

# HOWARD THEATRE WALK *of* ★ FAME

A project commissioned by the  
DC Commission on the Arts and Humanities (DCCA)  
in partnership with the  
Office of the Deputy Mayor for Planning and Economic Development (DMPED)

## **REQUEST FOR QUALIFICATIONS**

**Deadline for Submission:** Friday, April 22, 2016 (11:59pm) EST

**Budget:** \$400,000.00

**Eligibility:** Regional Artists and/or Artist Teams residing in the District of Columbia, Maryland or Virginia

Pursuant to the Howard Theatre Walk of Fame project, the partnering entities request regional artists to develop a permanent public art installation to be implemented during the summer of 2017. The work will include the design, fabrication and installation of fifteen (15) medallions to be designated along the Howard Theatre Walk of Fame pathway.

## **BACKGROUND**

The Howard Theatre Walk of Fame concept was developed by the Shaw and LeDroit Park communities in their passion to preserve and honor the rich history of the historic Howard Theatre.

In 2008, the Office of the DMPED teamed with Cultural Tourism DC, a local heritage tourism organization, to research, collect and prepare relevant historic information related to the Howard Theatre. From this convening, fifteen (15) honorees were nominated and selected to be honored based on specific evaluation criteria and extensive research.

The Howard Theatre Walk of Fame represents the District of Columbia's rich musical history and will become homages to the iconic artists and key administrators of the Howard Theatre. The selected artistic honorees represent a wide variety of musical genres, have made important contributions to the cultural life of the DC and have achieved a national reputation for excellence within their respective fields. Many have notable musical recordings, had a lengthy career and are recognized by experts as leaders in the entertainment industry. Each honoree has contributed a profound influence on the entertainment industry and all performed at the Howard Theatre. Together these honorees represent a diverse and dynamic selection of performing artists and managers since the Theatre's founding in 1910.

## **HOWARD THEATRE WALK OF FAME HONOREES**

The Howard Theatre Walk of Fame Honorees include (alphabetically): Pearl Bailey, Chuck Brown, James Brown, Ruth Brown, Cab Calloway, The Clovers, Billy Eckstine, Ella Fitzgerald, Marvin Gaye, Lionel Hampton, Moms Mabley, Abbie Mitchell, Billy Taylor, Sister Rosetta Tharpe and a combination of Howard Theatre managers and owners since its opening in 1910.

## **PROJECT SUMMARY**

DCCAH is seeking proposals from artists and or artist design teams who can bring innovative perspectives and effectively utilize symbolism to create fifteen (15) original permanent medallions that successfully honor and commemorate the Howard Theatre Walk of Fame honorees.

Eligible artistic projects include, but are not limited to: bas relief sculpture, metal medallions and paving patterns, etc., which will be placed in the sidewalks/pathways surrounding the Howard Theatre

## **PROJECT DESCRIPTION**

DCCAH will conduct a selection process to identify an artist or artist design team to develop a proposal to design, fabricate and install fifteen (15) permanent medallions for the Howard Theatre Walk of Fame.

The following design criteria should be incorporated:

- **Permanent Public Artwork** (i.e. bas relief sculpture, medallions, paving pattern, etc.)
- **Artistically designed educational component** (medallions should include a brief history of each Howard Theatre Walk of Fame Honoree. Final text must be approved by DCCAH)
- **Howard Theatre Walk of Fame Signage** (to include project history, honoree names and photos. Final text and layout must be approved by DCCAH)

The installation may involve more than one medium but electricity, water and non-durable materials cannot be included in the design. If the design happens to incorporate a light feature, the power must be a reliable solar source as there are no outdoor electrical outlets available.

## **ELIGIBILITY**

This commission is open to Artist and/or Artist Design Teams residing in the District of Columbia, Maryland or Virginia.

- Artists must be established as a practicing sculptor.
- Artist Design Teams must have an established and practicing sculptor as a lead team member. The artist's team of design professionals must also include either an architect or landscape architect.

## **SCOPE OF SERVICES**

All **Applicants** will:

- Submit an proposal to include the following:
  1. Application Form
  2. Cover Letter
  3. Resume
  4. One (1) page preliminary written Design Concept
  5. Work samples and coordinating Annotated Image List
  6. Two (2) Professional References
  7. See Submission Requirements section for complete list

**Three (3) Semi-finalists** will be awarded a **\$2,000** honorarium to:

- Create a Site-Specific Design Proposal to include:
  1. One (1) page Written Design Concept
  2. Site Specific 2-d Schematic Design
  3. 3-d Scale Model
  4. Itemized Budget
  5. Implementation Schedule
  6. Project Narrative
- Present their site specific proposals to the community and Artist Selection Panel.
- Proposals will be adjudicated on by the Artist Selection Panel and one (1) finalist will be selected.

The **Finalist** will:

- Be provided with a fabrication budget of **\$394,000** which includes artists' fees (not to exceed 10% of fabrication budget), costs associated with design, fabrication, installation, transportation, shipping, insurance, engineered and shop drawings, applicable taxes, permits and photo/video documentation of the artwork.
- Revise (if necessary) the Site-Specific Design Concept and present to the DCCA Board of Commissioners and the Commission of Fine Arts for final approvals.
- Work with an engineer, construction manager and contractors to finalize site-specific drawings and implement the artistic concept.
- Secure fabricators and installers and obtain cost estimates as well as develop fabrication and installation schedules.
- Work with an engineer and DCCA to determine the best strategy for final documentation (stamped and shop drawings), fabrication and installation of the artwork.
- Prepare and conduct presentations as necessary to receive approvals.
- Fabricate and install the artistic work.
- Provide a maintenance plan of the artistic work.

### **IDEAL MATERIALS**

The Howard Theatre Walk of Fame installation shall be an elegant, inspired design made of durable sculptural or architecture materials and metals, e.g., gold, silver, platinum, clad, bronze, granite, terrazzo, concrete or other permanent material or combination thereof.

### **ARTWORK DIMENSIONS**

The Howard Theatre Walk of Fame project will consist of a total of fifteen medallions. Fourteen (14) 3'x3' square medallions and one (1) 5'x5' square medallion.

- Each 3'x3' medallion will have an image of the legendary Howard Theatre performer (honoree) with their respective and pertinent background information.
- The 5'x5' medallion shall feature the multiple house managers/owners of the Howard Theatre spanning the years since the Howard opened in 1910.

### **BUDGET & PAYMENTS**

The design and artwork fabrication and installation budget is **\$394,000** which must include: site specific design honorariums, artists' fees (not to exceed 10% of fabrication budget) costs associated with design, fabrication, installation, transportation, shipping and handling, insurance, materials, equipment rentals, engineered and shop drawings, applicable taxes, permits and photo/video documentation of the artwork.

- Each Semi-Finalist will be awarded a \$2,000 honorarium to create a site-specific design proposal to include a 2-d schematic design, 3-d scale model, itemized budget, implementation schedule, and project narrative that they will present to the Artist Selection Panel.
- The overall project budget is \$400,000.00 and is inclusive of artist fee and honorariums, travel, research, design, fabrication, installation, exhibition, insurance, taxes, site preparation, and any modifications to the existing site, etc.

### **PUBLICITY**

Upon completion and installation of the artwork, DCCAH will host a public dedication ceremony. A ceremony brochure will be produced and will also include Artist information on the DCCAH website and social media outlets.

A weather-proof plaque with pertinent information and DCCAH approved text will be installed along with the artwork.

DCCAH has the right to photograph the artwork for educational purposes, brochures and other publicity. In all printed materials, DCCAH will make every effort to credit the artist. All copyrights remain with the artist/artist design team.

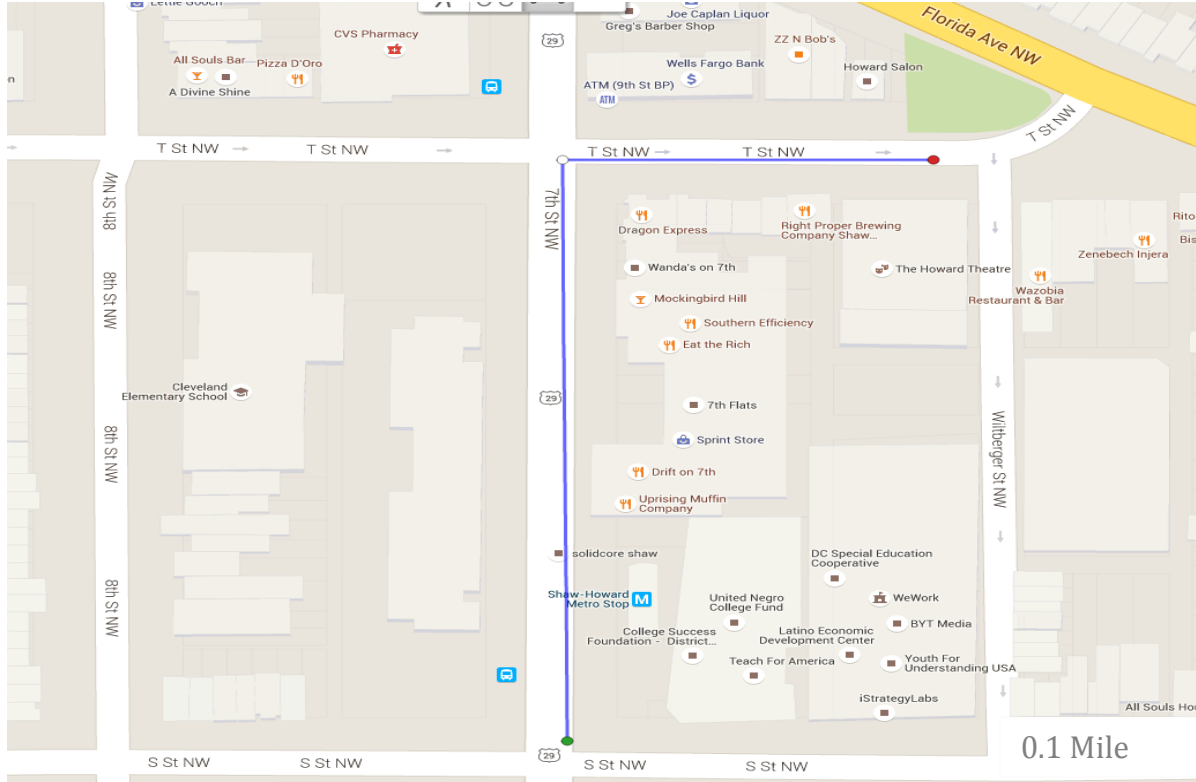
## SITE LOCATION

The Howard Theatre Walk of Fame will span a 0.1 mile distance beginning from 7<sup>th</sup> Street NW and S Street NW (north and east) to the front of the Howard Theatre at 620 T Street NW, Washington, DC.

## SITE RENDERINGS



## VISUAL MAP



## SELECTION PROCESS

DCCAH will convene an Artist Selection Panel representing diverse interests and expertise to review the qualifications of artists who respond to this call. The Artist Selection Panel will review proposals/work samples submitted by the artists or design teams and recommend (3) three semi-finalists for final selection.

Each Semi-Finalist will be awarded a \$2,000 honorarium to create a site-specific design proposal to include a: 2-d schematic design, 3-d scale model, itemized budget implementation schedule and project narrative that they will present to the Art Selection Panel on Friday, May 20, 2016.

The selection panel will review designs and recommend one (1) finalist for the project. The design proposal and the selection panel's recommendations will be forwarded to DCCAH Board of Commissioners for review and approval. The artist/team whose design is approved will then enter into an agreement with DCCAH for fabrication and installation of the artwork. The artist/team will then, if necessary, subcontract for the work of the artwork fabricator and installer.

Upon approval of the designs, the final artist and DCCAH will determine the best strategy for final documentation (stamped drawings, shop drawings), fabrication and installation of the artwork.

### **ARTIST & ARTIST DESIGN TEAM EVALUATION CRITERIA**

Artist selection will be based on artistic merit, creativity, public safety, durability, community impact and managerial capability using the following evaluation criteria:

- Overall quality and creativity in interpreting the subject matter into a medallion,
- Use of symbolism, clarity of idea and communication,
- Appropriate level of detail for the scale and material of medallions,
- Aesthetic sensibility and design sense, composition and balance of space,
- Effective incorporation of required text,
- Receptivity to design critique/feedback and effective execution of requested modifications (if any),
- Artistic and design excellence, innovation and originality as evidenced by representations of past work, other supporting material and proposed designs.
- Assessment of proposed design and its ability to strengthen the District's collection of public artwork.
- Ability to meet project demands by participating in the design, fabrication and installation approvals process,
- Assessed ability to meet project deadlines and performance of work in a timely and professional manner.
- Results of professional reference checks

All Artists will be responsible for any necessary revisions to their submitted designs as requested by DCCAH. Changes may relate to historical accuracy, appropriateness and scale.

### **CRITICAL PROJECT SELECTION FACTORS**

Demonstrated artistic excellence by makers who have produced visionary and conceptual content and whose project will create an iconic place will be considered first and foremost.

In addition, the strength of the preliminary written design concept, the artist's/team's previous experience with similar projects, and the demonstrated ability of the artist/team to complete similar or related projects will also be considered as critical selection factors.

## **PROJECT CONSIDERATIONS & REQUIREMENTS**

In developing permanent public art that will be translated into sidewalk medallions, the following must be taken into consideration.

The artwork must be:

- Of safe and sound construction and not fabricated or finished with hazardous materials.
- Appropriate and safe for a highly-active pedestrian environment for visitors of all ages.
- Enhance the area and create a unified setting where residents and visitors can experience art and culture.
- Considerate of the idea of relief, depth and negative space, three-dimensionally and the type of metal (e.g., gold, silver, platinum, clad, bronze) that will bear the design.
- Bring innovative perspectives and effectively utilize symbolism to create original artwork regardless if the design is realistic or stylized.
- Reflective of the strength, confidence, pride, courage, spirit, and passion of the Howard Theatre Walk of Fame Honorees.
- Anchored to prevent removal, materials should be durable, vandal and slip/fall resistant.
- Universally accessible and allow for interaction and physical contact with people visiting the site.
- Well-integrated and collaborate with the current sidewalk design.
- Adhere to ADA requirements (includes flame spread requirements).
- Signed and sealed by a professional engineer registered in the District of Columbia.

The artist/design team selected and approved by the DCCAH Board of Commissioners will be required to enter into contract with DCCAH for the duration of the project. Throughout the duration of the agreement, the artist/design team and the artist's subcontractors will be required to maintain license and carry professional liability insurance.

The artist/team will also be required to represent and obtain project approval from the US Commission of Fine Arts.

Please consider that you may be asked to:

- Ensure that your designs are entirely original. (Designs and revisions must not be copied in whole or in part from other works, and source materials are for reference use only.)



## **WORK SAMPLES**

Work samples are a critical part of the application and are considered carefully during application review. **All applicants are required to submit artistic work samples for the evaluation of artistic merit.** Submitted work samples should be recent (within the last 4 years), be of high quality and represent the applicant's best work. **Work samples should be submitted using only the following files: jpg, pdf or tiff.** Applicants can submit images up to 5MB each and PDFs up to 10MB.

Artists:

- Must submit ten (10) unique digital images.

Artist/Design Teams:

- Must submit twenty (20) different digital images.
  - The Artist member is required to submit ten (10) images.
  - The Design Professional member(s) are required to submit ten (10) images in total.
  - All design members included on the team should submit examples of their work

Upon review of submitted work samples, panelists must have the ability to assess the skill level of the artist/artist design team.

It is important to note that carefully chosen work samples tend to make the biggest impact and create the strongest artistic impression.

## **NOTIFICATION**

All artists will be notified upon completion of the selection process.

**The final Artist/ Artist Design Team must have “citywide clean hands” (see below) in order to enter into an agreement with DCCA.**

## **CITY-WIDE CLEAN HANDS (CCH)**

The CCH web application supports the “Clean Hands” Mandate (D. C. Code § 47-2862) which stipulates that individuals and businesses are to be denied City goods or services if there is a debt owed to the District of Columbia of more than one hundred dollars (\$100.00) for fees, fines, taxes or penalties.

## **SUBMISSION REQUIREMENTS**

The following is a checklist of all mandatory documents for submittal of the Artist Supervisory Consultant application. Documents must be uploaded prior to the application deadline. Visit [www.dcarts.dc.gov](http://www.dcarts.dc.gov), click on the **grants tab**, select **managing grant award** to obtain form numbers 10 – 15.

- 1. Howard Theatre Walk of Fame Application Form**
- 2. Cover Letter**
  - a. Describing how this project relates to your past work/and supports your current portfolio as well as the approach you would employ in conducting the project. This letter should not exceed two (2) pages.
- 3. Work samples**
- 4. Annotated Image List**
  - a. Includes artist's name, contact information, artwork titles, mediums, date of artworks, sizes and the corresponding image numbers in same order submitted work samples.
- 5. Written Design Concept**
  - a. One well written developed beginning conceptual approach to project, for the proposed artwork. This should not exceed one (1) page.
- 6. Résumé(s)** of key personnel who will be involved in the project including the creative/artistic director and executive/managing director; up to two (2) pages each. Biographies should not be included.
- 7. Two (2) Professional References** (one (1) page maximum, per letter)
- 8. IRS Letter of Determination** (if applicable)
- 9. DC Tax Exempt Certificate** (if applicable)
- 10. Clean Hands Certificate** (visit [dcarts.dc.gov](http://dcarts.dc.gov) website)
- 11. Signed W9 Form** (visit [dcarts.dc.gov](http://dcarts.dc.gov) website)
- 12. List of Insurance Carriers** (visit [dcarts.dc.gov](http://dcarts.dc.gov) website)
- 13. Arrest and Conviction Statement** (visit [dcarts.dc.gov](http://dcarts.dc.gov) arts website)
- 14. Statement of Certification** (visit [dcarts.dc.gov](http://dcarts.dc.gov) website)
- 15. Tax Certificate Affidavit** (visit [dcarts.dc.gov](http://dcarts.dc.gov) website)
- 16. Certificate of Liability Insurance** (submitted by Final Artist/Artist Team only)

**SCHEDULE (ALL TIMES EASTERN STANDARD TIME)**

<b><u>DATE</u></b>	<b><u>ACTIVITY</u></b>
<b>April 4, 2016</b>	Request for Proposals / Call to Artist Issued
<b>April 22, 2016</b> (11:59PM)	Application Deadline (Submit to SlideRoom)
<b>April 27, 2016</b> (10AM - 4PM)	Artist Selection Panel #1 Panel to select three (3) Semi-Finalists
<b>April 27, 2016</b>	Semi-Finalist Notified & Announced
<b>May 18, 2016</b> (4PM)	Site Specific Proposals Due from Artists (2-d renderings and 3-d models are mandatory)
<b>May 18, 2016</b> (7PM - 8PM)	Community Meeting Display of Semi-Finalist Site Specific Concepts and Models Location: TBD
<b>May 20, 2016</b> (10AM - 4PM)	Artist Selection Panel #2 Presentation of Site Specific Concepts and Models
<b>Late May – Early June 2016</b>	Final Artist Notified and Announced
<b>TBD</b>	Commission of Fine Arts and Public Space Presentations
<b>TBD</b>	Artist Begins Fabrication of Artwork
<b>JULY – AUGUST 2017</b>	Artist Begins Installation of Artwork
<b>AUGUST 2017</b>	Dedication Ceremony

**SUBMITTING YOUR APPLICATION**

Please follow the link <http://dcarts.slideroom.com> to upload all requisite materials for the Howard Theatre Walk of Fame Application. In order to access the application portal, all applicants will first be prompted to create (at no cost) a SlideRoom account.

Once logged into the newly created account, applicants will be allowed to submit all materials outlined in this RPQ. **SlideRoom will allow applicants to save incomplete applications and return to them for completion until 11:59PM on the April 22, 2016 deadline.** Any incomplete submissions at that time will be disqualified. **Applications are only accepted from the application portal, there are no exceptions.**

DCCAHA reserves the right to refuse any or all submissions, to refuse any finalist, to waive informalities in proposals or procedures, or to withhold the award of a commission should it be determined that submissions are not adequate, or for any other reason prior to a written contractual arrangement being reached.

**CONTACT INFORMATION**

For more information please contact:

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