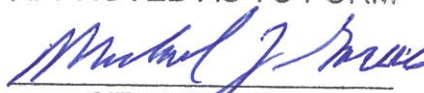
Moved by Council Member Brotman, seconded by Council Member Devine, that the Council of the City of Glendale hereby authorizes the City Manager, or a designee, to enter into and execute an Agreement for Commission of Artwork— subject to approval by the City Attorney— with Paul Cocksedge Studio, in an amount not to exceed \$550,000 dispersed from the Urban Art Program Fund, to design, fabricate, and install a public art piece entitled, "Curtain," for the Artsakh Ave. Gateway Public Art Piece, as more fully described in the Director of Library, Arts and Culture's May 10, 2022 Report to the City Council.

Vote as Follows:

Ayes:	Agajanian, Brotman, Devine, Najarian, Kassakhian
Noes:	None
Absent:	None
Abstain:	None

THE MOTION WAS ADOPTED AT THE SPECIAL CITY COUNCIL MEETING OF: TUESDAY, MAY 10, 2022.

APPROVED AS TO FORM


CITY ATTORNEY

DATE 5/12/22



CITY OF GLENDALE, CALIFORNIA REPORT TO THE CITY COUNCIL

AGENDA ITEM

Report: City-Wide Public Art Landmarks - Artsakh Avenue Gateway Public Art Piece

1. Motion authorizing the City Manager, or a designee, to enter into an Agreement for Commission of Artwork— subject to approval by the City Attorney— with Paul Cocksedge Studio, in an amount not to exceed \$550,000 dispersed from the Urban Art Fund, to design, fabricate, and install a public art piece entitled, “Curtain,” for the Artsakh Avenue Gateway Public Art Piece.

COUNCIL ACTION

Item Type: Action Item

Approved for _____ **May 10, 2022** _____ **calendar**

EXECUTIVE SUMMARY

On March 1, 2022, during the Special Meeting of the City Council, Staff presented two recommendations for landmark public art pieces to be located on Artsakh Avenue as part of the Downtown Arts and Entertainment District’s revitalization project:

- 1) Artsakh Avenue – *Overhead Public Art Piece* (located directly across from Home Goods in front of the Marketplace Parking Lot): Matthew Mazzotta Studio, for the artwork entitled, “Bountiful.”
- 2) Artsakh Avenue – *Gateway Public Art Piece* (located on the south corner of Artsakh Avenue and Broadway): Paul Cocksedge Studio, for the artwork entitled, “Curtain.”

As to the *Overhead Public Art Piece*, City Council approved “Bountiful” by Matthew Mazzotta Studio.

As to the *Gateway Public Art Piece*, City Council directed Staff to consult with Building and Safety regarding the “Curtain” artwork by Paul Cocksedge Studio, in order to assess concerns regarding pedestrian and weather safety. City Council also requested that Staff return to Council and present the other 3 finalists for the *Gateway Public Art Piece* for the Council’s consideration.

Library, Arts and Culture staff met with Building and Safety staff for a safety assessment of Paul Cocksedge Studio’s “Curtain” art piece, and for recommendations on

maintaining its safety. Staff is now returning to City Council to present that information. Also, Staff is presenting to the Council the other 3 finalists for consideration for the *Gateway Public Art Piece*.

COUNCIL PRIORITIES

Arts and Culture:

The proposed *Gateway Public Art Piece* located on Artsakh Avenue will advance the City's mission of making Glendale an arts and culture destination, in addition to providing arts and cultural experiences celebrating the community's diverse cultures, values and heritage.

Economic Vibrancy:

The proposed public art piece will encourage tourism in Glendale which potentially can increase visitation and patronage for nearby restaurants and businesses.

RECOMMENDATION

Adopt the Motion authorizing the City Manager, or a designee, to enter into an Agreement for Commission of Artwork with Paul Cocksedge Studio, as originally recommended by the Arts and Culture Commission, to design, fabricate, and install a public art piece entitled, "Curtain," for the Artsakh Avenue Gateway Public Art Piece, in an amount not to exceed \$550,000 dispersed from the Urban Art Fund.

BACKGROUND

On October 20, 2020, the Council approved a Motion, upon the Arts and Culture Commission's recommendation, authorizing the Interim City Manager to enter into and execute a Professional Services Agreement with LeBasse Projects (LBP Consulting, LLC), in an amount not to exceed \$300,000 dispersed throughout three fiscal years (FY 20/2021, FY 2021/22 and FY 2022/23), from the Urban Art Fund, for professional public art procurement and management services for the commission of up to ten long-term to permanent pieces of artwork in all parts of Glendale where public space may be available and/or feasible.

In February 2021, LeBasse Projects began working with Staff to develop a project plan for establishing recommendations for proposed public art locations throughout the City.

On May 20, 2021, LeBasse Projects presented their proposed strategic plan to the Arts and Culture Commission, and recommended locations for public art within the City. During this meeting, the Commission chose 6 locations for an initial City-Wide Public Art Request for Qualifications (RFQ) process:

1. Artsakh Ave. Gateway Public Art Piece
2. Artsakh Ave. Overhead Public Art Piece
3. Artsakh Ave. Ground-level Sculpture

4. Central Park Ground-level Sculpture
5. Glenoaks Blvd. / Brand Blvd. Median Sculpture
6. Verdugo Park Ground/Building Mural

On August 16, 2021, LeBasse Projects released a City-Wide Public Art Landmarks RFQ via the online application collection website, Submittable. The RFQ's set out the following three criteria for evaluating and scoring of Artists:

- (1) Artistic Qualifications (strong artistic ability and experience);
- (2) Public Engagement / Community Outreach (connectivity to the community in their work); and
- (3) Cultural Equity ("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.").

LeBasse Projects also reached out to several local and international artists regarding this opportunity. The RFQ closed on October 8, 2021, and Staff received 256 applications for consideration.

On September 16, 2021, the Arts and Culture Commission appointed Chairperson Sue Bell Yank to represent the Commission on an Artist Review and Selection Committee to review applications for the City-Wide Public Art Landmarks RFQ.

In November 2021, the Committee met to review applications and discussed recommendations for finalists to submit design concept proposals for two opportunities: Artsakh Ave. Overhead Public Art Piece and Artsakh Ave. Gateway Public Art Piece.

In December 2021, LeBasse Projects proceeded to work with 8 artists/artist teams to submit design concept proposals for the aforementioned opportunities.

On January 28, 2022, the Arts and Culture Commission reviewed a total of 8 design concept proposals for the Artsakh Ave. Overhead Public Art Piece and Artsakh Ave. Gateway Public Art Piece, and agreed on a First Recommendation, and an Alternate Recommendation for the two locations.

On March 1, 2022, during the Special Meeting of the City Council, Staff presented two recommendations for landmark public art pieces to be located on Artsakh Avenue as part of the Downtown Arts and Entertainment District's revitalization project:

- 1) Artsakh Avenue – *Overhead Public Art Piece* (located directly across from Home Goods in front of the Marketplace Parking Lot): Matthew Mazzotta Studio, for the artwork entitled, “Bountiful.”
- 2) Artsakh Avenue – *Gateway Public Art Piece* (located on the south corner of Artsakh Avenue and Broadway): Paul Cocksedge Studio, for the artwork entitled, “Curtain.”

As to the *Overhead Public Art Piece*, City Council approved “Bountiful” by Matthew Mazzotta Studio.

For the *Gateway Public Art Piece*, the Arts and Culture Commission had agreed on Paul Cocksedge Studio’s “Curtain” as a First Recommendation to the Council, and Christian Moeller Studio’s “Clip” as an Alternate Recommendation. However, City Council directed Staff to consult with Building and Safety regarding the “Curtain” art piece, in order to assess concerns about pedestrian and weather safety.

The Council also requested that Staff return to Council and present the other 3 finalists for the *Gateway Public Art Piece* for the Council’s consideration.

ANALYSIS

In March 2022, Paul Cocksedge Studio provided updated renderings of the “Curtain” proposal which are superimposed on a photo of the current view of Artsakh Avenue and are shown below. Although Studio 1:11 will be creating updated design renderings for Artsakh Avenue, Paul Cocksedge Studio used current photos of the street for reference.





On March 23, 2022, Library, Arts & Culture Staff and LeBasse Projects met with Building and Safety staff to discuss Paul Cocksedge Studio’s “Curtain” proposal.

Building and Safety staff reviewed the initial design proposal and felt that the proposed design was structurally feasible, and that if the artwork was fabricated and engineered by a California licensed company, staff felt confident that the proposed artwork:

- Could withstand Glendale weather patterns (i.e., large gusts of wind);
- Would not cause any safety concerns for pedestrians/constituents; and
- Would not cause any visual concerns (since the artwork would be white powder coated, and any evening lighting would only be ambient soft light).

Building and Safety staff did state that the artwork would need to meet the following standards:

- The overall artwork and “ribbon” pieces would be required to meet the minimum and maximum height requirements (per the Glendale Fire Department and Public Works Department); and
- The artwork would need to meet all code requirements and inspections from various departments.

Building and Safety staff also recommended that the fabricator do a maintenance check once per year in order to check structural connections of the public art piece (e.g., ribbons and any other pieces).

Below, for the City Council's consideration, are the other 3 finalists for the Artsakh Avenue Gateway Public Art Piece opportunity which the Arts and Culture Commission evaluated:

"Clip" by Christian Moeller Studio, LLC (Alternate Recommendation by the Arts and Culture Commission)



"Vortex" by Futureforms Studio



“Sky Lantern” by James Carpenter Design Associates



STAKEHOLDERS/OUTREACH

LeBasse Projects, the City’s Public Art Consultant, reached out to several artists/artist teams within their networks for these opportunities. Staff also administered direct strategic outreach to artists/artist teams for these opportunities. The RFQ also was posted on the Arts and Culture Commission’s website (www.glendaleartsandculture.org), shared via social media, and sent to the Arts and Culture Commission’s e-newsletter list.

FISCAL IMPACT

The Artsakh Avenue *Gateway Sculpture* will cost \$550,000, which was approved as a part of the FY 2021-2022 budget. No new appropriation is being requested at this time. The City Council approved funding is outlined below:

Existing Appropriation		
Amount	Account String	Funding Source
\$550,000	43110-2100-LAC-0010-P4148	Urban Art Fund

ENVIRONMENTAL REVIEW (CEQA/NEPA)

Under California Code of Regulations, Title 14, Section 15301, the proposed monuments

on Artsakh Avenue are categorically exempt from California Environmental Quality Act (CEQA) review as a Class 1 Existing Facilities project (Minor Alterations to Structures or Facilities) that consists of the operation or minor alteration of existing public structures, facilities, or topographical features, involving negligible or no expansion of existing or former use. Installing the monuments would not involve anything other than minor alterations to existing landscapes or hardscaped areas on existing public property.

In addition, Under California Code of Regulations, Title 14, Section 15304, the proposed monuments are categorically exempt from California Environmental Quality Act (CEQA) review as a Class 4 Existing Facilities project (Minor Alterations to Land) that entails minor public or private alterations in the condition of land, water, and/or vegetation which do not involve the removal of healthy, mature, or scenic trees. Installing the monuments would not involve the removal of any trees, and would not involve anything other than minor alterations to existing landscapes or hardscaped areas on existing public property.

CAMPAIGN DISCLOSURE

This item is exempt from campaign disclosure requirements.

ALTERNATIVES

Alternative 1: The City Council may adopt a Motion authorizing the City Manager, or a designee, to enter into an Agreement for Commission of Artwork— subject to approval by the City Attorney— with Paul Cocksedge Studio, in an amount not to exceed \$550,000 dispersed from the Urban Art Fund, to design, fabricate, and install a public art piece entitled, “Curtain,” for the Artsakh Avenue Gateway Public Art Piece.

Alternative 2: The City Council may decline to adopt the Motion.

Alternative 3: The City Council may consider any other alternative not proposed by staff.

ADMINISTRATIVE ACTION

Prepared by:

Jennifer Fukutomi-Jones, Principal Library, Arts & Culture Administrator

Approved by:

Roubik R. Golanian, P.E., City Manager

EXHIBITS/ATTACHMENTS

EXHIBIT A – City-Wide Public Art Landmarks RFQ

EXHIBIT B – “Curtain” Design Concept Proposal by Paul Cocksedge Studio

EXHIBIT C – Arts and Culture Commission Regular Meeting – Artsakh Avenue Gateway Public Art Piece Recommendation Motion (1.28.22)

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

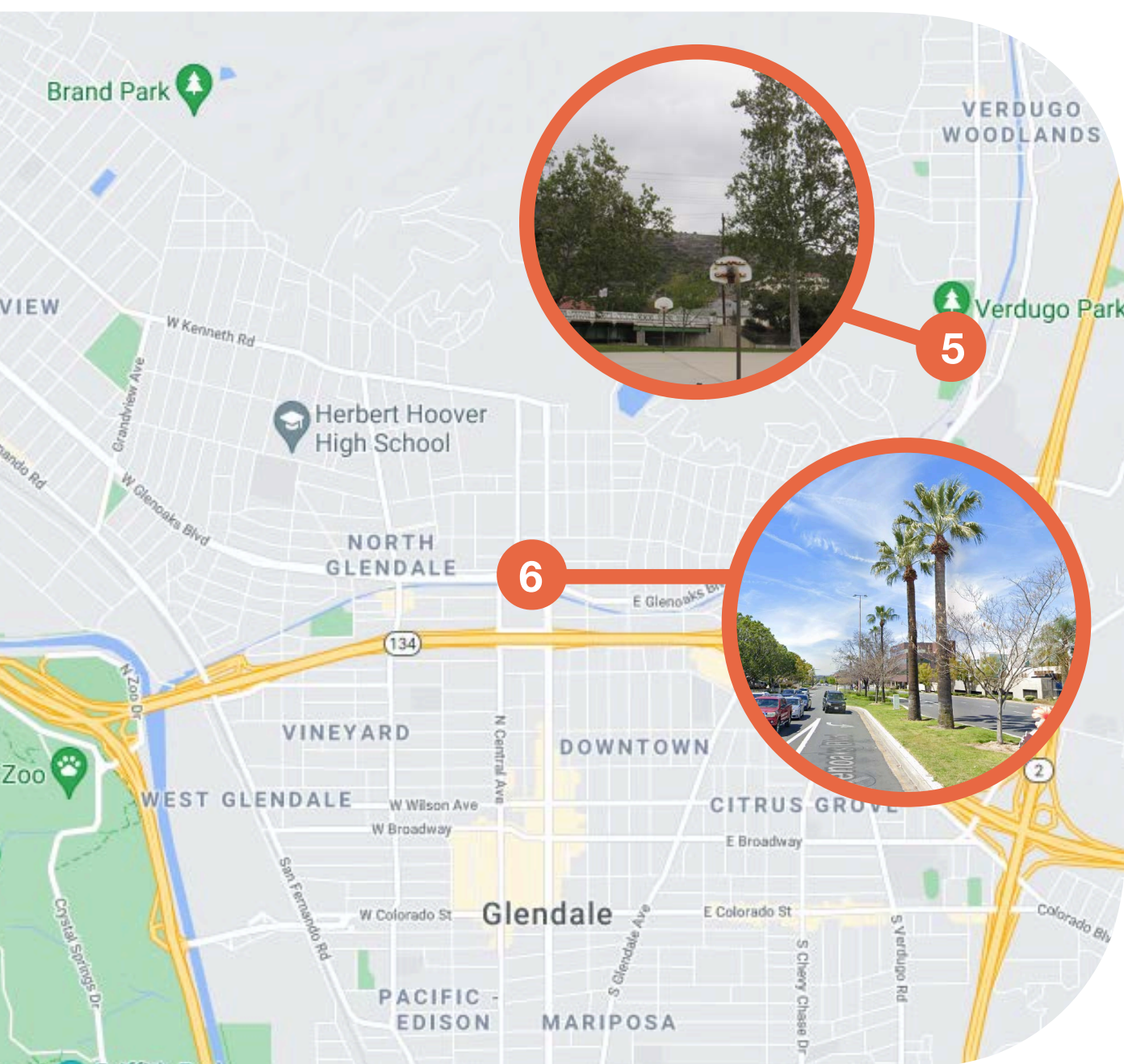
Overhead Installation - \$500,000

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

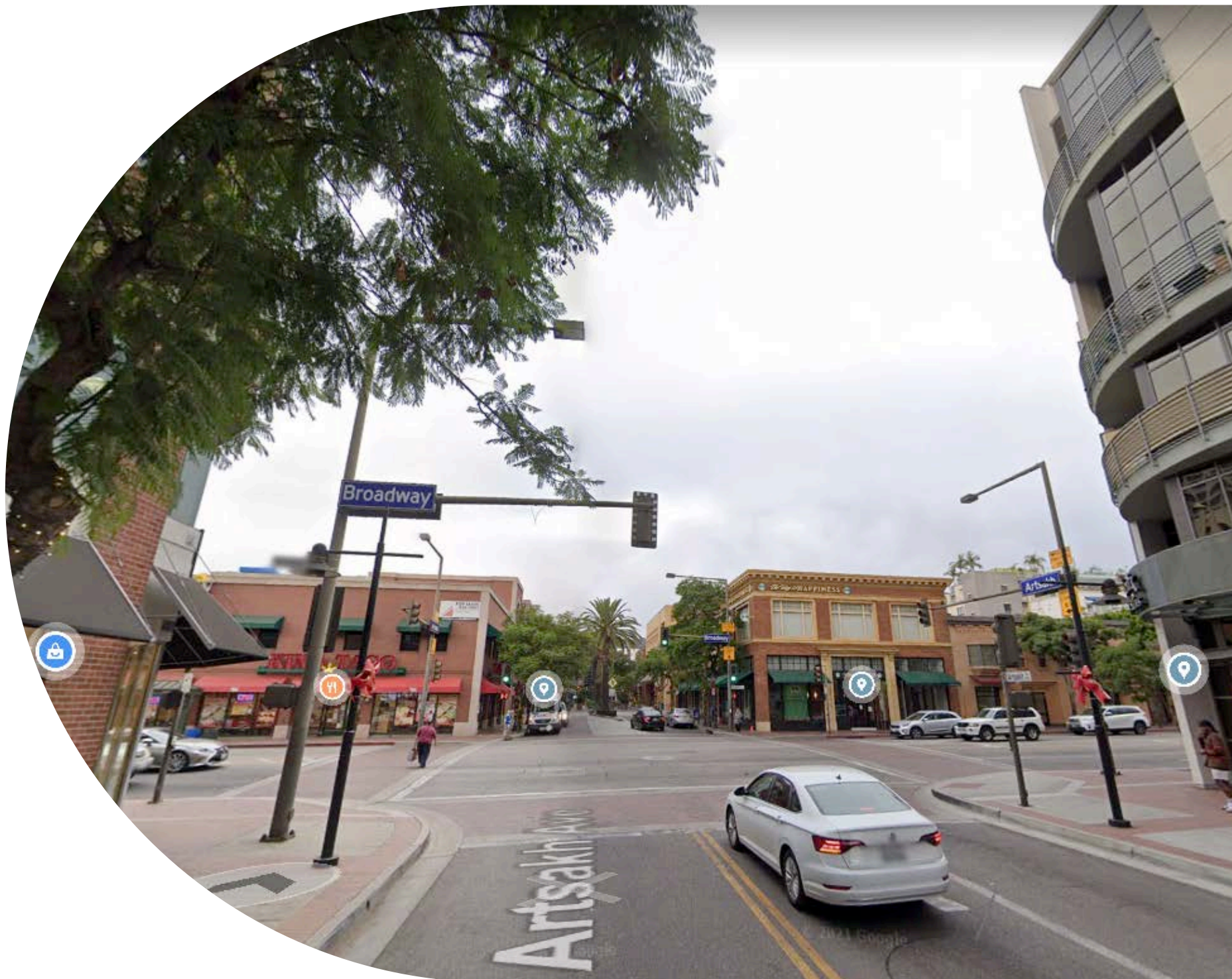
6 GLENOAKS / BRAND BLVD

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

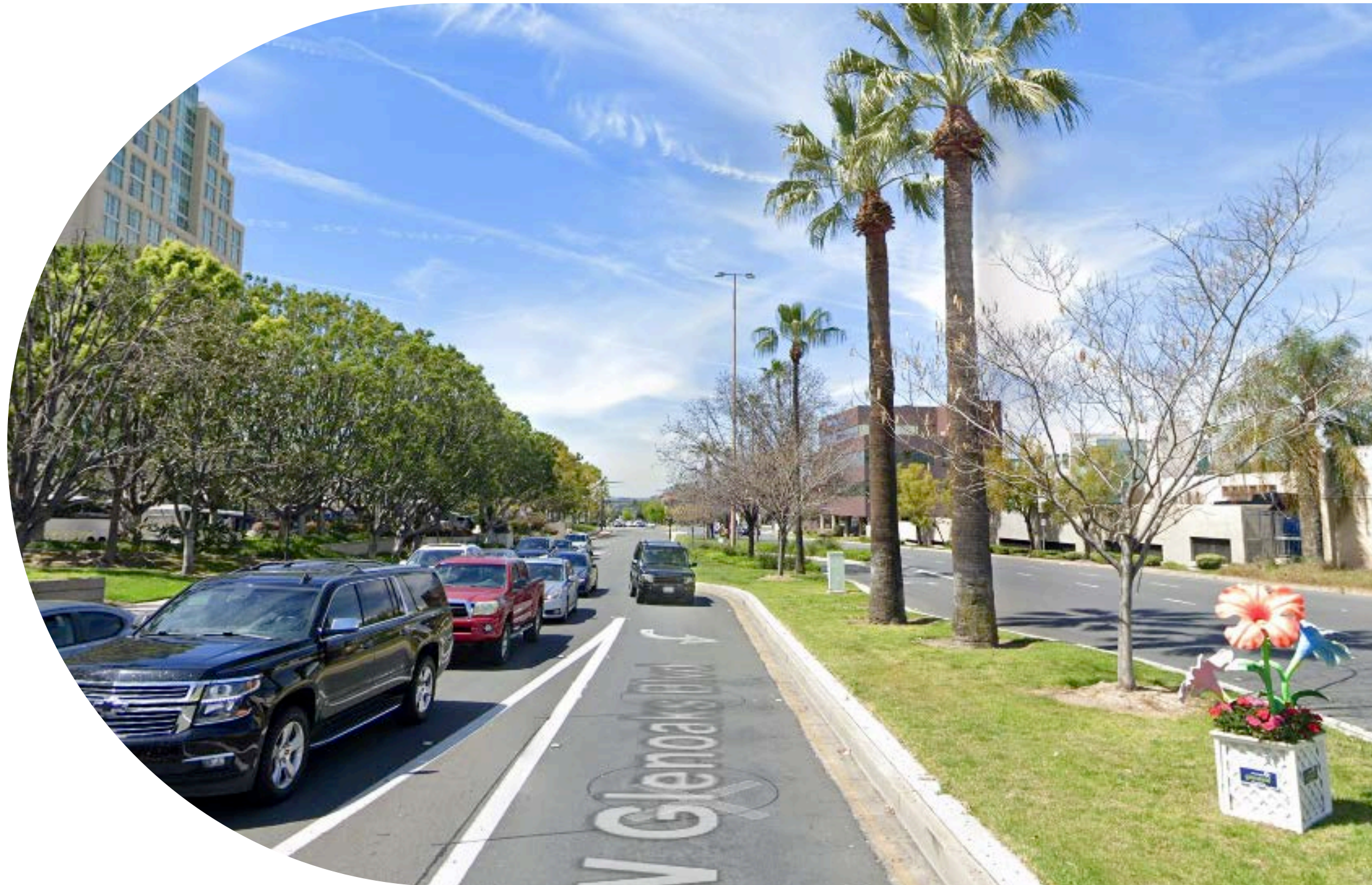


Verdugo Park is located near Glendale Community College in northern Glendale. It features a playground, skatepark, and facilities for baseball and basketball. The mural at Verdugo Park could be a bright and vibrant addition to the ground plane of the basketball court or the bathroom facilities in the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

GLENDALE

CITYWIDE PUBLIC ART LANDMARKS RFP
GATEWAY PROPOSAL

Curtain

21 April 2022

PAUL COCKSEGE STUDIO®

ABOUT US



PAUL COCKSEGE STUDIO®

Paul Cocksedg Studio was founded in 2004 in London and has established a reputation for its original and innovative design - winning awards nationally and internationally. We're known for our **people-centred approach**, as well as our willingness to push the boundaries of materials and manufacturing processes. Over the last decade, we've designed products, architectural installations, and several major public art pieces for locations around the world. We have more than **17 years' experience** delivering public art projects, which includes permanent art installations for the **Lois Eskenazi Museum of Art in Indianapolis**, as well as the **City of Norman, Oklahoma**.

Our work often speaks to **communities, engaging** people and **transforming** their experience of the world around them. For example, **Please Be Seated** - a public art piece commissioned by **British Land** and London Design Festival - which was installed in the largest pedestrianised neighbourhood in London, and designed to inhabit the public space without disrupting the flow of movement.

We have extensive experience working in the public realm which includes collaborating with property developers, cultural clients, governmental organisations, architects, landscape architects, planners and engineers. We understand how to meet tight deadlines without compromising on our creative approach. Our approach is to prioritise durability, designing pieces that are long-lasting, energy efficient and easy to maintain - using natural materials where possible.



CONTACT DETAILS:

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+44 7796 081365

TIMELOOP

PAUL COCKSEGE

Created in partnership with Sino Group, Time Loop is an installation designed for Hong Kong's Yue Man Square. It takes inspiration from the rich history of the surrounding Kwun Tong district, created as an infinite loop that echoes the constant change and pace of life in the city. Passersby can sit on the artwork, which frames views of the surrounding architecture and is engraved with an 'infinite' poem reflecting on the passage of time.

"I can't wait to see the human form bringing life to the artwork. When people sit on Time Loop they become part of the

movement of the city, as well as its transformation. It reflects a place that's endured for many years but remains constantly moving and evolving. And that's the symbolism of the form," says Paul Cocksedg.

The piece is a gift from Sino Group to Hong Kong as the company celebrates its 50th anniversary, and is made from sustainably sourced timber.

ARTWORK TITLE	TimeLoop
LOCATION	Kwun Tong, Hong Kong
CLIENT	Sino Group
BUILD	UAP
MEDIA	Steel, wood, concrete
YEAR	2021



PLEASE BE SEATED

PAUL COCKSEGE

Please Be Seated was a landmark commission for London Design Festival and British Land, located in the busy thoroughfare of Finsbury Avenue Square. It was designed as a rippling wave of wood that rises up to form arches for people to walk through, and curves under to create spaces for people to sit, lie, and relax.

"This piece was an instinctive response to the space and the rhythm of people through it, based on early sketches by hand," says Paul Cockledge. "It solves the practical problem of creating an artwork that fills a public square and engages passersby, without obstructing the space."

Paul Cockledge Studio partnered with Essex high-end interior company White & White and Arup to create the first edition of Please be Seated, which was made from 1,152 reclaimed scaffolding boards. Each one was planed, sanded, and cut to become part of a series of huge curves and concentric circles. The piece was located in the heart of London's Broadgate - a diverse hub connecting innovation and finance.



ARTWORK TITLE	Please Be Seated
LOCATION	London, UK
CLIENT	British Land and London Design Festival
BUILD	White & White
MEDIA	Recycled wood planks & steel
YEAR	2019
BUDGET	we are not in a position to disclose this as it's confidential information



MANUSCRIPT

PAUL COCKSEGE

Paul Cockledge was invited to create a major installation which was a key highlight of the First Beijing International Design Triennial, which featured London as its guest city.

Sited on Chang'An Avenue, the main east-west axis of the city, this temporary piece has been designed to be explored visually and physically by visitors to the China Millennium Monument, a cultural and events complex built to celebrate the turn of the millennium.

Passers-by can sit and rest on the curved sheets and absorb the

pages of poetry in one of the world's most impressive public spaces.

Entitled Manuscript, the sculptural design celebrates a wonderful Chinese invention, manuscript paper, the foundation of global literature and communication. It follows Cockledge's ongoing interest in this inspirational material, and his investigations into its morphological potential.



ARTWORK TITLE	Manuscript
LOCATION	Beijing, China
CLIENT	Beijing Design Week
BUILD	PCS
MEDIA	Steel
YEAR	2011



BOURRASQUE

PAUL COCKSEGE

In this installation, Paul Cocksedgè has combined his interest in the nature and morphology of paper with a subject that has long been an important element of his design work: light.

As with all Paul's work, Bourrasque shows an acute sense of the role of technology in design, combined with a characteristic lightness of touch, with elegance and joy.

Paul Cocksedgè explains: 'I've been fascinated for a long time by the various properties of light: how it emanates, how it diffuses, bends, reflects, and scatters. With these EL sheets I've been

able to explore much further the idea of light as a flat object, as something touchable and malleable - not housed in a glass bulb or a neon strip, but an object you can bend and twist - and almost see it come alive in your hands...'

ARTWORK TITLE

Bourrasque

LOCATION

Lyon, France

CLIENT

City Council of Lyon

BUILD

PCS

MEDIA

Electroluminescent material

YEAR

2011



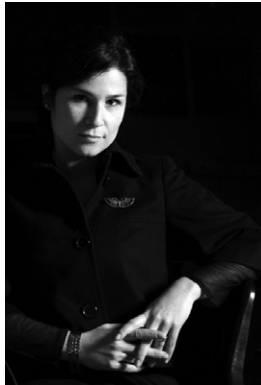
PAUL COCKSEGE STUDIO®

BIOGRAPHY



Paul Cocksedg

Years of Experience - 19
Qualifications
MA Product Design,
Royal College of Art (2002)



Joana Pinho

Years of Experience - 19
Qualifications
MA Communication in Art &
Design, Royal College of Art
(2002)

Paul Cocksedg Studio was founded in 2004 by Paul Cocksedg and Joana Pinho. With a strong and dedicated team of collaborators, the studio has won national and international acclaim for its original and innovative design, underpinned by research into the limits of technology, materials and manufacturing processes.

A key feature of our work, in everything from product design and architectural projects to installations and sculpture, is a focus on simplicity and imagination in order to create unique people-centred designs. At the core of this focus lies an unrelenting attention to detail, a willingness to question previous assumptions about design, and an eagerness to take on a wide-ranging array of projects.

The studio works on projects across the world, dealing with a variety of different objectives, budgets and regulations.

Adaptability is at the heart of every project we take on, large or small. Through effective planning and close collaboration with clients and stakeholders, we bring a high level of expertise to every part of the design process.

Our clients include British Land, Swire Properties, Swarovski, Fendi, NHS, BMW, City of Norman, Indiana University Bloomington, as well as private clients, and our work is included in collections at the V&A, MoMA and Vitra Design Museum. Our work has received accolades from Wallpaper*, the Design Museum, Homes & Gardens and the German Design Council.

Awards

- 2018 Winner of 'Best Last Word' for the 'Excavation' 2018 Wallpaper Design Awards
- 2018 'Excavation' project nominated for Beazley Designs of the Year 2018
- 2018 Finalist, Design of the British Pavilion, Dubai Expo 2020
- 2014 ELLE Decoration British Design Awards nomination in the Best British Sustainable Design Category with 'The Vamp'
- 2014 Moët Hennessy PAD London prize 2014 for best Contemporary Design Object with the 'Poised Table'
- 2014 The Homes & Gardens Award for best Product and Innovation Designer with 'The Vamp'
- 2014 Winner of the Lighting category for 'Shade' by Flos - Elle Decoration China, Elle Deco International Design Awards
- 2013 Illumni Infinity Award (Gold) for 'Bourrasque'
- 2011 German Design Council Awards to BMW for 'Sestosenso'
- 2009 Grand Designs Awards for 'Best Lighting Design' Finalist
- 2008 Brit Insurance 'Designs of the Year' Award nomination
- 2004 Design Museum's Designer of the Year' Award nomination

- 2003 The Bombay Sapphire Glass Prize, 1st Prize

Museum and Public Collections

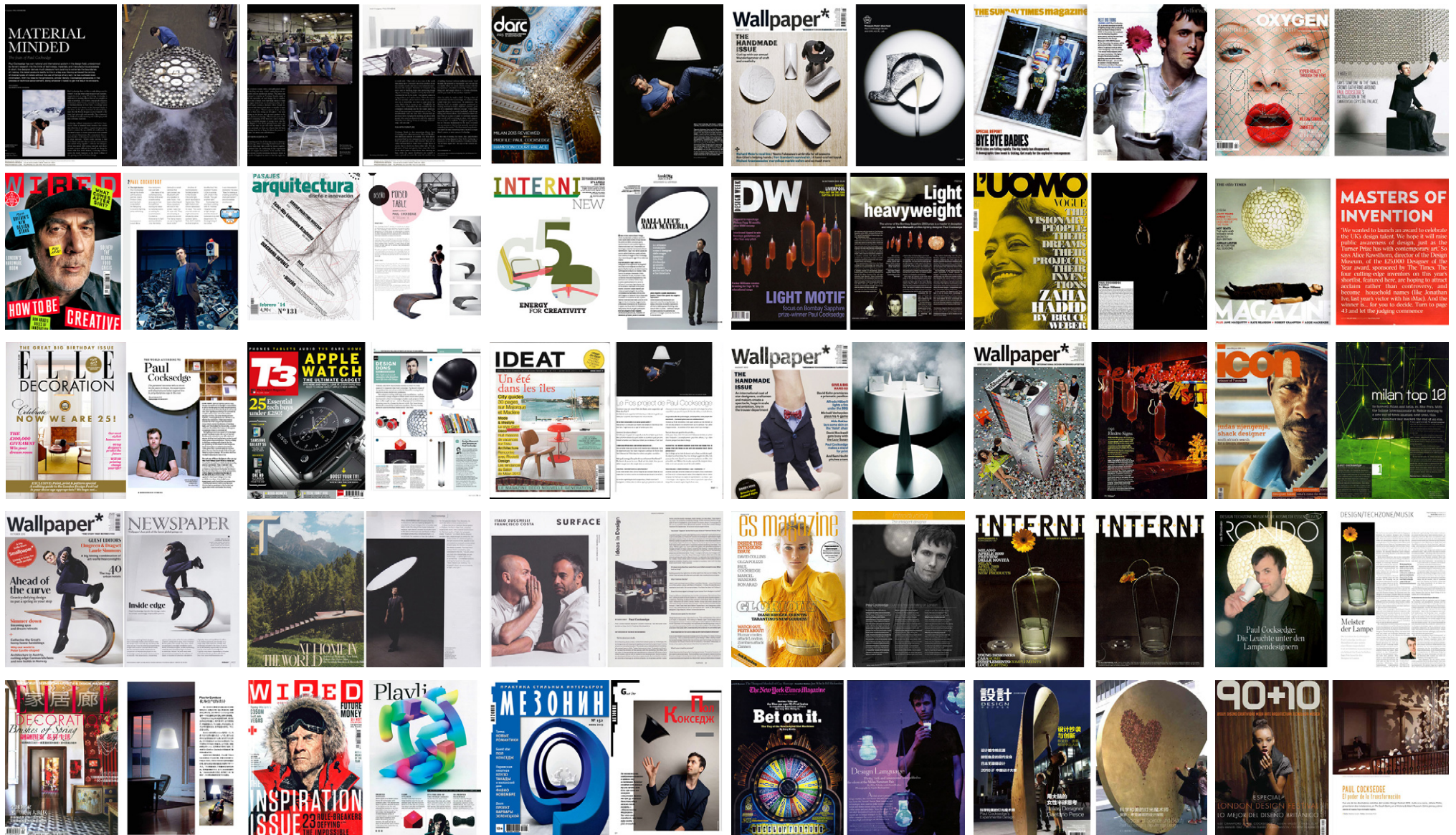
British Council, London
Die Neue Sammlung, Munich, Germany
London Design Museum, London
Museum of Arts and Design, New York
Museum of Modern Art, New York
Victoria & Albert Museum, London
Vitra Design Museum, Germany

Selected Solo Exhibitions, Installations and Architectural Projects

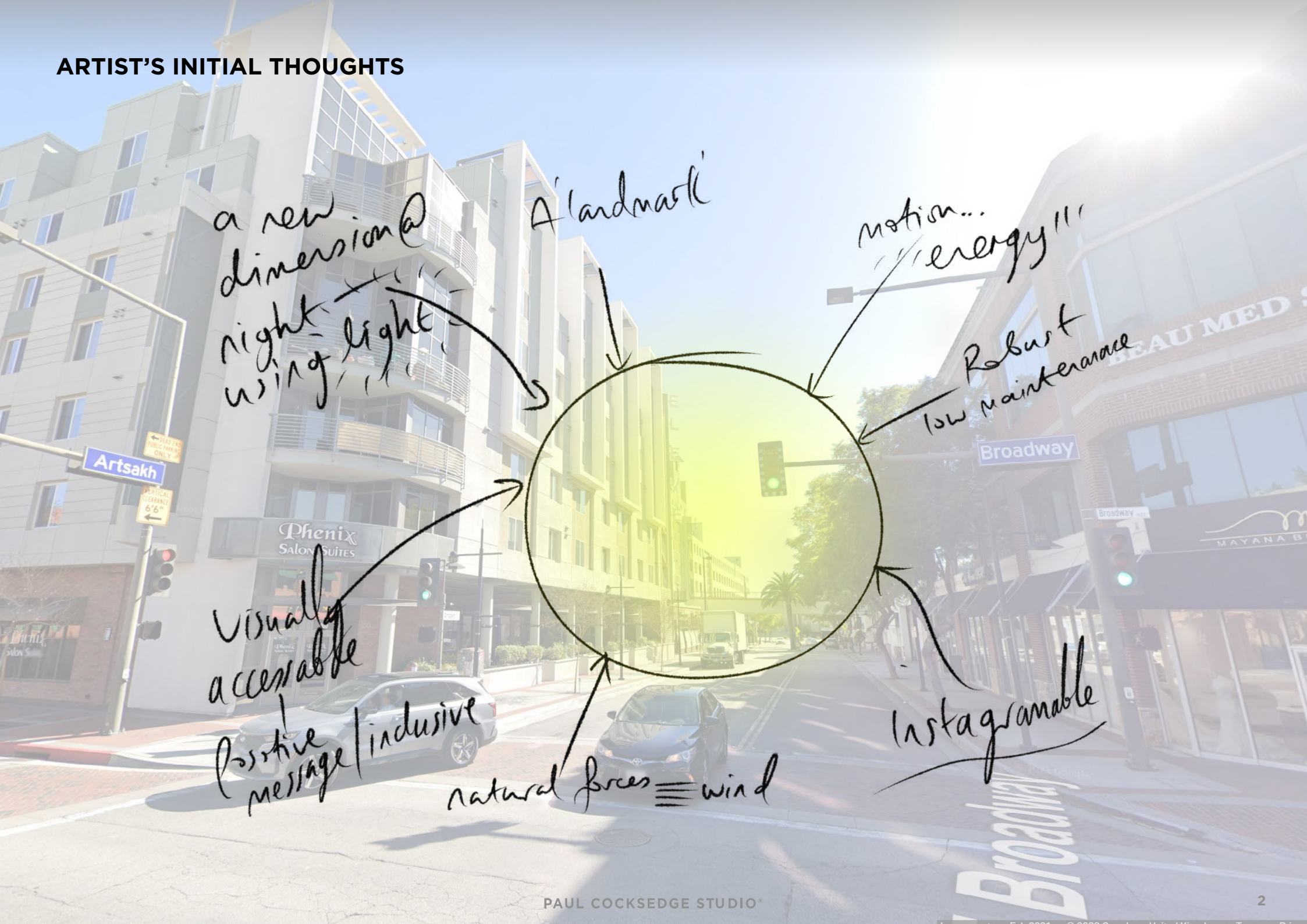
- 2021 'Time Loop' public art installation commissioned by Sino Group for Kwun Tong, Hong Kong
- 2021 'Please Be Seated' China edition, public art installation for Swire Properties
- 2021 'Why Run store' interior, Milan, Italy
- 2021 'Gravity Chandelier' for Moooi
- 2021 'Performance' solo exhibition at Friedman Benda New York
- 2020 'Slump' solo exhibition at Carpenters Workshop Gallery, London
- 2020 'Here Comes The Sun', open-source design personal project
- 2019 'Unbound', public art for Norman Public Library, OK, USA
- 2019 'Gust of Wind', art installation for Indiana University Bloomington, USA
- 2019 Please Be Seated, public art for Broadgate, British Land, London
- 2019 'Spectrum', design of VIP Lounge for Swire Properties, Art Basel Hong Kong
- 2018 'Breathe', in collaboration with The Estée Lauder Companies for China Xintiandi, Shanghai
- 2018 'Orbits' for COS store, Coal Drops Yard, London
- 2017 'Excavation: Evicted' at Salone di Mobile, Milan, Italy
- 2015 'Freeze' at Friedman Benda, New York

WEBSITE: www.paulcocksedgestudio.com

SOCIAL MEDIA: @paulcocksedge



ARTIST'S INITIAL THOUGHTS

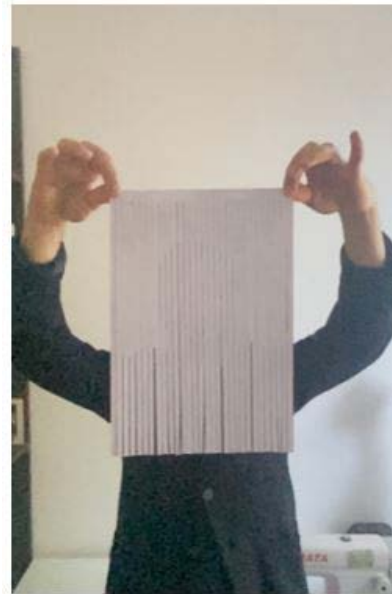


CONCEPT SKETCH & INSPIRATION



feel

Inspiration



This sculpture serves as a portal to the site, resembling a piece of fabric that's been caught in the wind and frozen in time. It brings a sense of energy and direction to the surrounding area, as well as a feeling of being welcomed in. Each metal line could be engraved, with words that reference the surrounding area in some way.

“This outdoor sculpture is a celebration of natural forces, and the joy of being outdoors. I believe public art should prompt an emotional reaction, and connect with as many people as possible.”

PAUL COCKSEGE



Phenix
Salon Suites

BEAU MED SPA

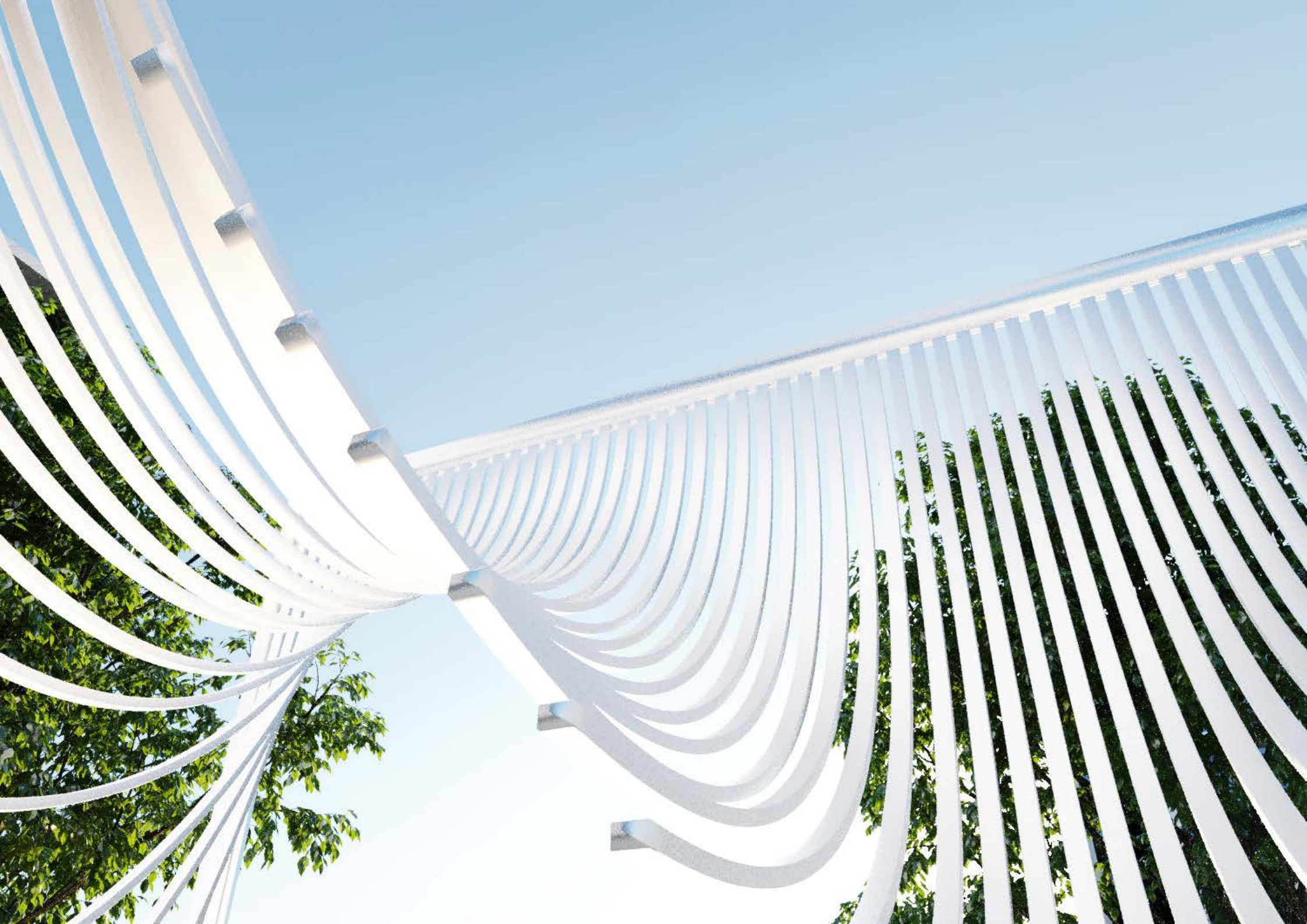
Broadway

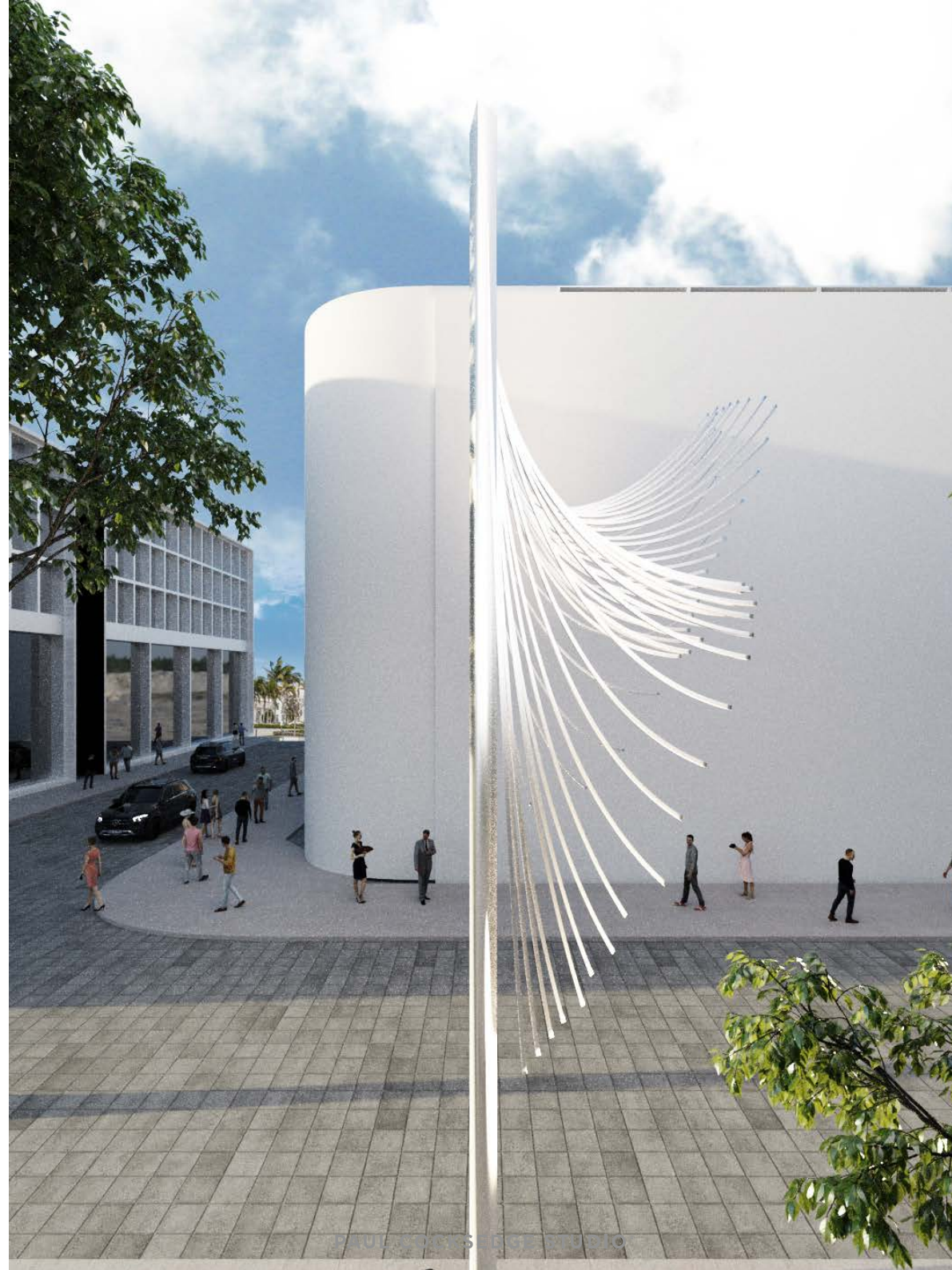
mb
MAYANA BRIDALS

AVAILABLE
TRINITY CITY
Arthur Mangassarian
(818) 549-9000
710 SF TO 2100 SF
OFFICE / 1/2





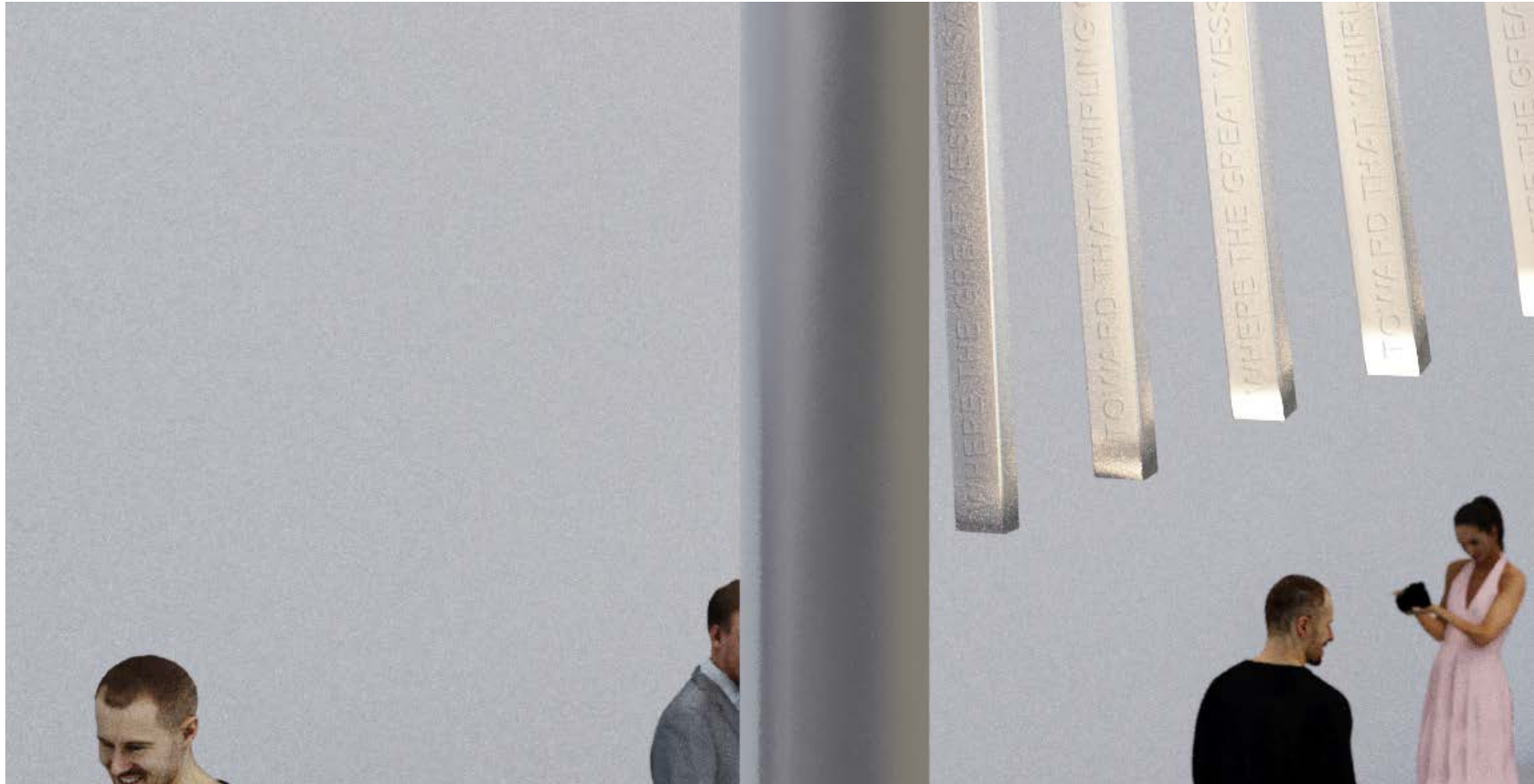




LED LIGHTING



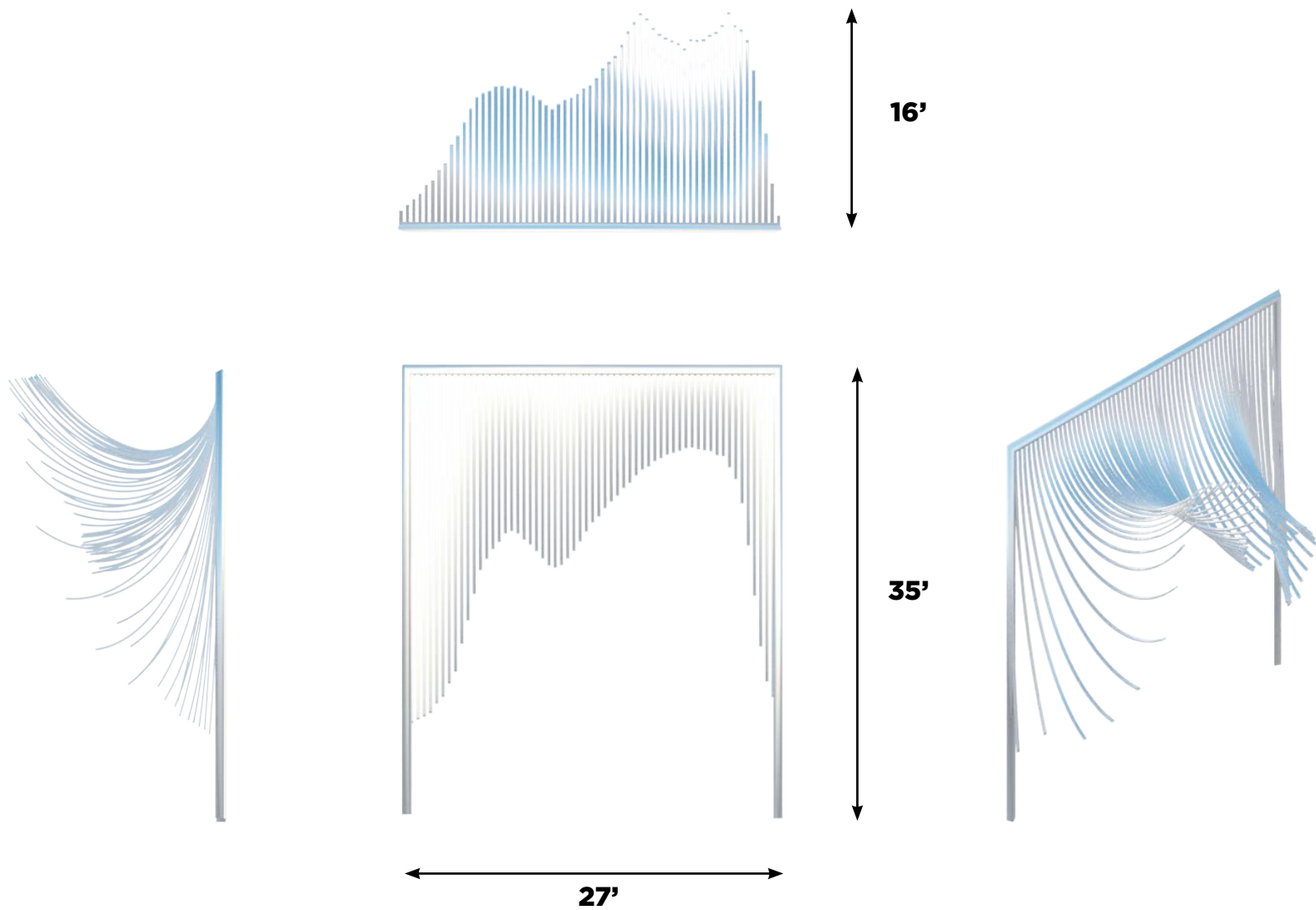
ENGRAVING DETAIL



We could use poetry as an extra element in this piece, inscribing verses on the edge of the metal lines so that words run throughout the artwork. This poem, or set of poems, could create a direct connection with the community - perhaps written by a local poet or writer, as well as based on and inspired by the City of Glendale and its initiative to become a prime arts and culture destination.

MATERIAL & DIMENSIONS

material: brushed stainless steel



FABRICATION METHODOLOGY

Note that our Scope, Approach and Pricing are preliminary, and we will need to go through Design Development with the chosen Fabricator, the Client, and engineers to come to a final fixed cost. In this process we will define the final design of the artwork, exact scope of works, material quantities, design connection details, firm up vendor quotes, and engineering of the artwork, the foundation and requirements for installation & setting out of the piece. Our final Scope, Approach and final Pricing proposal will be issued for the confirmation by the client before commencement of the Fabrication.

SCOPE & APPROACH

Initiation: Paul Cocksedg Studio (PCS) will kick-off the project with a detailed, preliminary engineering study. This will dictate the final form, material & scale of the piece. PCS will work alongside the fabricator's engineers & the Client to define unknowns in the design, identify the necessary connection details, and engineer the artwork for permanent installation.

A series of meetings with the project architects, engineers & building contractors will inform the appropriate approach to the project.

We will revise drawings, renders and specifications as needed in order to have the project approved and supported by the relevant parties.

Design Development & Fabrication: During Design Development, PCS, & the Fabricator will work alongside the Client to produce a range of material samples & finishes to fabricate the final piece. The Fabricator will provide sample boards including different colours/finishes for the stainless steel ribs as well as the frame.

The Fabricator will also produce a mockup section prototype, showing all final details & finishes of the piece. This will also be used to identify the best lighting scheme for the artwork.

A lighting study/workshop will be organized to identify the most suitable solution for illuminating the piece at night. This will be done through a series of video calls, with support of a Lighting Designer provided by the Fabricator.

PCS & Fabricator will submit to the client regular project status reports, photos and/or videos in order to obtain sign offs before proceeding with the fabrication.

The fabrication of the Artwork will take place in the Fabricator's workshop, located in the US (California or Colorado). Fabricator will provide the engineering coordination, detailed connections analysis, foundation design, structural drawings and calculation package for permitting, with stamped and sealed drawings by their engineer licensed in the state of California.

Packaging and crating: Shipping from Fabricator's workshop to site in Glendale, CA, the piece will be installed by the Fabricator in coordination with the Client to receive the artwork on site.

The piece will come in parts and be assembled on-site.

Installation: In preparation for the Installation, PCS and Fabricator will coordinate with the Client & their contractors for landscaping around foundation and artwork.

The cost includes installation of the artwork in Glendale, CA, including labour, necessary equipment, and trash removal. The installation excludes excavation for preparing the site for foundation, pouring of the foundations and back filling after installation. Fabricator's PM, alongside a PCS representative will oversee installation of the artwork, the cost listed includes travel, meals and accommodations for the duration of the installation & handover. All travel costs are included at today's rate for both Fabricator & PCS.

Handover: following the installation of the artwork, the Fabricator will complete the official handover of the artwork to the Client, alongside a PCS representative. In case of an international travel restrictions, a PCS representative will be present during the installation & handover remotely, via video conferencing. PCS have delivered successful international projects in the past 2 years using this approach.

EXCLUSIONS + ASSUMPTIONS

- Assumes artwork sections mechanically fixed on-site
- Assumes duration of the install - 2 days
- Assumes daytime labour
- Assumes the Client to provide electric access for the lighting fixtures at pre-agreed locations
- Assumes the wiring, controls and installation of the light fixtures is done by the Client
- Assumes a \$4,500.00 allowance for two (2) in ground light fixtures to illuminate the Artwork. Fixtures will be static and not programmable.
- Assumes the Client will be responsible for obtaining and paying for all permits required to perform the work, including a building permit and street closure permits if applicable
- Assumes the Client will be responsible for Building Department fees, governmental approvals, surveyors or third part inspections
- Assumes the Client will be responsible for any ground works & pouring of the foundations, specified by the Fabricator. A suitable template will be provided for laying down the foundations & be inspected prior to installation by the Fabricator.
- Assumes the worksite will have clear and unobstructed access during installation
- Assumes the Client will be responsible for back filling & landscaping around the piece
- Assumes the scale of the artwork based on today's cost of raw materials, subject to change
- Artwork may require additional support to assist with deflection, not pictured in the visualizations
- Artwork may be adjusted in scale, form & materials based on engineering studies
- Excludes site work outside of installation
- Excludes Civil Engineering
- Excludes coordination with other consultants/contractors, unless listed
- Excludes insurance in excess of the fabricator's standard limits

TIMELINE

PAUL COCKSEGE STUDIO®

PRELIMINARY TIMELINE

Issue date: 21 April 2022

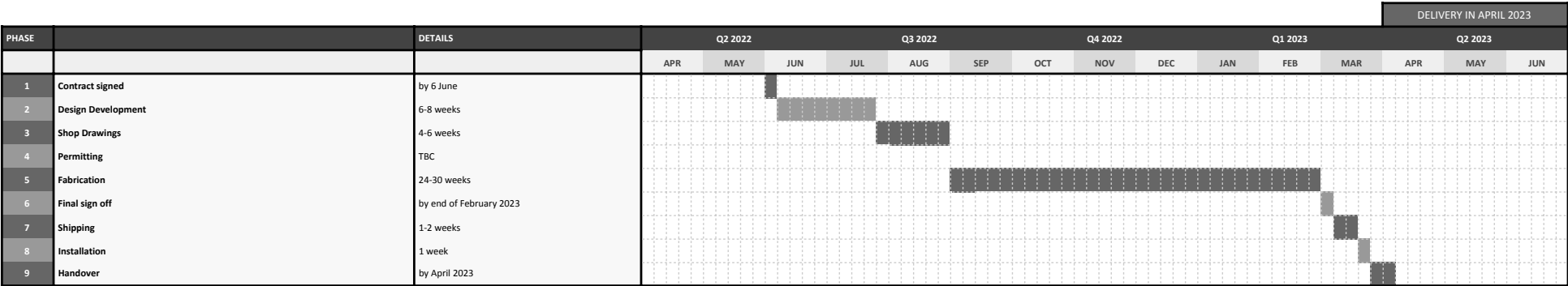
Artist: Paul Cocksedg

Location: Glendale, CA

Artwork: Curtain (working title)

Artwork intent: as per visuals, subject to modifications

Client: City of Glendale



FABRICATOR

We have been working with Carlson Baker Arts on this pitch. They are very excited about this opportunity and have an excellent track record of delivering projects of this scale and quality. They have been briefed in detail and through design workshops, they provided a quote for the piece.



CARLSON BAKER ARTS

<https://www.carlsonbakerarts.com>

Carlson Baker Arts is dedicated to providing the arts community and creative professionals worldwide with the highest level of design development, engineering, and custom fabrication services.

Their Sun Valley, California firm has become one of the most sought-after resources for artists seeking to produce technically challenging, complicated, large-scale works, with cost-effective solutions to complex projects.

With over fifty years of collective industry experience, CBA offers the latest in state-of-the-art technology and precision, enhancing their ability to serve a diverse range of design professionals.

CARLSONBAKERARTS

April 19, 2022

Mr. Eryk Jeziorski

Paul Cockledge Studio
2A Brenthouse Road, Soloman's Yard
London E9 6QG

Re: Gateway Artwork

Dear Eryk,

Based on our initial review of the Gateway Artwork for Artsakh Avenue Enhancement project in Glendale, CA, CBA feels the project can be fabricated as currently rendered. During Phase I, CBA will collaborate with PCS and the structural engineer to define the unknowns in the design, identify necessary structural changes for the permanent artwork and ensure any visual changes will align with the Artist's intent within the fixed budget.

Best regards,

Diana Campbell
Administrator

11230 PEORIA STREET
SUN VALLEY, CALIFORNIA 91352
T 818 767 1500
F 818 767 1551

CARLSONBAKERARTS

April 19, 2022

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Paul Cocksedge Studio
2A Brenthouse Road, Soloman's Yard
London E9 6QG

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Best regards,



Diana Campbell
Administrator

THE END

Disclaimer:

The information contained in this proposal is confidential and intended only for the use of Paul Cocksedge Studio® and individual to whom it is addressed. If you are not an intended recipient, you are hereby notified that any unauthorized use, retention, distribution, disclosure, printing or copying of this proposal is strictly prohibited and may be unlawful. If you have received this proposal in error please notify Paul Cocksedge Studio® by returning this proposal to us at info@paulcocksedgestudio.com and destroying all copies.

MOTION

Moved by Vice-Chair Viar, seconded by Commissioner Tufenkian, that the Arts and Culture Commission hereby recommends that the City Council authorize the City Manager, or a designee, to enter into an Agreement for Commission of Artwork with the artist/artist team listed below to design, fabricate, and install a public art piece for the Artsakh Ave. Gateway Artwork in an amount not to exceed \$550,000, as more fully outlined in the January 28, 2022 Report by the Library, Arts & Culture's Principal Arts & Culture Administrator:

First Recommendation: Paul Cocksedge Studio, for the artwork entitled, "Curtain."

Alternate Recommendation: Christian Moeller Studio, for the artwork entitled, "Clip."

Vote as Follows:

Ayes: Commissioners Tufenkian, Vidor, Zadorian, Vice-Chair Viar,
Chairperson Yank

Noes:

Absent:

Abstain:

MOTION ADOPTED BY THE ARTS & CULTURE COMMISSION AT ITS SPECIAL MEETING
HELD ON: Friday, January 28, 2022.

APPROVED AS TO FORM



Michael R. Grant
Principal Assistant City Attorney

2-10-2022