



**Scottsdale Public Art Program  
Call to Artists  
Request for Proposals (RFP)  
Temporary Artworks for the CBRE Bell Tower Partnership**

New Exhibition Space @ the Bell Tower of the CBRE Building @ Scottsdale Civic Center

**Pre-submission Reception: April 25, 2008**

**Application Deadline: May 16, 2008 (received by 5:00 pm)**

Budget: up to \$6,000 per project

Up to 3 projects for fiscal year July 1, 2008 to June 30, 2009

The Scottsdale Public Art Program seeks artists or artist teams to create a temporary public artwork for the Bell Tower at Civic Center Mall. The ideal artwork is one which is an unexpected and delightful encounter for visitor to the site.

**Project Background and Description**

The Scottsdale Public Art Program in partnership with CB Richard Ellis (CBRE) is launching this project to create a dynamic changing attraction at one of the main entry ways to the Scottsdale Civic Center Mall— 21 acres of beautiful lush open public space that runs eastward from Brown Ave to 75<sup>th</sup> Street and southward from 1<sup>st</sup> Avenue to 2<sup>nd</sup> Street in downtown Scottsdale.

It is an ideal opportunity for either an emerging or experienced artist who would like to further develop a piece that can engage a variety of audiences and add to the arts experience and compliment the sense of place of the civic center.

The exhibition space for the commissioned art works is a “bell tower” located at 7380 E. 2<sup>nd</sup> Street, a building complex owned by CBRE, just outside the offices of the Scottsdale Cultural Council, including the Scottsdale Public Art Program. The tower structure rises over a sidewalk that leads from a public parking garage into the Scottsdale Civic Center Mall adjacent to the entrance to the Scottsdale Center for the Performing Arts and the Scottsdale Museum of Contemporary Art in addition to the outdoor patios of the Orange Table Café and the Jewel of the Crown restaurant.

Pedestrians frequently pass through the tower on their way to various destinations within the Civic Mall including the Civic Center Library and City Hall, the lagoon, the outdoor amphitheatre, the gardens, as well as other public artworks such as the *Love* sculpture, *Windows to the West* and the *Yearlings*. The tower itself is two stories high and approximately 20’x20’ in ground area. The art intended for the space will hang from the ceiling of the tower without impeding pedestrians walking beneath. Because the tower is at the intersection of parking, civic buildings, sculptural art, art venues and restaurants, it is an ideal location to

meet up before venturing forth. A successful project will be able to create its own sense of encounter, of engagement at this gateway whether through visual distinction or an interactive nature.



**Bell Tower**

### **Pre-submission Reception**

The Scottsdale Public Art Program invites all artists interested in this project and in learning more about the selection process and other upcoming projects in Scottsdale to attend a gathering on Orange Table's patio **Friday April 25, 2008 from 6-8pm**.



The patio has a direct view of the project site.  
Appetizers will be served and a cash bar available.  
Come with your questions. Come and mingle.  
Courtesy RSVP to Kirstin Van Cleef, Project Assistant at  
480.994.2787 x1716 or [kirstinv@sccarts.org](mailto:kirstinv@sccarts.org)

**Click here for directions to Orange Table**

<http://maps.google.com/maps?f=q&hl=en&geocode=&q=Orange+Table,+Scottsdale&ie=UTF8&ll=33.491715,-111.923218&spn=0.01258,0.019956&z=16>

### **Scottsdale, Arizona**

Scottsdale is the major resort center of the Phoenix metropolitan area. The city is a hub for 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, noise abatement walls, and public art masterplans by regionally and nationally acclaimed artists, including Kevin Berry, Carolyn Braaskma, James Carpenter, Mags Harries, Larry Kirkland, Laurie Lundquist, Jack Mackie, and James Turrell. In addition to the impressive permanent collection, the program's Signature Events and Exhibitions series has continued to grow as well. The 2006-2007 season included such renowned temporary works as Liz Hickok's *Scottsdale in Jell-O* and Jarvis Rockwell's *MAYA II*, which was selected as a top project for the Americans for the Arts Public Art Network 2007 Year in Review, as well as by Art in America as one of their top 20 projects of the year. Public art in Scottsdale is meant 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' proposal submissions. Artists should be available for a phone interview by the selection panel per request by the Project Manager. Selection criteria include: the applicant's professional qualifications; applicability and thoroughness of submitted proposal; artistic merit as evidenced by the submitted materials; and proven 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. SPA reserves the right to reject any and all applications.

<b>April 25, 2008</b>	Reception at the Orange Table, 6-8pm, RSVP
<b>May 16, 2008</b>	Deadline for response to RFQ (received by 5:00 pm)
<b>Mid May 2008</b>	Initial Artist Selection Panel Meeting (subject to change)
<b>Late May 2008</b>	Finalist Interviews
<b>July 1, 2008</b>	Installation of first selected commission (subject to change)

### **Eligibility**

Any artist or artist team who will be able to be present for installation, maintenance and de-installation of the project is eligible to apply.

## **Application Delivery**

Proposals due by 5:00 pm, MST, 16 May 2008 at:

Scottsdale Public Art Program  
Request for Proposals: CBRE Bell Tower Partnership  
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.

## **Application Content (submit materials in the following order)**

- 1) Cover letter (typed, 2 page maximum): clearly identify the name of the project(s) you're applying for. Include a description of the artist's approach to public art, highlighting relevant past experience including collaboration with community members, design professionals, and/or others in the design and installation of a public art project. (1 copy)
- 2) A professional résumé (2 pages maximum): teams must submit a résumé for each member. (1 copy)
- 3) References (at least 3): include contact name and phone number. (1 copy)
- 4) Proposal Summary (Note: It is not necessary to answer the questions in a Q&A format, however please ensure that all issues listed are addressed): (1 copy)
  - a. Concept: What do you want your artwork to look like? How do you want the piece to interact with the viewer?  
What are the main concepts behind it?
  - b. Execution: Explain your proposed time requirements, process, and medium.
  - c. Fabrication & Installation: Describe the anticipated fabrication and installation needs for the temporary art.

- Be sure to include information that will help facilitate the artistic integrity of your work:
- i. Describe how the art will fit into the space without posing any threat or barrier to pedestrians in the area.
  - ii. How much approximately will the art piece weigh (note: there will be a maximum allowable weight determined by an engineer which is not yet known at this time)?
  - iii. Describe how you envision the installation requirements: what sort of attachments will you need? Will you need to use the ground plane, the pillars or the wall?
  - iv. Describe the electrical requirements (explain to the extent that you are knowledgeable. The artist will not be required to determine exact specifications, but must be clear on the desired effect. Specifications will be refined later by what is available).
  - v. Describe special equipment or other needs.
  - vi. What are any public safety requirements?
- d. (Optional) Drawings, sketches, models, examples, etc to further explain your proposed concept.
- 5) Visual support materials:
- a. Photographic slides: 10 – 20 slides (35mm) of recent work. Slides must be in a clear plastic slide sheet; each slide must be labeled with the artist's name, the top clearly marked with an arrow pointing upwards, and a number to correspond with an accompanied annotated slide list (typed, 1 copy, 2 pages maximum). The slide list must be provided with the artist's name, title or location of work, medium, date of work, dimensions and the corresponding slide number.
- OR**
- b. Digital materials: 10 – 20 digital images or Powerpoint slides of recent work on CD (must be readable by PC's). Images must be titled to correspond with an accompanied annotated image list (typed, 1 copy, 2 pages maximum), including artist's name, title or location of work, medium, date of work, dimensions and corresponding image number.
- 6) S.A.S.E (optional—self-addressed stamped envelope for the return of application materials).

NOTE: Please do not submit digital copies of requested paper documents (#1-4). The Scottsdale Public Art Program reserves the right to refuse any entries, and is not responsible for loss of or damages to application materials.

### **For Further Information**

All questions regarding this Request for Proposals are to be directed to Jana Weldon, Senior Project Manager at 480.874.4684 or [janaw@sccarts.org](mailto:janaw@sccarts.org) and/or Kirstin Van Cleef, Project Assistant at 480.994.2787x1716 or [kirstinv@sccarts.org](mailto:kirstinv@sccarts.org).