



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

Eldorado Fire Station #1 (Eldorado Park, Scottsdale, AZ)  
Application Deadline: Receipt by 5:00 pm, December 5, 2008  
Total Art Project Budget: \$125,000.

The Scottsdale Public Art Program is accepting qualifications from artists for an opportunity to create a stand alone dynamic artwork at a new fire station in Eldorado Park in the city of Scottsdale, Arizona.

**Site Description**

The artwork for this project will be in the landscaped area facing Miller Road (see site plan below) in front of a newly constructed fire station, Fire Station #1, near the intersection of Miller Road and East Granada Road in Eldorado Park in Scottsdale, Arizona (see map below).

Downtown Scottsdale is undergoing a substantial revitalization with nearly \$1.4 billion of public and private funds currently being invested to reinvigorate the area. The Scottsdale Fire Department (SFD) has set a goal of arriving on the scene of an emergency within four minutes, eighty percent of the time. Fire Station #1 is currently responsible for 10.5 square miles of coverage with more than 5,000 people per square mile—that is the highest number of persons per square mile of any Scottsdale Fire Station. To meet the response time goal, two new Fire Stations are in progress: Fire Station #2, which is near completion, on Indian School near 75<sup>th</sup> Street; and the relocation and upgrade of Fire Station #1, to the southwest corner of Eldorado Park on Miller Road. Eldorado park is part of Indian Bend Wash, Scottsdale’s innovative greenbelt instrumental for the control of floodwaters during the infrequent but powerful rainfall events that occur in the desert. This greenbelt threads through the southern portion of the city and, due to its linear shape, thousands of Scottsdale’s citizens are within walking distance with over one million people making use of it annually. Forty percent of the greenbelt is publicly owned with the remaining sixty percent privately held. Yet most of the privately owned area is still open to the public through development agreements. The greenbelt was created in response to flooding in the old wash. The original engineering response of a fenced concrete lined channel 172 feet wide would have divided the City of Scottsdale. Instead the Indian Bend Wash greenbelt forms a 7 ½ mile swath of recreational open space through the heart of the community, and is an unqualified success for the city environmentally, aesthetically and functionally.

## **Scope and Project Description**

The art for this project should address and creatively interpret the tradition of the firefighter bell and equally be responsive to the site location in Eldorado Park, part of Scottsdale's greenbelt. The site provides an opportunity for a stand alone sculptural work, though nothing precludes landscape or earthwork as a major or minor component. The selected artist will work with the City's consultant architect and landscape architect for the fire station to create the landscape and siting desired for the artwork, to ensure aesthetic continuity with the architecture of the site and to coordinate the art with the construction of the fire station. Though the opportunity is for a sculptural form, the preference is for other than bronze figurative. The Scottsdale Public Art Program is seeking a dynamic aesthetic that both captures a tradition of firefighters and is work of art in a park. Potential audiences include City employees, pedestrians, bicyclists, motorists, area residents and tourists.

The budget for the project will not exceed \$125,000 which is to include all costs associated with schematic design, design development, fabrication and installation including but not limited to travel, public meeting presentations, models, administration, taxes and insurance. Minimal foundational and landscape expenses will be covered in the City budget. The development of this project will incorporate public involvement including public hearings and open houses. The Scottsdale Public Art Program reserves the right to cancel or amend any or all of the scopes or budgets referenced in this document.

## **Scottsdale Public Art Program**

In 1985, Scottsdale adopted a one percent for art ordinance and established the Scottsdale Public Art Program with the goal to enhance the quality of life afforded area residents and visitors. Since that time more than 60 permanent, 26 temporary and 86 private developer funded public artworks have been commissioned throughout the community. Presently 50 new works are in various stages of design and construction. Scottsdale's program and projects have won local, regional and national awards. Public art has taken many forms ranging from the walls of the Pima Freeway to James Turrell's "skyspace" at the Scottsdale Museum of Contemporary Art. The Scottsdale Public Art Collection includes traditional sculpture in the public square such as Ed Mell's *Jack Knife*, a noise abatement wall popularly known by neighbors as the "fish wall" and the signature design elements of the Loloma Transit Center by artist Vito Acconci and architect Doug Sydnor. The Public Art Collection includes work by acclaimed artists, who collaborate with the public and with design professionals, including Kevin Berry, Carolyn Braaskma, James Carpenter, Mags Harries, Larry Kirkland, Laurie Lundquist Jack Mackie, Laura Haddad and Tom Drugan. Projects underway include work by Dennis Oppenheim for the McKellips Service Center, Paolo Soleri and Al Price, both creating works for the Arizona Canal.

The Public Art Program seeks to incorporate the highest quality art in Scottsdale's public places in order to enhance the City's cultural and artistic identity and presence. The program seeks to instigate a renewed commitment to the public domain by way of such projects that may invigorate social, cultural, historical, or environmental issues.

Projects may possess a direct social relevance that is community referential or they may push the "placemaking" envelope and involve the viewer in the complexities of urban experience. Public art in Scottsdale is meant to transfuse a spirited perspective of traditional or new iconographies and reinvigorate the vitality of public life.

The Scottsdale Public Art Program advocates, promotes and enables the integration of the work and ideas of artists into many facets of planning, design and building in the community. Public art effectively invites community participation at all phases, from artist selection to dedication. During the design process, an average of 250 people review each public art project. Artists compete for a commission at a specific location; a project panel comprised of city residents and art and design professionals chooses the artist; and the artist's design is then presented at public meetings prior to approval and fabrication. In many cases, the artist becomes an integral member of the architectural design team.

The Scottsdale Public Art Program is managed by the Scottsdale Cultural Council, a private, non-profit 501 (c) (3) management organization that administers the arts and cultural affairs of the City of Scottsdale, Arizona and also manages the Scottsdale Center for the Arts, and the Scottsdale Museum of Contemporary Art.

### **Scottsdale, Arizona**

Scottsdale is the major resort center of the Phoenix metropolitan area. Although not all of the local major resorts are located in the city, the city contains the core of specialty shopping, art galleries, and recreational facilities and many of the cultural and sporting events that attract and sustain the local tourism industry. Because of the lack of services in most areas adjacent to the city, 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.

In his 2000 study entitled "Scottsdale City Image" (a report to the City of Scottsdale's Urban Design Studio), Todd Bressi reports that "Scottsdale is a city whose visual character is especially important to its residents, and where the sense of landscape and openness in the city are valued." He suggests specific values that would contribute to a strengthened identity of Scottsdale's civic framework and primary spaces of public experience: recognize the importance of the pedestrian scale of Scottsdale's civic framework; celebrate the places that make Scottsdale great; strengthen the design of the arterial grid; reconnect with the Sonoran landscape. These values hold true today and the efforts of the Scottsdale Public Art Program their importance.

### **Selection Process & Timeline**

An artist-selection panel will be convened to evaluate artist's submissions and either select an artist based on preliminary submission materials or interview short-listed applicants or to seek more detailed proposals or concepts. Selection criteria include: the applicant's professional qualifications; proven ability to undertake projects of a similar scope; artistic merit as evidenced by the submitted materials; and demonstrated ability to work with government agencies, engineers, and/or focus groups in the creation of an art project.

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. Interviews may be conducted over speakerphone or in person. 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. SPA Board reserves the right to reject any and all applications.

<b>December 5, 2008</b>	Deadline for response to RFQ (received by 5:00 pm)
<b>January/February 2009</b>	Anticipated completion of Artist selection
<b>February/March 2009</b>	Anticipated commencement of schematic design
<b>Fall 2009</b>	Anticipated completion of design development
<b>Fall 2010</b>	Anticipated completion of fabrication and installation

**Eligibility**

All artists residing in the United States are eligible to apply.

**For Further Information**

All questions regarding this Request for Qualifications are to be directed to Jana Weldon, Project Manager, Scottsdale Public Art Program 480.874.4684.

**Application Delivery**

Qualifications due by 5:00 pm, MST, 5 December 2008 at:  
Scottsdale Public Art Program  
Fire Station #1  
Request for Qualifications  
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, it will not be responsible for any loss or damage.

**Submission Requirements (in the following order)**

1. Twelve copies of a cover letter, not to exceed 2 pages with no less than 10 point font, which addresses the artist's interest in this project that references both the tradition of the firefighters bell and placemaking in a park, where the artist heard about the project, a description of the artist's approach to public art and a highlight of relevant past experience in public art projects that involved collaboration with community members and design professionals.
2. Twelve copies of a professional resume, 2 pages maximum in no less than 10 point font. Teams must submit a 2 pg. resume for each team member.
3. Twelve copies of an annotated, typewritten image list identifying images by number and listing the artist's name, the title of the work, date, media, size of the work (HxWxD) and a description of the artwork.
4. Up to 20 images. The images may be 35mm duplicate slides with each slide labeled with the artist's name, numbered according to the annotated slide sheet with an indication of the top and front of the slide, and presented in a 9"x11" plastic slide sheet. The images may also be submitted as PowerPoint slides on a CD compatible with a PC. If you choose to submit a PowerPoint presentation, you must also submit one color print out of its contents.
5. Three references: include client name, contact name, capacity known, phone number, and email if available.
6. A self-addressed, stamped envelope (SASE) with sufficient postage for the return of slides.
7. One copy of additional printed materials such as articles, catalogues, etc. (Optional)

**DO NOT SEND ORIGINAL ARTWORK**



