



## **CALL TO ARTISTS: Request for Qualifications DC Creates Public Art for Golden Triangle BID**

### *Light Art Projects for Washington, DC's Murrow and Monroe Parks*

Total Budget: \$245,000

Semi-Finalist Design Phase Stipend: \$1,000 - \$2,000

Deadline for Submissions: February 14, 2014

The DC Commission on the Arts and Humanities (DCCA) in partnership with the Golden Triangle Business Improvement District (GTBID) is seeking qualifications from artists/architects/lighting designers or teams for two (2) programmable permanent light art projects for Edward R. Murrow Park and James Monroe Park – two U.S. National Parks along Pennsylvania Avenue in close proximity to the White House, The World Bank/International Monetary Fund, The George Washington University and other major businesses and organizations. For Murrow Park, eight historic light fixtures within the park will be transformed with programmable color changing LED lighting. In Monroe Park, a fountain will be transformed with water jets and transitioning LED lighting. The artistic light installations will seek to illuminate an area of high visibility and pedestrian traffic, provide a visual connection between the two parks located within a block of each other and contribute to the utilization of the parks by those who work, live and play in the area.

#### CONTEXT:

**The DC Commission on the Arts and Humanities (DCCA)** provides grant funds, programs and educational activities that encourage diverse artistic expressions and learning opportunities, so that all District of Columbia residents and visitors can experience the rich culture of our city. For more information on DCCA visit: [www.dccarts.dc.gov](http://www.dccarts.dc.gov). As a program of DCCA, the **DC Creates Public Art** program provides high quality art installations and administrative support services for the public so they can benefit from an enhanced visual environment. The program purchases, commissions and installs public art throughout the District of Columbia to cultivate dynamic, vibrant and nurturing communities through the use of art and design. For more information on *DC Creates Public Art* visit: <http://dccarts.dc.gov/service/public-art-collections>.

**The Golden Triangle Business Improvement District (GTBID)** encompasses 43 downtown blocks and works to enhance the public space from the White House to Dupont Circle and 16th Street, NW to 21<sup>st</sup> Street, NW. The BID represents approximately 32 million square feet of commercial office space, 4,000 businesses, 600 retailers, 200 restaurants, eight hotels and six U.S. National Parks. The BID's vision is for a safe, clean, attractive and user-friendly downtown that confirms Washington as the premier business and entertainment destination in the region and a world-class destination. For more information on the GTBID visit: [www.goldentriangledc.com](http://www.goldentriangledc.com).

Through art and design in public space, the Golden Triangle BID seeks to create a more vibrant community and improve the quality of public spaces. Public art projects include artwork at metro entrances, strikingly noticeable call boxes, innovative bike racks and artistic lighting along Connecticut Avenue. Lighting projects at Murrow and Monroe Parks will complement existing Golden Triangle public art elements and seek to achieve the following goals:

- Illuminate an area of high visibility and pedestrian traffic through programmable permanent light installations.
- Provide a visual connection between the two parks located within a block of each other.
- Contribute to encouraging the use of the two U.S. National Parks by those who work, live and play in the area.

#### ELIGIBILITY:

This RFQ is open to all professional artists, architects, lighting designers and teams located in the United States. Applicants should have strong lighting design experience and the capacity to work with multiple project partners including project stakeholders, outdoor lighting specialists and business and government entities.

#### ARTWORK:

The scope of the project includes two (2) artistic lighting installations in two highly visible U.S. National Parks a block from each other along Pennsylvania Avenue in Northwest Washington, DC (see page 7 for site map). The focus of the artwork is the design, installation and programming of permanent LED light installations for each park. While these are two separate installations, they should demonstrate cohesiveness and visually connect the two parks. The installations must be secure, durable, weather resistant and energy efficient. Details for the artwork components for each park can be found below. Please note that there is also potential for a second phase of the project that would have a separate timeline and budget. More details will be provided during the semi-finalist stage of the project.

#### **Murrow Park – Historic Light Fixtures:**

**Location:** Pennsylvania Avenue between 18<sup>th</sup> and 19<sup>th</sup> Streets, NW (see pages 8 & 9 for site images and a detailed diagram of light fixtures)

**Estimated Total Project Budget:** \$75,000

#### **Artwork Details:**

- Transform the eight historic light fixtures within the park with color changing LED lighting. Selected artist will be responsible for the lighting design and programming (timing, intensity, color).
- Outer/Daytime appearance of fixtures should remain the same.
- Evening appearance should have layered lighting (see diagram on page 9 for specifics).
- The color lighting should be programmable with slow transitioning colors throughout the night and the seasons.
- The historic fixtures must be altered without changing the daytime outer appearance based on historic preservation restrictions.

**Monroe Park – Fountain:**

**Location:** Pennsylvania Avenue between 20<sup>th</sup> and 21<sup>st</sup> Streets, NW (see page 10 for site images)

**Estimated Total Project Budget:** \$170,000

**Artwork Details:**

- Transform existing fountain with programmable LED lighting that transitions in colors.
- Convert the fountain to recirculate water and utilize additional water jets. It is strongly encouraged that the selected artist/team contract with a company specializing in fountains (a list of recommended fountain specialists will be provided to semi-finalists).
- While artwork should address the design of water jets, water patterns, and lighting, the main structural elements of the fountain (wall and basin) cannot be altered due to historic preservation restrictions.

**BUDGET:**

The total budget for design and installation for lighting projects for Murrow and Monroe Parks is \$245,000. The budget includes the artist design fee and costs associated with design, fabrication, travel and transportation to the site, insurance, permits, installation, contingency fund and documentation of artwork. Should selected artist/team work with a fountain company, these costs should also be included in the budget. Semi-finalists will receive design proposal fees ranging from \$1,000 to \$2,000 based on the extent of travel required.

**TIMELINE:**

January 15, 2014	Announcement of RFQ
February 14, 2014, 11:59 PM	Deadline for receipt of application materials
week of February 24, 2014	Review of qualifications and selection of up to 5 semi-finalists
mid-March 2014	Site visit
week of April 21, 2014	Final proposals due
late April 2014	Proposal presentations and final selection
September/October 2014	Project completion and dedication

**SELECTION PROCESS:**

DCCAHA will convene an art selection panel, representing diverse interests and expertise, to review the qualifications of applicants who respond to this call. The panel will select up to five semi-finalists based on credentials, prior work experience and overall capacity to complete the project.

Each semi-finalist will be awarded a \$1,000 to \$2,000 stipend to be used to create a site-specific design proposal and for travel for a site visit in March. They will present their proposals to the art selection panel who will select one finalist for the project. The finalist’s design proposal will be reviewed by the DCCAHA Board of Commissioners, the U.S. National Park Service and the U.S. Commission of Fine Arts for review and final approval. The artist or team whose design is approved will then enter into an agreement with GTBID for fabrication, installation and programming of artwork.

## QUESTIONS:

Please feel free to contact the following **DC Commission on the Arts and Humanities** staff members with questions:

**Elizabeth Carriger**, Public Art Coordinator, [elizabeth.carriger@dc.gov](mailto:elizabeth.carriger@dc.gov), 202-724-5613

**Tonya Jordan**, Public Art Manager, [tonya.jordan@dc.gov](mailto:tonya.jordan@dc.gov), 202-724-5613

## SUBMISSION REQUIREMENTS:

**(Applications must be submitted through [SlideRoom](#). Instructions provided below.)**

### **For Individual Applicants:**

1. Completed **Application Form** (see attached form on page 6). If you would prefer to type the form, please include full legal name(s) (and other professional name as applicable), mailing address, daytime phone, evening phone, email address, Website (optional).
2. Current **CV/Resume** highlighting experience with site-specific work, public art commissions and lighting projects.
3. A **Cover Letter** describing how this project relates to your past work and how you would approach the project. The letter should not exceed two pages.
4. **10 digital images** or **video** of previous work. Digital images and video should be submitted as JPGS or MOV files. Submit only “high” quality jpgs (do not use gifs, tiffs or other formats). Each file must be labeled with a number indicating the viewing order, followed by the artist’s last name. The numbers must correspond to the accompanying Image List. Example: 01\_Jones; 02\_Jones. If using Mac OS 8 or 9 include a “.jpg” extension at the end of each image. Example: 01\_Jones.jpg. All images will be viewed on PCs, not Macs. Please do not embed images into PowerPoint or PDF documents.
5. **Annotated Image List** corresponding to submitted images/video that includes image number, title, medium, dimensions, date of work and budget.
6. List of at least three **Professional References**. Please include name, address, phone number and email address for each individual.

### **For Design Teams:**

In addition to the **Application Form, Cover Letter, CV/Resume, Image List** and **References** detailed above:

- **Work Samples** should consist of up to **20 digital images or video** of previous work. Please include artist’s or designer’s name associated with each work on the corresponding image list.
- **CV/Resume** for each member of the team.

## OTHER REQUIREMENTS:

The selected artist/team shall be required to enter into contract with GTBID for the duration of the project. Throughout the duration of contract, the artist/team and subcontractors will be required to maintain license and carry professional liability insurance.

**DEADLINE:**

Submissions must be received by **11:59 PM EST on Friday, February 14, 2014.**

**HOW TO APPLY:**

Applications must be submitted online through **SlideRoom**. Please follow the link <http://dcarts.slideroom.com> and select "**Lighting Murrow and Monroe Parks Public Art Project**" to upload all requisite application materials. In order to access the application portal, all applicants will first be prompted to create a SlideRoom account, at no cost. Once logged into the newly created account, applicants will be able to submit all materials outlined above. SlideRoom will allow applicants to save incomplete applications and return to them for completion until 11:59 PM EST on the Friday, February 14 deadline. Any incomplete submissions at the time will be disqualified.

**The SlideRoom cost for each application is \$10.00** and is payable online at the end of the SlideRoom application.



## APPLICATION FORM

DC Creates Public Art for Golden Triangle BID  
*Light Art Projects for Washington DC's Murrow and Monroe Parks*

Please complete this form and include with application materials.

Applicant's Name(s): \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Cell/Mobile (optional): \_\_\_\_\_

Email address: \_\_\_\_\_

Web site (optional): \_\_\_\_\_

**DEADLINE:** Submissions must be received by **11:59 PM EST on Friday, February 14, 2014.**

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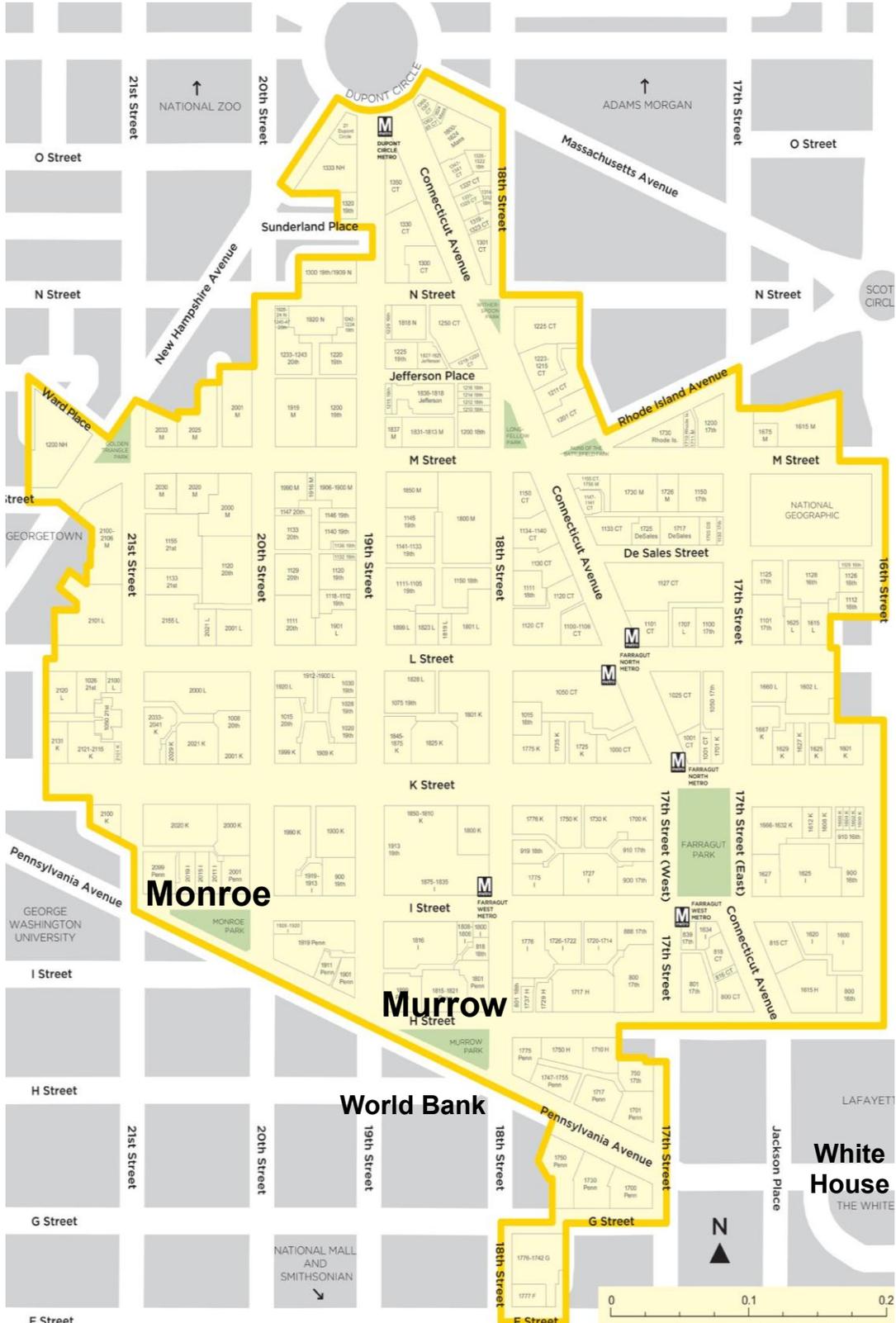
**Tonya Jordan**, Public Art Manager, [tonya.jordan@dc.gov](mailto:tonya.jordan@dc.gov), 202-724-5613

### APPLICATION CHECKLIST:

- \_\_\_ Application Form
- \_\_\_ CV/Resume(s)
- \_\_\_ Cover Letter
- \_\_\_ 10 images/video (up to 20 for teams)
- \_\_\_ Annotated Images List
- \_\_\_ Professional References

# SITE MAP

Locations of Monroe and Murrow Parks within the Golden Triangle Business Improvement District



## SITE IMAGES – MURROW PARK

Location: Pennsylvania Avenue between 18<sup>th</sup> and 19<sup>th</sup> Streets, NW

*Murrow Park contains 8 historic light fixtures to be transformed with color changing LED lighting.*



## SITE IMAGES – MURROW PARK

Location: Pennsylvania Avenue between 18<sup>th</sup> and 19<sup>th</sup> Streets, NW

*LED lighting programming for each of 8 light fixtures*

• **Outer/Daytime appearance of fixtures should remain the same**

• **Evening appearance should have:**

○ Color lighting from top cone

○ White light directed onto the park pathway from the canister

○ Color lighting from the bottom of the canister projecting onto the pole



## SITE IMAGES – MONROE PARK

Location: Pennsylvania Avenue between 20<sup>th</sup> and 21<sup>st</sup> Streets, NW

*Monroe Park contains a fountain to be transformed with programmable LED lighting and additional water jets.*



**Artwork should address the design of water jets, water patterns and lighting. The main structural elements of the fountain (wall and basin) cannot be altered.**