



Alameda County Arts Commission  
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www.acgov.org/arts

## Artist Registry 2010-2011 – Small-Scale Artwork Commission Projects

**Application Deadline:** March 19, 2010 (11:00pm Pacific Time)

### GENERAL INFORMATION

Many of Alameda County's capital improvement projects include a Percent-for-Art Program in which professional artists are commissioned to make small-scale, wall mounted artwork for the projects. Due to the upcoming schedule of construction projects, many of the artists commissioned for these public art projects will be selected from a registry of pre-qualified artists (Artist Registry). The opportunities may include making a new series of artwork in the studio. Artists who make two-dimensional, low-relief, or wall sculptural artwork are invited to apply. This is the call to artists for the Artist Registry. The Registry will remain in effect for two years. Artists selected for the Artist Registry will always be notified prior to being placed into consideration for specific projects.

One of 58 counties in California, Alameda County is home to 1.5 million people living in 14 incorporated cities, from Albany in the north to Fremont in the south and Livermore in the east, as well as in 6 unincorporated communities and rural areas throughout the 813 square miles of the County. Alameda County provides health care, social services, public protection, and general government programs for a population that is culturally and ethnically diverse.

Public art opportunities for a wide range of artists such as:

- Artists interested in collaborating with diverse communities
- Artists making artwork which contributes to healing environments
- Artists making youth-focused artwork
- Emerging artists creating small to mid-sized framed artworks
- Artists working in a variety of materials
- Established artists with gallery representation

***Note: This Registry is for artists who are making small to mid-sized, wall-mounted, two-dimensional or low relief artwork; a separate call is being announced simultaneously for artists who are qualified to make permanent, site-specific work.***

### ARTIST ELIGIBILITY

The Artist Registry is open to professional artists who live, are permanently employed, or rent/own an artist's studio in Alameda County. The cities and communities of Alameda County include: Alameda, Albany, Berkeley, Castro Valley, Dublin, Emeryville, Fremont, Hayward, Livermore, Newark, Oakland, Piedmont, Pleasanton, San Leandro, San Lorenzo, Sunol, Union City, and other unincorporated areas. Proof of residence, permanent employment, or business ownership within County borders is required. To qualify as an "Alameda County artist" for this project, the artist must minimally live, own a business or be employed on a continuous basis within the County of Alameda for the duration of the entire project, from the point at which the application is delivered through the final acceptance of artwork.

*In an effort to provide opportunities to a wide range of artists and to diversify the County's Art Collection, the following artists are not eligible to apply to for this Registry: Artists who have received contracts to create artwork at the Juvenile Justice Center or Castro Valley Library, artists who have 6 (six) or more artworks in the Alameda County Art Collection, and artists who have received a Small-Scale Artwork commission in the past (Juvenile Justice Center, Castro Valley Library, Sobering & Detoxification Center). This includes contracts*

*received as an individual artist or as part of an artist team. Based on County policy, Alameda County employees are not eligible to apply for this program. There may be additional requirements and/or restrictions if an individual applies for and receives a public art contract and is works at the County facility where the artwork will be installed. Eligibility requirements will be adjusted for future RFQs.*

## **COMMISSION AMOUNTS**

Commissions generally range from approximately \$4,000 to \$20,000 for a series of artworks (approximately 3-5). The Arts Commission staff will work with the selected artists to determine the number of artworks that the artists will produce for the program, the artwork dimensions, and the value of the artwork based on the artists' written proposal and past sales of similar works. The Arts Commission will be responsible for the costs and management associated with the framing and installation of the artwork. The artists' budgets include all costs associated with the concept, design, and fabrication of the artwork and any and all required insurance, taxes, licenses, or permits, and the services of subcontractors as necessary.

## **PARAMETERS FOR ARTWORK**

Typically, the commissioned artwork ranges in size from 11" x 11" to no more than 50" x 50" and may be no more than 3" in depth. The artwork weight may not exceed 25 lbs.

## **UPCOMING PROJECTS**

Artists who qualify for the Registry will be considered for public art projects at the following facilities.

**Additional projects may be added to this list and may be related to youth services, health care, social services, public protection, and general government programs.**

- **Highland Hospital Acute Care Tower Replacement, Phase 1 (Oakland, CA)**

**Total Public Art Budget: \$500,000**

The Arts Commission will manage a public art program in concert with Alameda County's construction at Highland Hospital that includes replacing several buildings within the campus with a new Acute Care Tower, separately-housed non-acute medical functions, and open space. Highland Hospital provides Regional Level II Trauma Center services and is the safety-net provider for medical care for Alameda County's most vulnerable population. The primary goals of the Public Art Program at Highland Hospital are to commission high-quality, original artwork that: 1) helps create a positive, supportive, and healing environment for the patients, their families, visitors and staff, and 2) illuminates the diverse cultures of this region and promotes respect for all people. Specific artwork locations have not been identified.

- **San Lorenzo Library (San Lorenzo, CA)**

**Total Public Art Budget: \$4,000**

Built in 1968, the San Lorenzo Library is one of the ten branches in the Alameda County Library system. The upcoming renovation project will focus on library technological and operational improvements to modernize the main interior space. This public art commission will be an opportunity for an artist to create a new two-dimensional small scale artwork that celebrates the history and culture of San Lorenzo and the neighboring communities.

## **APPLICATION PROCESS**

Applications for the Artist Registry must be submitted online through the CaFÉ™ website ([www.callforentry.org](http://www.callforentry.org)). There is no application fee to apply or to use the CaFÉ™ online application system. Applicants must submit through CaFÉ™ to be considered; no slides or hard copy materials will be accepted. **Incomplete submissions will not be accepted.** For complete entry requirements and instructions go to: [www.callforentry.org](http://www.callforentry.org), register a username and password, navigate to "Apply to Calls", and search the list for "Alameda County Arts Commission Artist Registry – Small-Scale Artwork Commission Projects".

If you are still using slides and paper materials and need help converting them to digital format, please contact the Arts Commission office. Assistance in using the CaFÉ™ system is available during regular business hours (Mountain Time) by calling (800) 562-7232, or via email at [café@westaf.org](mailto:café@westaf.org).

Applications must include the following:

- **Letter of Interest:** Briefly describe your relevant public art experience and your philosophy and approach to working with communities. If you have little or no public art experience, please discuss why you are interested in public art.
- **Images of Past Work:** Submit ten (10) images of past work that demonstrate your qualifications for this project. Submissions shall be completed electronically through the CaFÉ™ system. (Instructions on how to format images to CaFÉ™ specifications can be found on the CaFÉ™ website under Image Prep.)
- **Annotated Image List:** Submissions must also include a list of the images, including artist's name, artwork title, dimensions, materials, year of completion, brief description of artwork, commissioning agency, project budget. Image list should correspond with titled image files.
- **Résumé:** Submit a current résumé that outlines your professional accomplishments as an artist. The resume must not exceed four pages. (If applying as part of an artist team, résumés must be submitted for each applicant.)
- **Professional References:** Include the names, addresses, email addresses and phone numbers of three professional references.
- **Artist Category:** The Arts Commission has a goal of commissioning artists at all levels of professional development. For this Registry, applicants must select the Artist Category that best describes their professional development. Artists will be reviewed, based on their level of professional development. The Arts Commission Staff may alter the artist's selected category to ensure a fair and balance evaluation of the applicant pool. Please select one of the 3 categories  
*Emerging Artist:* An emerging artist, for purposes of this program, has not yet had a solo exhibition in a "mainstream" art gallery, art museum or notable non-profit venue. The artist may have little or no experience showing their work in public venues.  
*Mid-Career Artist:* A mid-career artist, for the purposes of this program, has been a professional practicing visual artist for three to seven years and during the last five years has had one solo exhibition and/or at least 3 group exhibitions in commercial galleries, art museums and/or notable non-profit venues.  
*Established Artist:* An established artist, for purposes of this program, has representation by a "mainstream" commercial art gallery/dealer; and/or during the last seven years has had two or more solo exhibitions in commercial galleries, art museums and/or notable non-profit venues; and has extensive press coverage and/or catalogs on his/her body of work.

## SELECTION CRITERIA

The following selection criteria will be used during all phases of review:

- Artistic excellence and originality as evidenced by digital representation of past work.
- Appropriateness of artist's medium, style, and experience as they relate to the project goals and setting and adequate professional experience to meet the requirements of the project.
- Artist's ability to respond creatively and uniquely community-related conditions inherent to the project.

## SELECTION PROCESS

- Step 1: After the application deadline, a Selection Committee of arts professionals will review the applicants and recommend artists to be included in the Artist Registry. There is no limit to the number of artists who will be accepted for the Registry. The artists selected for the Registry must be approved by the Public Art Advisory Committee and the Arts Commission. All applicants will be notified whether or not they have been selected for the Registry.
- Step 2: For each new project site, the Arts Commission staff will use the Registry to develop a Project Pool of artists to be reviewed by a project selection committee. When compiling the Project Pool, the following factors will be considered: goals, budget, site and artistic material requirements, artist's past experience, expected scope of work, artist's artistic approach in relationship to the project goals and opportunities, and other relevant information. Prior to selecting a Project Pool from the Registry, individual communities are consulted to define broad goals to be achieved with the artwork. The Arts Commission staff will contact artists before they are placed in the Project Pool to confirm that each artist is interested and available for the commission, if selected. Due to the number of artists in the

Registry and the volume of upcoming projects, the Arts Commission will only contact artists if they are placed in a Project Pool. (Artists who are not being considered will not be contacted). The Public Art Advisory Committee and Arts Commission must review and approve each Project Pool.

Step 3: The Arts Commission staff will present the Project Pool from the Registry to a unique Selection Panel. The Selection Panels will be appointed by the Arts Commission and will be comprised of community members, artists and arts professionals, and County staff.

Step 4: The Selection Panel(s) will review the artists' application materials may select semi-finalists, who will be paid a small honorarium to either develop a written project proposal and/or attend an interview. Semi-finalists will be given the opportunity to learn about the project and site prior to creating a specific proposal. Upon completion of all interviews, the Selection Panel will recommend one or more artists to be awarded the commission for each project. (Multiple artists may receive separate contracts for the same facility through this program.)

Step 5: The Selection Panels' recommendations must be approved by the Public Art Advisory Committee, the Alameda County Arts Commission, and the Alameda County Board of Supervisors before contracts for the projects can be issued.

### **ADDITIONAL REQUIREMENTS**

- The artist selected and approved by the Arts Commission shall be asked to enter into contract with the County of Alameda for the entire duration of the project. Depending on the specific scope of the project, prior to the issuance and throughout the duration of the contract, artists will be required to maintain various types of insurance, such as General Liability, Automobile Liability, and other insurance as required by the County. For more information, please review the County's Minimum Insurance Requirements currently posted on the Arts Commission's website.
- Commissioned artists will be required to use the most archival and durable materials possible as related to their concept.

### **INFORMATIONAL MEETINGS FOR ARTISTS**

Interested artists may attend an informational meeting to find out more about the Alameda County Arts Commission's Public Art Program and the project opportunities associated with the Artist Registry, and to receive instructions on submitting an application through CaFÉ. While attendance is not required, applicants are encouraged to attend. The same information will be presented at both meetings, and applicants need only attend one. The meetings are free and open to the public.

#### **Thursday, January 14, 2010, 6:00-7:30pm**

Location: Lakeside Plaza Building, 1401 Lakeside Drive, Suite 1107, Oakland (a short walk from the Lake Merritt BART station)

#### **Tuesday, February 2, 2010, 6:00-7:30pm**

Location: Castro Valley Library, 3600 Norbridge Avenue, Castro Valley (a short walk from the Castro Valley BART station)

### **ABOUT THE ALAMEDA COUNTY ARTS COMMISSION**

The Alameda County Arts Commission (ACAC) is a division of the County of Alameda governed by a 22-member commission appointed by the Alameda County Board of Supervisors to enhance and enrich the County through the arts. The Alameda County Arts Commission is dedicated to improving the quality of life in Alameda County by nurturing a thriving environment for the arts and for cultural activities; promoting economic opportunities for Alameda County's artists and arts organizations through programs such as arts grants, public art, and art in education; encouraging public participation in the arts and actively advocating for the arts. With guidance from the Public Art Advisory Committee, the Alameda County Arts Commission Office administers the Public Art Program on behalf of the Alameda County Board of Supervisors who established this program through the "2% for Art" ordinance in 1994. The Public Art Advisory Committee (PAAC), a body of nine citizens appointed by the Arts Commission, is responsible for the oversight of the Public Art Program including the planning of new project sites and related conditions, budgets, processes for artwork selection and artist eligibility requirements, review of artwork selection panel recommendations, artwork proposals and design revisions. All recommendations made by the PAAC are reviewed by the Arts Commission. The cities and

communities of Alameda County include Alameda, Albany, Berkeley, Castro Valley, Dublin, Emeryville, Fremont, Hayward, Livermore, Newark, Oakland, Piedmont, Pleasanton, San Leandro, San Lorenzo, Union City, and other unincorporated areas.

**FOR MORE INFORMATION**

For more information about these public art opportunities, contact:

Amy Stimmel

Public Art Program Coordinator, Alameda County Arts Commission

(510) 208-9646

artscommission@acgov.org

*The County of Alameda, through the Alameda County Arts Commission, reserves the right to extend or shorten the period of time the Artist Registry is active and to alter any aspect of the selection process or overall project in any way for its own convenience at any time. This Request for Qualifications/Call for Artists does not constitute an agreement to commission artists for the work described herein.*