

RFP Summary

The City of Hapeville is a government entity that follows its LCI/Comprehensive Plan to include public art and the Main Street goal of becoming a regional arts destination. The City seeks one artist or artist team to submit a design to enhance the existing crosswalk and parking lot at Dearborn Plaza. One artist or artist team will be selected and will be paid \$8000, which includes labor and materials.

Project Goals

The goal is to commemorate and support our LGBTQ+ community and reflect that Hapeville is a welcoming city, artwork should be reflective of such. It will also build on Hapeville's continuing effort to increase public art for economic and community development, as well as enhancing tourism and trade.

The City of Hapeville shall retain equal ownership of the image, including but not limited to reproduction rights for promotional purposes and physical maintenance for up to a period not to exceed 5 years. In all uses of the image, the creative product will be credited to the artist. All terms and conditions will be laid out in a contract to be signed by the selected artist or artist team.

Project Design

The proposed artwork must:

- Be an original artwork created by the artist. Derivative or appropriated content will not be considered.
- Artwork must be suitable for public viewing and be free of advertising, text, and logos, or overtly religious or political content.
- The design may be monochromatic or color but should not contain more than six colors.
- The design must be scaled to cover an area of approximately 5,000 sq. feet.

Artist Eligibility

- This project is open to all artists, including students. Preference will be given to artists living, working, and/or studying in the Metro Atlanta area.
- Experience with public art is not necessary but strongly encouraged. Artist portfolios will be a major consideration when selecting an artist or artist team.

Selection Process

Applications will be reviewed by City of Hapeville staff. A decision will be based on the quality of previous work and experience as demonstrated by the visuals and other submission materials. Once contacted, finalists have two weeks to develop conceptual design proposals to send in. Proposals must include a written narrative, estimated materials budget, and visual drawing to convey the initial concept or approach to the project. The City reserves the right to re-issue this call to artists and to reject any responses to this call. The criteria for finalist are as follows:

- Artist excellence as demonstrated by past work and shown in submitted materials.
- Understanding of the project scope and availability to create work that responds to the goals of the project.

- Ability to create artwork that will be durable and easy to maintain for an expected lifespan of at least 5 years.

Application Requirements

- Letter of Interest (500-word maximum) outlining the professional artist's interest in providing public art to the city and its partners in the business community.
- Professional Resume (two pages maximum).
- Two Professional References who can speak to an artist's ability to meet deadlines, work with the community, and create innovative work. Please include name, organization, phone number, and email address.
- Portfolio samples including a list of recent art installations and locations and/or work that is representative of the artist's style or abilities (past 3 years). Please provide 3-5 examples, or 3-5 per artist if applying as a team. Up to three photo angles may be presented for each piece.

All applications should be submitted as a single PDF document and emailed to Bianca Howard at bhoward@hapeville.org. All application packets must be received by July 30th at 5 PM ET to be eligible for consideration.

Proposed Project Timeline

Applications due- July 30th, 2021

Finalists selected- August 27, 2021

Finalists proposals- September 10, 2021

Artist selected- September 24, 2021

Artwork completed- October 31, 2021

Examples



