



Shreveport Common

An Uncommon Cultural District

REQUEST FOR QUALIFICATIONS (RFQ)

PROJECT:

ARTIST ASSOCIATE TO THE CONTRACTED TECHNICAL DESIGN ARTIST/TEAM THAT WILL PRODUCE A TECHNICAL DESIGN FOR THE *COMMONLINK*, SHREVEPORT, LA

BUDGET:

\$10,000 for technical design

DEADLINE:

Monday, February 27, 2012, 11:59 pm (C.S.T.)

The Shreveport Regional Arts Council (SRAC) on behalf of the City of Shreveport is seeking to commission an area **Artist Associate** to work with the contracted Technical Artist/Team that will create a unique vision for **CommonLink**, Shreveport's first interactive transportation and information substation that will serve as the hub for all forms of transportation, information, communication, and community engagement. The design of **CommonLink** will launch the development of Shreveport's Cultural District, SHREVEPORT COMMON, which will transform a neglected, 9-block area in the western part of downtown Shreveport.

PROJECT BACKGROUND

When the SRAC offices, rehearsal space, data systems, and files were completely destroyed by arson a little over 18 months ago, Shreveport Mayor Cedric Glover transformed this devastating event into an opportunity for SRAC and the arts community. Envisioning the arts as impetus for urban revitalization, the Mayor moved SRAC into a historic 1922 Central Fire Station that sits at the helm of a nine-block area encompassed in the Cultural District, now named SHREVEPORT COMMON.

The fire station is being restored to its original splendor with a large portion of space repurposed to become an "arts incubator" to stimulate the local arts community, which in turn will revitalize the neighborhood. The area is currently home to a few small businesses, social service agencies, the City's nationally historic Municipal Auditorium, and noteworthy architectural landmarks. Of the over 800 local residents, the majority live in low income or transitional housing and rely on public transportation, while the appeal of urban living has begun to attract young people and empty nesters who embrace alternative transportation modes. Mayor Glover also used the devastation of the fire and the subsequent community outpouring of support to maximize the growth of the arts by successfully pursuing an NEA Mayors' Institute on City Design grant in 2010 for a comprehensive SHREVEPORT COMMON Vision Plan. **CommonLink** is one of the first projects to bring this Vision Plan to reality.

REQUEST FOR QUALIFICATIONS (RFQ)

PROJECT:

Artist Associate to the contracted Technical Design Artist/Team that will produce a Technical Design for the **CommonLink**, an interactive Transportation and Information Substation located in Shreveport Common - Shreveport, LA.

BUDGET:

\$10,000 for a five-month “residency” and association that will produce the approved technical design: March 1 – July 30, 2012.

ENTRY DEADLINE:

Monday, February 27, 2012, 11:59 pm (C.S.T.)

PROJECT DESCRIPTION:

More than a transportation station, **CommonLink** is envisioned as a “transformation station” - the critical first-step in defining, developing and populating this historic downtown cultural district. **CommonLink** will be situated in the center of Shreveport Common for easy access to the area’s destination points, which include the 3,000 seat Municipal Auditorium, The COMMON, a proposed arts-programmed community “green space”, a city parking lot adjacent to the Municipal Auditorium, area churches, and planned new construction of mixed use attainable and market-value, mixed-use housing, along with renovated and repurposed historic buildings, and the current affordable and transitional housing.

The selected area **Artist Associate** will work with the selected Artist/Team to create a unique vision for the block-long **CommonLink** with a design that will house a bus shelter, taxi stand, shuttle stop, seating, and an interactive communication center that will provide assistance to tourists and residents alike by providing maps and historical information, giving walking, biking and transportation information, as well as recommending restaurants, events, and attractions. The successful design for **CommonLink** will also integrate parking for mopeds and a police car, a security “blue light” system, charging stations,

ATM, Wi-Fi, green areas, innovative lighting, and bike racks that will be designed by local artists.

CommonLink will serve the current and future residents of SHREVEPORT COMMON, bring visitors to the area for events and tours, and create a place that not only dignifies public transportation while encouraging pedestrian and bicycle traffic, but makes it fun, exciting and informative.

PROJECT BUDGET:

The selected area **Artist Associate** will receive a fee of \$10,000 to include all travel, meals, insurance, etc. The Artist Associate will be a contracted associate of the contracted Technical Design Artist/Team; insurance issues will be negotiated with the Technical Design Artist/Team.

The estimated total budget for technical design of **CommonLink**, including all criteria for research, meetings with community, art consultant and representatives of SRAC and the City of Shreveport, insurance, travel, and artist’s fees is \$120,000. The City of Shreveport will provide the services of technical consultants as needed, including but not limited to landscape architects, city engineers, electricians, plumbers, etc. The final approved technical design must reflect a project that can be fabricated within a \$500,000 budget.

ARTIST SERVICES:

Artist Associate Project finalists will be required to participate in an orientation of the CommonLink followed by an interview process with the Public Art Jury and the contracted Technical Design Artist/Team during the week of March 5 – 8, 2012. The Orientation will include all finalists in one setting; the interviews will be held separately and will take approximately 15 minutes per interview.

The goal of this five-month “Residency” between the Selected Artist Associate and the Selected Technical Design Team is to learn from one another while equipping Northwest Louisiana area artists to successfully engage future Public Art projects in Shreveport...and across the nation. This residency will “morph” organically as the relationships and project scope develop; however, the initial responsibilities will include:

1. Negotiate the specific tasks to be achieved toward the Technical Design with the Selected Artist/Team.
2. Report on the Progress of the Design at monthly meetings of the Northwest Louisiana Roster Artists and at quarterly meetings of all area artists and on other occasions as requested.
3. Serve as the liaison between the area artists who are selected for specific projects within the Technical Design (such as the Bike Racks) and the Technical Design Artists Team.
4. Submit a report that will be distributed to area artists outlining recommendations for successfully competing in future Public Art Calls. The report will include feedback on the application process to include appropriate work samples, contract negotiation, time management, implementation of the artistic vision, management of the budget, expectations of the approval process, etc.

The following services will be required of the contracted Technical Design Artist/Artist Team. These include but are not limited to:

- Development of a design for **CommonLink** from proposal concept through final technical design (engineering drawings as necessary).
- Coordination with the public art consultant, SRAC, and other Shreveport organizations, officials, and vendor services as necessary to complete technical design.
- Coordination of collaboration with the selected Artist Associate encouraging participation and/or feedback from the local arts community throughout the design process.
- Maintaining an ongoing dialogue with community stakeholders, including being available for onsite meetings as needed, throughout the process from conceptual design development through final technical design.

SELECTION PROCESS

The Public Art Jurors have been selected and will be charged with the selection of up to three finalists for this project. The art selection will be conducted in a two-step process. In step one, the initial pool of submissions to this RFQ will be short-listed down to 3 finalists. In stage two, the finalists will participate

in an interview with the contracted Technical Design Artist/Team to discuss the project and role of the **Artist Associate**. This interview will take place during the week of March 5 – 8, 2012; specific date to be announced. Together, the Public Art Jurors and the Technical Design Artist/Team will select the **Artist Associate**. One artist will be awarded this project.

NOTE: Resource Opportunities:

- Interested Artists are encouraged to attend the three-day ART IN PUBLIC TRANSPORTATION SYMPOSIUM held at artspace, 710 Texas Street, January 31 – February 2.
- On Wednesday, February 1, the six finalists for the CommonLink Technical Design Contract will present their proposals to the Public.
- On Thursday, February 2, at 2:45 pm, the Selection Process for the CommonLink Technical Design Contract will convene; it is open to the Public and interested Artists are encouraged to attend to view the process of interviews and subsequent selection.

SUBMISSIONS

Interested artists must be listed on the Northwest Louisiana Artists Directory on the SRAC website no later than 11:59 p.m. (C.S.T.), Monday, February 27, 2012. The panel will review the artist's resume and portfolio with samples of work from the Directory. It takes a minimum of 24 hours for information on the Directory to be approved for listing, so it is recommended that the process to begin inputting information onto the Directory be started by Wednesday, February 22nd to allow for edits and technical problems.

For notification of your interest in this project, send an email with an Artist Statement by the above date. Write "Submission – ARTIST ASSOCIATE" in the subject line of the email." All text documents must be saved as Microsoft Word files or as editable PDFs. Do NOT submit scanned text documents.

The artist statement (no more than 1 page) will describe your interest in this project and general approach to public art projects, with emphasis on

how community input is reflected in the work or incorporated into the process. Also include a brief description of the overall themes/concepts reflected in your art work. PLEASE address these questions in your artist statement:

- A. What do you hope to contribute the CommonLink Technical Design as the **Artist Associate**?
- B. What do you expect to gain from the five-month association with the contracted Technical Design Artist/Team?
- C. How will you share your experience and the lessons gained with the Northwest Louisiana Artists?
- D. How do you expect this experience to shape/impact your future as a Public Art Artist?

ELIGIBILITY:

This project is open to all professional artists who reside or own a studio in the ten parishes that comprise Northwest Louisiana **and** are listed on the Northwest Louisiana Artists Directory.

- You may list yourself on the Northwest Louisiana Artists Directory at www.shrevearts.org; go to Resources for Artists, and click on the Northwest Louisiana Artists' Directory. See the "Get Registered" link! If you are already prepared by having your required 10 work samples, resume, and general artists' statement ready to upload, the registration process should take 30 minutes.
- Your submission must be complete and approved by the Administrator prior to 11:59 pm, Monday, February 27th to be eligible for this application process. Please do not wait until 11:30 pm to begin the process!

PROJECT SCHEDULE:

The anticipated schedule for the design of **CommonLink** is as follows:

- Qualifications due: February 27, 2012
- Finalists selected: March 2, 2012
- Mandatory Orientation and Interview Process: March 5 – 8, 2012 (TBA)
- Selected Artist notified: March 9, 2012
- Letter to Proceed: Mid-March, 2012
- Execution of Contract: Late March, 2012
- Final Technical Design: June 30, 2012
- Approval of Final Technical Design: July 30, 2012

This is a fast-tracked project and the selected artist will need to be available to work effectively within an aggressive timeline.

FOR MORE INFORMATION

WEBSITE: More detailed information and illustrations on SHREVEPORT COMMON and the CommonLink area can be found at:
<http://shrevearts.org/arts-culture/public-art-2/>

Please email questions to:
CommonLink.Shreveport@gmail.com with "Questions" as the subject line of email.

Shreveport Common and **CommonLink** are projects of the Shreveport Regional Arts Council.

