



Shreveport Common

An Uncommon Cultural District

REQUEST FOR QUALIFICATIONS (RFQ)

PROJECT:

CommonLink, An interactive Transportation and Information SubStation
Shreveport , LA

BUDGET:

\$100,000 for technical design

DEADLINE:

Wednesday, November 16, 2011, Midnight (C.S.T.)

The Shreveport Regional Arts Council (SRAC) on behalf of the City of Shreveport is seeking to commission an artist or artist-led design team to 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.

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, a soon-to-be designed and arts-programmed community “green space” - The COMMON, a city parking lot adjacent to the Municipal Auditorium, area churches, and planned new construction of mixed use attainable and market-value, along with renovated and repurposed historic buildings, and the current affordable and transitional housing.

The selected artist will 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 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 fee is \$100,000.

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

Project finalists will be required to attend an on-site orientation in Shreveport, December 7 – 9, 2011* and to make a presentation of their proposal concept at a Public Art in Transportation symposium in Shreveport, January 30 – February 2, 2012. Transportation/Lodging/Food will be provided by SRAC.

The following services will be required of the contracted artist. 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.
- Oversight of two (2) assigned local artist “interns”; 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 on-site meetings as needed, throughout the process from conceptual design development through final technical design.

* Travel expenses and arrangements to be handled by SRAC.

SELECTION PROCESS

The SHREVEPORT COMMON Public Art Committee will be charged with the final selection of the artist(s) 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 to 4-6 finalists. In stage two, the finalists will create a site-specific proposal which they will present to the Art Committee along with an estimated project budget. Finalists will be paid a \$2,000 honorarium (includes all cost for materials, labor, etc.) One artist or artist team will be awarded the project.

SUBMISSIONS

Interested artists should submit the following to be received **no later than Midnight (C.S.T.), Wednesday, November 16, 2011.** Submissions are to be emailed to CommonLink.Shreveport@gmail.com. Write "Submission – ARTIST/TEAM NAME" in the subject line of the email. If necessary to submit more than one email, title each email "Submission 1 of 3 – ARTIST/TEAM NAME", "Submission 2 of 3" etc.

All text documents must be saved as Microsoft Word files or as editable PDFs. Do NOT submit scanned text documents.

- Portfolio of NO MORE THAN 10 (ten) images, which must include examples of artwork that demonstrate your ability to successfully execute a project of this scale and/or scope. Each image dimension should not exceed 800 x 600 pixels and should be placed into a Microsoft PowerPoint presentation (not PowerPoint Viewer). Include the title/project name onto the slide.
- In the notes section of each slide, include the following image information where applicable:
 - Title of Artwork/Project Name
 - Media/Dimensions, Date of Work
 - Location
 - Project Budget
 - Brief paragraph describing project.
- An artist statement (no more than 1 page) that describes 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.
- A professional resume/CV (limit 2 pages). Artist teams may submit one resume representing their previous collaborative work. If this is a first time team collaboration, a resume/CV must be submitted for each team member. Please include your full contact information at the top: name, address, phone, email, and website address (if applicable). Teams should clearly identify 1 member as the lead contact.

ELIGIBILITY

This project is open to professional artists or artist teams.

PROJECT SCHEDULE

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

- Qualifications due: November 16, 2011
- Finalists selected: December 1, 2011
- Mandatory Site Visit: December 7 - 9, 2011
- Public Symposium and Presentation of Proposal: January 31 – February 2, 2012
- Selected Artist/Team notified: February 7, 2012
- Letter to Proceed: Mid-February, 2012
- Execution of Contract: Late February, 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(s) will need to be available to work effectively within an aggressive timeline.

FOR MORE INFORMATION

WEBSITE: More detailed information and illustrations of 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.

Informational Conference Call for any and all potential applicants (not mandatory) **Monday Nov 7, 9:00 am - 10:00 am or 3:00 pm - 4:00 pm (CST)**
Use Free Conference Call. To dial in: (605) 475-4850:
Access code 452181#
Site tours: Area artists who wish to tour the site with design consultant Gregory Free should meet on **Mon, Nov 7**, at 11:00 am, at the **CommonLink** site, in the 900 block of Texas Ave. at the new Municipal Auditorium parking lot.

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

