



2018 Call to Artists Request for Qualifications

In 2018, the City of Laguna Beach will be undertaking the following call for artists:

Agate Street Beach Assess Project
Thalia Street Beach Access Project
Third Street Stairway Project

Artists may submit for one or all projects as deemed by their professional experience.

Request for Qualifications

Deadline: Monday, March 19, 2018

Eligibility

Open to artists with demonstrated experience in the design and production of site-responsive public art.

Programmatic Overview

The City of Laguna Beach supports the placement of public art in the community through a variety of different programs created to contribute to a more livable and visually stimulating environment. Public art first appeared in Laguna Beach in the 1930's with "Boy and Dog" by artist Ruth Peabody, which was installed by the Laguna Beach Art Association. Today, the City of Laguna Beach has facilitated 56 public art installation and 45 by private businesses and property owners.

The City of Laguna Beach Cultural Arts Plan, "Arts Evolution" adopted in 2016, expanded on the importance placed by the community on wanting its artistic life to be well integrated into the fabric of daily living, less formal and more interactive. The plan identified the following as important:

- Public arts related events
- Art integrated into architecture
- Functional art (artist designed benches, fences, etc.)
- Small scale neighborhood art
- Major iconic art

The City seeks an artist or artist team to design, fabricate and install dynamic, site-specific artwork with the primary goal of creating iconic imagery, unique to the setting and scale of the location that enhances the Laguna Beach experience. Artists should be innovative and visionary to integrate art functionality with public spaces.

These projects are made possible by the generous donations by Laguna Beach residents Linda and Tony Bonnici, Greg Nathanson, Tammie Arnold and Mark Porterfield. The City of Laguna Beach extends its appreciation to residents investing in the Arts.

Budget

Agate Street Beach Access Project	\$30,000
Thalia Street Access Project	\$30,000
Third Street Stairway Project	\$50,000

Locations



Third Street Stairway Project

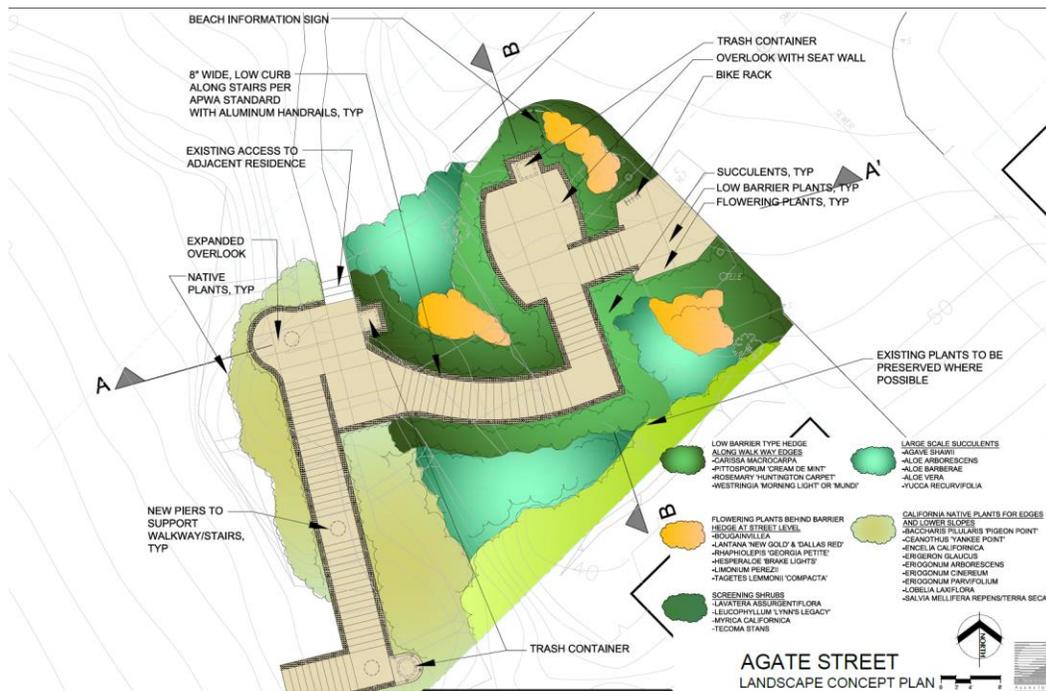


Thalia Street Beach Access



Agate Street Beach Access

Agate Street Beach Access has recently undergone renovation. The site is west of the intersection of Agate Street and South Coast Highway and provides a steep stairway access to the beach. Artist may utilize the entire site.



Thalia Street Beach Access has recently undergone renovation. The site is west of the intersection of Thalia Street and South Coast Highway and provides a steep stairway access to the beach. Artists may utilize the entire site.



Third Street Stairway Project is located in the downtown area and is a highly trafficked area for residents. The project calls for an installation utilizing the 70 risers to transform the stairway into a vibrant, welcoming downtown attraction and enhance the pedestrian experience.



Site Requirements

- The proposed project must be constructed of durable materials that will be easy to maintain in an ocean environment.
- The scope of the project includes the design, production and installation.
- If functional surfaces must be safe to the touch in the hot sun.
- Be securely installed and take into consideration public safety and maintenance.
- Artist must guarantee the construction and installation of the art work for five years.

Entry Requirements

All submissions must be made on-line at <http://lagunabeachcity.slideroom.com>. and will include:

- 1) Artist Information.
- 2) Professional resume – please outline your experience in public art.
- 3) Three references – Please include the name and contact number for 3 individuals with whom you have worked or who have commissioned your work within the past 5 years. Please describe the medium(s) and genre(s) of the work.
- 4) Provide 10 digital images of previous related exterior work. Do not include concept projects or computer designed proposals. Only include images that are relevant to this project. Do not submit paintings, interior exhibits, or temporary materials for consideration.

Artist Selection Considerations

- Artistic excellence, innovation and originality as evidenced by representations of past work and other supporting material.
- Appropriateness of the artist’s work to the goal of the project.
- Professional experience is adequate to meet the demands of the project.
- Availability to participate in the design, approval and implementation of the project.
- Assessed ability to meet project deadlines and to perform work in a timely and professional manner.
- Results of reference checks if selected as a finalist.
- Artist teams must demonstrate previous collaborations.
- The selected art work must have been created by the artist.

All applications must be made on-line at <http://lagunabeachcity.slideroom.com> by midnight on Monday, March 19, 2018.

Selection and Commission Process

Step One: A review panel of three (3) professionals will review the artist qualifications (images of work, resume, and references) in order to recommend up to three finalists for the project to the Arts Commission. The panel may include an Architect, Design Professional, Artist, Curator, Director of an Arts Organization, a Community Stakeholder and a staff member from the Cultural Arts Department.

Step Two: The selected finalists will meet on site with members of the Arts Commission, who will provide additional information as to the site requirements prior to developing proposals.

Step Three: The finalists will present their proposals to the sub-committee prior to the Arts Commission.

Step Four: The finalists will present their proposal to the Arts Commission.

Step Five: The Arts Commission recommendation will be presented to the City Council for final approval.

Additional Information

The selected winner will be required to have a City of Laguna Beach business license and a minimum million-dollar liability insurance policy naming the City of Laguna Beach as an additional insured and workers' compensation insurance during the development and installation of the design. The staff of the Cultural Arts Department will be responsible for all correspondence and communication by and between applicants and members of the Arts Commission. Discussion by and between any applicant and member of the Arts Commission outside a regularly scheduled meeting regarding the application process may be grounds for disqualification of the applicant.

Award of a contract for creating and installing the artwork is contingent upon approval by the City Council. A payment schedule will be outlined in the contract with a third of the budget retained until completion of the installation.

The City of Laguna Beach reserves the right to reject any and/or all applications or proposals, to reject any finalist, to waive informalities in applications or proposals, or to terminate the selection process for any project without prior notice. The City of Laguna Beach Arts Commission reserves the right to make selections for this project from the Arts Directory, if insufficient applications are received, or to terminate the project at any time. Application to any project advertised by the City of Laguna Beach Arts Commission constitutes agreement with all applicable rules and guidelines.

Timeline

March 19, 2018	Deadline to submit qualifications.
Thru April 2, 2018	The Selection Panel will review qualifications and select finalists.
April 9, 2018	Arts Commission approval of the Selection Panel recommendation.
April 16, 2018	Finalists meet with a sub-committee of the Arts Commission on-site.
May 14, 2018	Deliver proposals and present concept to the sub-committee of the Arts Commission. This can be done in-person, via conference call or skype.
June 11, 2018	Five-minute presentations by selected finalists before the Arts Commission and Selection Panel with appropriate models and/or scale drawings and support materials.
June 25, 2018	Arts Commission select finalists
July 10, 2018	Presentation to the City Council.
By or before February 1, 2019	Complete installation.

Inquiries Siân Poeschl, Cultural Arts Manager
City of Laguna Beach
Tel: (949) 497-0722

E-mail: spoeschl@lagunabeachcity.net.