



**Scottsdale Public Art Program  
Call to Artists  
Request for Qualifications (RFQ)**

For the annual Scottsdale Arts Festival  
March 20-22, 2009  
Scottsdale Civic Center

**Application Deadline: October 24, 2008 (received by 5:00 pm MST)**  
Budget: \$11,000

The Scottsdale Public Art Program seeks an artist or artist team to create a temporary public artwork for the Scottsdale Arts Festival. The ideal candidate is able to create an artwork that is highly interactive and will be visually prominent in a festival setting.

**Project Background**

Each year, the Scottsdale Public Art Program coordinates this project with the Scottsdale Arts Festival Committee to select an artist to participate in the festival. It is an ideal opportunity for either an emerging or experienced artist who would like to further develop a piece that engages a variety of audiences, adds to the arts experience, and compliments the festival setting.

Given the festival atmosphere and the lively commotion that surrounds events of this nature, a successful project will be able to distinguish itself within the festival setting as a standalone artwork or performance. The project should be visually striking in order to create interest and augment the festival, and should be of an interactive nature so as to engage attendees. Creative, outlandish, eccentric, and unique projects are encouraged.

**The Scottsdale Arts Festival**

The Scottsdale Arts Festival has established itself as the finest event of its kind in the Southwest. Arizona's glorious spring weather complements the park-like setting of the festival, creating a wonderful environment that attracts more than 40,000 attendees from the metropolitan Phoenix area, including seasonal and year-round residents as well as tourists from diverse locales. The main attraction is a juried fine art and craft showcased within an attractive and sophisticated cultural center. The festival also features performances, a variety of quality food and beverages, live entertainment, educational family art activities and an online art auction with original works of art donated by Festival artists. For more festival information, visit the website: [www.scottsdaleartsfestival.org](http://www.scottsdaleartsfestival.org)

**Scottsdale, Arizona**

Scottsdale is the major resort center of the Phoenix metropolitan area. The city is a hub for the specialty shopping, art galleries, and recreational facilities and many of the cultural and sporting events that attract and sustain the local tourism industry. Scottsdale's retail centers, parks, employment centers, and libraries are heavily used by residents outside of the city. The

high quality of the visual environment in the city is an important component of maintaining the tourism industry and civic framework.

### **Scottsdale Public Art Program**

In 1985, the Scottsdale Public Art Program was created with the goal of enhancing the quality of life afforded to area residents and visitors. Since that time more than seventy permanent and temporary public art installations have been completed throughout the community. Public art has taken many forms in Scottsdale ranging from such traditional sculpture in the public square as Ed Mell's "Jack Knife" to a transit center designed by artist Vito Acconci, architect Doug Sydnor, and landscape architect Angela Dye. The program's collection also features public buildings, streetscapes, iconic sculptures, noise abatement walls, and public art masterplans by regionally and nationally acclaimed artists, including Kevin Berry, Donald Lipski, Carolyn Braaskma, James Carpenter, Mags Harries, Larry Kirkland, Laurie Lundquist, Jack Mackie, and James Turrell. Two permanent works completed in 2007 by artists Norie Sato and Lorna Jordan, respectively, were selected as top projects for the Public Art Network Year in Review at the annual Americans for the Arts Conference in June 2008. In addition to the impressive permanent collection, the program's Time-Based Art and Residencies program has continued to grow as well. The 2007-2008 season included such renowned time-based works as Liz Cohen's *Radical Mod*, Gregory Sale's *Love Buttons* and Kurt Perschke's *RedBall Project*, all of which garnered unprecedented media coverage for the program and impacted the community in positive and unique ways. Public art in Scottsdale works to transfuse a spirited perspective of traditional or new iconographies and reinvigorate the vitality of public life.

### **Selection Process & Timeline**

An artist-selection panel will be convened to evaluate artists' submissions. Selection criteria include: the applicant's professional qualifications; artistic merit of previous projects or ideas as evidenced by the submitted materials; and proven or implied ability to undertake projects of a similar scope.

The chosen artist will be recommended by a selection panel and approved by the Scottsdale Public Art Board [SPA Board] based on the review of images and other application materials. The SPA Board approves art concepts, project scope, and budget; thereby allowing the artist creative license within the established project plan. Contract and project plan to be negotiated with the Scottsdale Public Art Program.

<b>October 24, 2008</b>	Deadline for response to RFQ (received by 5pm MST)
<b>November 5, 2008</b>	Preliminary Artist Selection Panel Meeting (subject to change)
<b>January 8, 2009</b>	Proposals from Finalists Due (received by 5pm MST)
<b>January 20, 2009</b>	Final Artist Selection Panel Meeting (subject to change)
<b>March 20-21, 2009</b>	Scottsdale Arts Festival, Civic Center Mall

### **Eligibility**

Any artist or artist team who will be able to be physically present on-site for the duration of the

festival, and can (with assistance if necessary) complete the set-up, day-to-day operation and tear down of their project on-schedule (timeline to be developed with Art Events Coordinator once selection process is complete), is eligible to apply. International artists may apply, however all artist or team travel costs must be covered by the allotted budget.

### **Application Delivery**

Application Packets due by 5:00 pm, MST, 24 October 2008. Submit packet by mail or in-person to:

Scottsdale Public Art Program  
Request for Proposals: Scottsdale Arts Festival  
7380 East Second Street  
Scottsdale, AZ 85251

The application should be packaged in such a manner that the sealed envelope clearly reflects the project name(s) and the Applicant's name and address. All materials submitted become the property of the Scottsdale Public Art Program and will not be returned unless a self-addressed and stamped envelope, with sufficient postage, is provided. The Scottsdale Public Art Program will make every effort to protect submitted materials; however, the program will not be responsible for any loss or damage.

### **Application Content**

Required Materials (Submit materials in the following order, one copy each)

- 1) Letter of interest (typed, 2 page maximum): should incorporate a description of the artist or team's approach to public art, including relevant past experience in logistical planning for a time-based or similar artwork. Artist or team could also highlight experience in development of complex art-related concepts or similar professional experiences. Please do not discuss specific proposed concepts for this project in the letter of interest.
- 2) Résumé / Curriculum Vitae: teams must submit one per member.
- 3) Professional references (at least 3): include contact name and phone number.
- 4) Visual support materials: 15 – 20 digital images of recent work or previous concepts/proposals. Images must be numbered and titled to correspond with titles on an accompanied image list. Teams may submit: up to 10 digital images per member of work completed as individuals, 15-20 images of work completed as a team, OR any combination of the two not exceeding 30 total images. See "Application Presentation," Item 4 for digital image formatting requirements.
- 5) Image list (typed, 2 page maximum) corresponding to submitted digital images. Each entry on the image list should include artist's name, title of work, medium, date of work, dimensions and corresponding image number.

### Optional Materials

- 1) S.A.S.E (self-addressed stamped envelope for the return of application materials)

- 2) Statement of intent (typed, 1 page maximum): Artist or team may choose to include a short written statement discussing concepts for this project. Artist or team may briefly outline a specific idea for a project or may discuss a less formalized direction for a work. Please do not include budgets, sketches, models or renderings at the preliminary stage. NOTE: Panel members will be aware that the statement of intent is an optional component and it will not count against an artist or team not to include one. This is provided as an option in order to benefit emerging artists with fewer qualifications.

#### Application Presentation and Formatting

- 1) Do not submit digital copies of requested paper documents (#1-3).
- 2) Where possible, please print documents as double-sided to save paper.
- 3) Artists should be advised that panel members will be provided with double-sided black and white copies of all submitted documents. Light-colored text/designs or patterned specialty paper do not photocopy well and are not recommended.
- 4) Do not bind or staple documents. Where necessary, paper clips or other removable fasteners are preferred.
- 5) Formatting digital visual support materials:
  - a. All submitted digital images should be formatted as .jpeg or .tiff files with a recommended minimum resolution of 100 dpi, and minimum of 72 dpi accepted.
  - b. Image should be 1920 pixels on the longest side and less than 2 Mb.
  - c. Color setting should be sRGB IEC61966-21 (not CMYK).
  - d. Names of digital images should consistently read: [Image Number]\_[Title of Work]\_[Artist(s) Name(s)].
  - e. Submit all digital images on one CD. Do not separate into digital folders. CD should be labeled with name(s) of artist or team members.

NOTE: The Scottsdale Public Art Program reserves the right to refuse any entries, and is not responsible for loss of or damages to application materials.

#### **Artist Finalists**

During the Preliminary Artist Selection Panel Meeting, three artists or artist teams will be chosen as finalists by the panel members to submit a proposal for consideration. Finalists will be offered \$250 for their proposals, and will be notified of their status by phone or email no later than Wednesday, October 29, 2008. Artists are responsible for providing accurate contact information to the Scottsdale Public Art Program. Further information on submitting a proposal will be given upon status notification. A phone interview may also be conducted at the discretion of the panel during the Final Artist Selection Panel Meeting.

#### **For Further Information**

Contact Diana Fisher, Art Events Coordinator at 480.874.4667 or [DFisher@SCCarts.org](mailto:DFisher@SCCarts.org)