

Public Art Request for Proposals: Richards Boulevard Office Complex Grand Façade

Request for Proposals (RFP)

Richards Boulevard Office Complex #000000000004468

Released March 14, 2022

The Richards Boulevard Office Complex (RBOC) is a large office complex comprised of four office towers, an expansive courtyard with a public dining hall, cafe, retail spaces, and a parking structure. The campus is located in the Sacramento River District at the confluence of the Sacramento and American Rivers. This RFP seeks an Artist or Artist Team to design a 2-D image for an approximately 45 feet tall screen that partially wraps the exterior of the RBOC parking garage. A section of screen is visible on three sides of the structure comprising a total length of approximately 250 feet.



The **Grand Façade commission** is a **screen printed** with the commissioned artwork. The renderings depict the screen as a blank canvas.

The commissioned artwork functions as a capstone at one end of the open-air courtyard. Spread across three sides of the structure, the artwork will be visible from across the campus as well as surrounding streets. Capitalizing on this grand scale, the commission site provides the opportunity for a visual artist to create an iconic and emblematic piece in the Sacramento River District that will stand for decades.

to come. This opportunity comes during a time of change for the River District, as its industrial past transitions to an eclectic and welcoming neighborhood. Our goal is to enhance this moment, commissioning a work of art that responds to the immediate context and embraces the potential for change.

This RFP is open to artists working in all forms of media (photography, animation, painting, drawings, collage, and other forms of 2-D media) and styles (abstract, representational, contemporary, graphic). Successful respondents will demonstrate a track record of creating socially responsive and engaged works of art. In addition, we are interested in the ways artists understand public art, how their practice changes and expands when creating in a public space, and what role community outreach might play in developing their project.

A VISION FOR PUBLIC ART

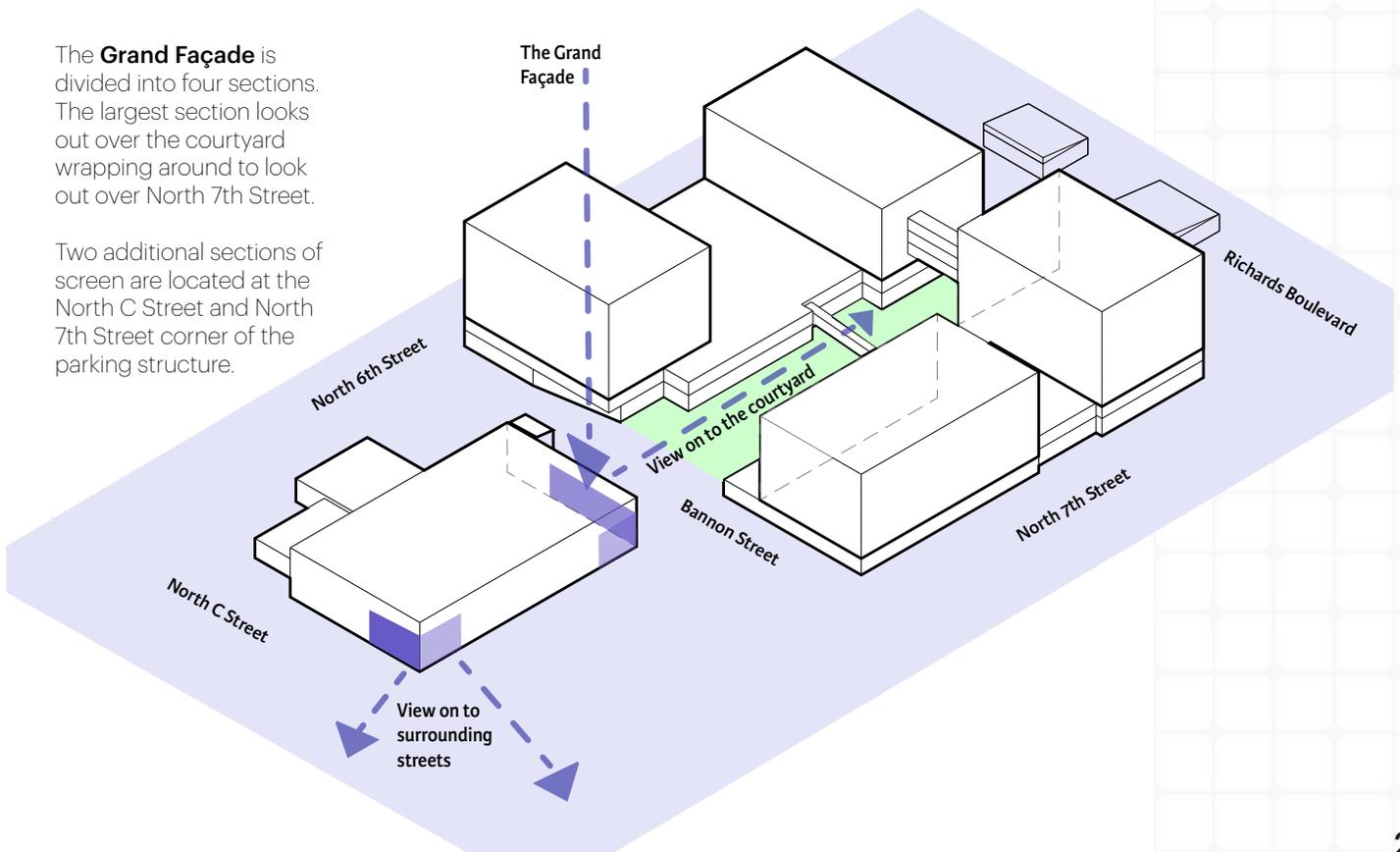
Public Art CA is a project of [Dyson & Womack](#). Public Art CA is a platform for creating sustainable, accessible, and equitable public art. We encourage artists to critically engage with public art as a form of expression, representation, and dialogue in the communities in which they work. As we collectively build our future communities, we believe art must play an active role in defining and negotiating public space.

REQUEST FOR PROPOSALS

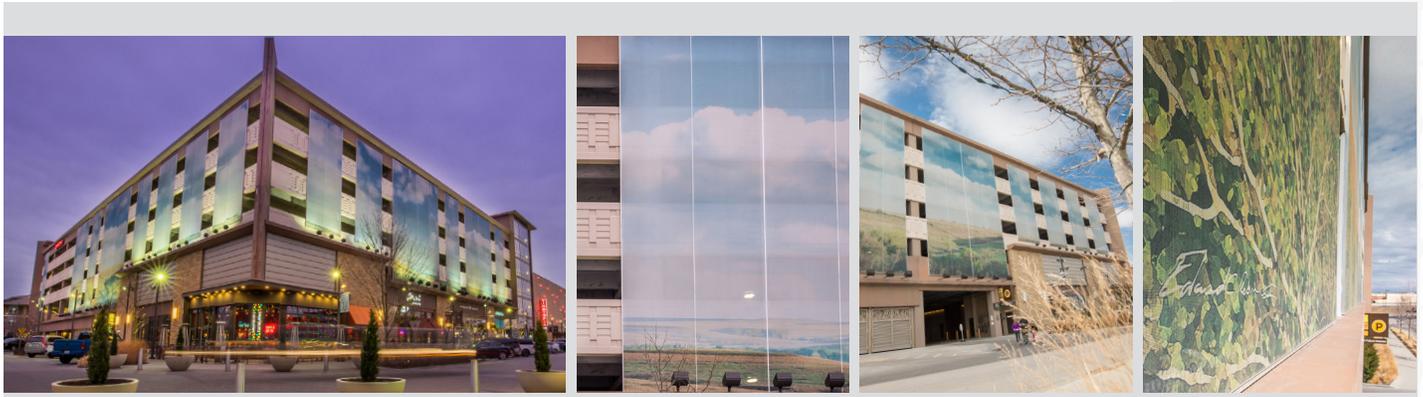
The Grand Façade commission brings public art to the heart of RBOC. Artists have the opportunity to propose design concepts for approximately 250 feet of exterior screen standing 45 foot tall and partially wrapping the site's main parking garage.

The **Grand Façade** is divided into four sections. The largest section looks out over the courtyard wrapping around to look out over North 7th Street.

Two additional sections of screen are located at the North C Street and North 7th Street corner of the parking structure.



The RFP is open to Artists or Artist Teams to propose new or existing artworks. The selected artwork will be printed onto a vinyl-coated high-tenacity PES fabric screen protected by a proprietary PVDF top finish. The screen's perforation allows light to pass into the parking garage while offering a seamless viewing experience from the outside. Artists or Artists Teams should review the screen's specifications and consider how their artwork will translate to this medium.



EXAMPLE: PRARIEFIRE AT LIONSGATE

Visit www.publicartca.dysonwomack.com/resources for additional resources and examples of the screen material.

PROJECT WIDE ASPIRATIONS

The Richards Boulevard Office Complex project team outlined a set of five aspirations that articulate the goals and vision for the project. These aspirations are all equally important to the success of the overall project and the public art component.

<p>INTEGRATED</p> <p>An inter-connected campus that contributes to the urban fabric of today while anticipating the evolution of context, function, workplace and technology.</p>	<p>PEOPLE-FOCUSED</p> <p>Environments that evoke community, wellness, and prioritize people rather than things through intuitive, surprising, and joyful experiences.</p>	<p>PRACTICAL</p> <p>Value-driven solutions support efficiency, accessibility, and maintainable products and materials that positively impact occupants.</p>	<p>SUSTAINABLE</p> <p>Lead by example through a responsible, holistic, and long-term approach to sustainability and resilience.</p>	<p>TIMELESS DESIGN</p> <p>A representation of the state, the region, and the city coherent in identity, open to diverse expression, and respectful of the past, present, and future.</p>

ELIGIBILITY & CONSIDERATIONS

Eligibility

Artists age 16 and older may apply individually or collaboratively as a team. Please designate one artist as the lead contact if applying as a team. Any artist team selected through this RFP must retain the exact composition of individual team members until the completion of the commission.

Considerations

- Artists who live and work within California or demonstrate a clear connection to California will be strongly considered.
- Artists from all career levels interested in pursuing a public art project are encouraged to apply. Artists who have not previously worked in public art are invited to utilize the written responses to outline their interest in exhibiting their work in such a context. Artists should explain how a public context may affect how their artwork is received or created.
- We strongly encourage historically underrepresented individuals/groups to apply.
- A person currently employed by the California Department of General Services (DGS), Zimmer Gunsul Frasca (ZGF) Architects LLP, or Hensel Phelps (HP), or any subcontractor or subcontractor's employee on the Richards Boulevard Office Complex project may not be commissioned according to this RFP.

SELECTION PROCESS

Proposals are due April 22, 2022, by the end of the day (11:59 PM PST). Proposals must be electronically submitted to Dyson & Womack through the online submission platform at www.publicartca.dysonwomack.com.

The commission will be awarded by a five-member Art Panel that includes representatives from Zimmer Gunsul Frasca (ZGF) Architects LLP, the California Department of General Services (DGS), and the River District. The project design-build team, DGS staff, and Dyson & Womack, will provide additional review and support.

Artists or Artist Teams may or may not be asked to present their proposals to the Art Panel. Therefore, submissions should include all information the proposing Artist or Artist Team would like considered during the review and selection process.

EVALUATION CRITERIA

Proposals that meet the RFP eligibility requirements and align with the commission budget will be evaluated against the following criteria:

- **Artistic Quality and Diversity (40 percent)** - Designs should incorporate a high level of craftsmanship and artistic excellence. Artistic quality will be evaluated based on a material understanding of artistic practices, the history of public art, and a culturally diverse definition of artistic excellence.
- **Context and Concept (40 percent)** - Proposed artworks should be innovative, engaging, and compatible with the location in terms of scale and form. The proposed artworks should strive to be conceptually appealing to an audience diverse in age, background, race, and ethnicity. Proposals that exhibit originality while aligning with the commission opportunity, the site, and the Public Art Plan will rate highly in this criteria.

- **Visibility (20 percent)** - The Art Panel will consider the proposal’s potential to increase the visibility of public art in Sacramento, support opportunity and access, and drive civic engagement.

PROPOSAL REQUIREMENTS

Proposals must be submitted digitally via the online submission platform. Therefore, USBs, hard drives, CD’s or hard-copy files of any type are not permitted and will result in immediate disqualification. Proposal submissions may be uploaded to the submission platform as individual files or as one file but must include the following:

- **Letter of Interest** - Introduce yourself, your art practice and provide a general overview of your interest in this commission—maximum 500 words (PDF preferred).
- **Design Concept** - The design concept should be presented as a narrative deck and include a visual representation of the artwork. Artists or Artist Teams should outline their conceptual approach to the artwork, including relevant research or outreach. If proposing an existing artwork, please include specific details on why the work is relevant to this commission and how the work will be altered to fit the specifications of this site—maximum eight (8) pages (PDF preferred). Artists or Artist Teams are required to adhere to the information provided in the Appendix: Grand Façade Specifications of this RFP.
- **Budget and Timeline** - Provide a top-level budget and timeline inclusive of the Artist or Artist Teams’ direct costs, and commission fees, and the time required to produce the final artwork print files. Do not include fabrication and production of the facade screen, printing the artwork, or installing the screen on-site in the budget or timeline —maximum one (1) page (PDF preferred).
- **Portfolio** - Curate a portfolio of completed artworks representing the Artist or Artist Teams’ approach to this commission. The portfolio should provide context to the proposal in form, content, and practice. Artists or Artist Teams can include a maximum of five (5) completed artworks and may be submitted as a file (PDF preferred) or as a web link.

PROJECT TIMELINE

RFP open call released	Monday, March 14, 2022 at 9:00 AM PST
RFP application deadline	Friday, April 22, 2022 at 11:59 PM PST
RFP selected artist(s) notified	June 2022
Artwork completed	September 2022

COMMISSION BUDGET

The Grand Façade artwork commission has a maximum budget of \$80,000. Proposed budgets should include Artist or Artist Team fees, artwork development, research, artwork production, hardware, software, editing, and file development as necessary. The commission award may vary based on the selected artwork’s requirements.

The selected Artist or Artist Team will be notified of the amount of their commission at the time of selection. Awards may be less than, equal to, or in excess of the applicant's submitted budget. The commissioned Artist or Artist Team is not responsible for any costs associated with the production of the façade screen, the printing of the artwork, or the installation of the screen.

QUESTIONS

To submit a question regarding the application process, submission requirements, or to access FAQs visit www.publicartca.dysonwomack.com/questions.

HOW TO APPLY

All proposals must be submitted electronically through the online submission platform at www.publicartca.dysonwomack.com by April 22, 2022, at 11:59 PM PST. An individual artist or specific team may only apply once. However, an artist may apply individually and as part of a team.

We strongly encourage applicants to review all the materials and supporting documents available before responding to this RFP. **Proposals submitted late or through any other means than the submission platform will not be reviewed.**

RFP DOCUMENTS AND RESOURCES

- Public Art RFP: Richards Boulevard Office Complex Grand Façade
- RFP Appendix: Grand Façade Specifications
- Richards Boulevard Office Complex Public Art Plan
- RFP FAQs and Submission Website

COMMISSION ACCEPTANCE

Acceptance of a commission under this RFP is subject to the Artist or Artist Team's agreement to the contract terms, the commission award, and the Transfer of Title.





TERMS & CONDITIONS

Dyson & Womack reserves the right to decline all Proposals submitted in response to this RFP, terminate the selection proceedings, or combine, eliminate, or otherwise amend the commission opportunity at any time. Artists or Artist Teams who submit a proposal through this RFP process are not guaranteed a commission or opportunity. The release of this RFP in no way binds Dyson & Womack, the project's design-build team, or the State of California to the commissioning of any Artist, Artist Team, or artwork.