



LOCUS:FOCUS

A Community Arts Equity Project

For the City of Rochester, NY

Roc Arts United Public Art Mosaic Call

INTRODUCTION

ROC ARTS UNITED, on behalf of the City of Rochester, invites applications from established and emerging New York-based artists to design, fabricate, and install at least two original outdoor public mosaic artworks on city-owned property.

The total budget for this project is \$80,000, made possible through the City of Rochester's Percent for Arts funding and managed by ROC ARTS UNITED. The selected artist(s) will have the opportunity to involve community members in the creation of their work. Eligible sites include specific City-owned properties within the geographic area bounded by Joseph Avenue, Clifford Avenue, Hudson Avenue and Kelly Street in the CONEA/Upper Falls Neighborhood listed in the Project Location section below. We encourage submission of concepts from historically, currently and/or intentionally excluded communities.

APPLICATION DEADLINE

Applications are due no later than March 31, 2023 by 11:59 p.m. EST and must be submitted via the project website www.rocartsunited.org/locusfocus No exceptions will be granted.

PROJECT WEBSITE

All applications, forms, registration and project information are available online at www.rocartsunited.org/locusfocus

INFORMATION SESSIONS

An Information Session is scheduled for Wednesday March 1, 2023 at 1pm (via zoom). Registration for the Information Session is available on the project website. A recording of the Information Session will also be available through the project website.

QUESTIONS

Questions regarding this opportunity must be submitted via the project website by March 3, 2023 at 11:59pm.

Answers to questions will be compiled and made available publicly on the project website, on or before March 8, 2023.

Background

ROC ARTS UNITED envisions the greater Rochester region as one in which government, education, business, and residents recognize and support the artists and small arts organizations—in all their diversity— as a key component of a healthy, vibrant, and equitable community with access for all.

ROC ARTS UNITED was retained by the City in January 2023 to administer a public art installation program that will engage artists in creating and installing public art that advances the goal of increasing public art access in neighborhoods throughout the city of Rochester.

PROJECT OBJECTIVES

ROC ARTS UNITED supports this opportunity as it addresses the following objectives:

- Expand public works of sculptural art outside of the city center
- Encourage the artistic growth and career development of emerging local artists and apprentices
- Financially compensate artists and project supporters for their labor
- Center and engage the neighborhoods in which the art will be installed

PROJECT OVERVIEW

LOCUS:FOCUS aims to create at least two site-specific mosaic artworks that capture the contemporary spirit and memory of a neighborhood. The resulting monuments will “set in stone” tangible community connections to public spaces. The creation process should be collaborative, both inspired by and physically constructed with the support of neighborhood residents and vested community members. Priority will be given to Rochester-area artists and community partners throughout the project.

The mosaic artworks must be on an eligible site and:

- May be functional or abstract
- May be designed by the artists specifically for this call
- Mosaic work applied to pre-fabricated objects or structures (eg. benches, planters, walls) which would then be installed at an eligible location
- May be mosaic work applied to existing City-owned objects or structures (eg. Benches, light poles) at an eligible site subject to City approval.

Priority will be given to projects that:

- Incorporate paid internship opportunities
- Incorporate youth development/self-expression

It is intended that the shared activity and experience of the creators are integral to the work and will be documented by RAU as part of the process and promotion.

PROJECT LOCATION

- Baden Park
- Quamina Park
- Abraham Lincoln School #22
- Public right-of-way (sidewalks) and objects or structures in the public right-of-way (light poles, street furniture) within the geographic area bounded by Joseph Avenue, Clifford Avenue, Hudson Avenue and Kelly Street in the CONEA/Upper Falls Neighborhood

The mosaic artwork must be installed on the site where it will be easily seen by the general public. Final installation locations will be based upon applications received, space availability, feedback from community partners and the City. In your application, please consider suggesting options at multiple scales, or that a single installation may comprise multiple smaller works.

MOSAIC CREATION & INSTALLATION BUDGET

The total project budget of \$80,000 will be used to cover the cost of two or more mosaic artworks. Allowable costs include artist's fees, materials, equipment, insurance, engineering drawings and any subcontractors or apprentices they require in the execution of their artistic vision.

ELIGIBILITY

This project is open to all established or emerging artists over the age of 18 and artist teams based in New York State, with a preference for residents of the City of Rochester, NY regardless of prior experience in making mosaic artwork.

EXPECTATIONS

We understand the amount of work that goes into responding to a 'Request for Proposals.' For this first round of responses, we do not expect polished concepts, final renderings, or lengthy text. We are looking for feasible, engaging concepts and evidence of quality craftsmanship.

The selected artist/artist team must be willing to:

- Create two or more site specific mosaic art works
- Enter into a contract with Roc Arts United
- Prepare a scope of work for the Professional Services Agreement that provides for the services outlined in this call;
- Prepare an anticipated budget;
- Engage subcontractors, if necessary;
- Create and submit construction drawings and documents, if necessary;
- Provide stamped engineering drawings, if necessary;
- Perform site preparation, if necessary;

- Oversee fabrication, transportation, and installation of artworks within the project timeframe;
- Submit documentation images, specific media information, and a comprehensive maintenance guide (if needed);
- Submit proof of all insurances required by the City of Rochester.
- Coordinate with RAU and City staff, as required.

Concept Submission and Selection Process

1. Artists must digitally submit applications via the form on the project website by March 31, at 11:59p.m. which will include:
 - A portfolio of images of 3-5 artworks they have completed
 - Three references (ideally related to portfolio images)
 - Current Resume(s): If submitted as a team, include resumes for each team member
 - A brief “letter” describing the type of works they would create and how they might involve community members in the creation of these works.
2. Applications will be pre-screened by RAU prior to materials being sent to panelists for completeness. *Incomplete applications will not be included for review.*
3. A panel will review the complete applications and select finalists. The panel will be composed of artists and professionals who have a history of working with the community and public art, City employees, and members of the neighborhood in which the art will be installed. Up to five finalists will be selected from the first round of applicants.
4. Selected finalists will be given a \$500 stipend to develop a formal proposal. (\$250 upon being selected, the remaining \$250 once the completed formal proposal is received). Finalists will have approximately five weeks to prepare detailed proposals for final review.

SELECTION CRITERIA

Selection of finalists will be based on the following criteria:

- Quality and relevance of the artist's portfolio
- Quality of application letter, demonstrating the artists concept and understanding of project
- The artist's experience and qualifications
- Availability and ability to work for the term of the project
- Ability of artist/team to complete project based on resume and work experience

INFORMATION FOR FINAL PROPOSALS

Please note: This section only applies to candidates selected from the first round of applications. It is provided for informational purposes only, and is subject to change. Finalists will be provided with additional information with their approval notice regarding the submission process. RAU will provide technical support and referrals for finalists as needed. DO NOT SUBMIT THIS INFORMATION DURING THE FIRST ROUND OF APPLICATION.

Finalist's proposals should include:

- a. A graphic depiction of the proposed artwork(s)
- b. The proposed location(s) and preliminary design for the art
- c. Artist's vision for the proposed artwork and description of how it supports, represents or benefits the neighborhood where it is proposed to be located and the Rochester community;
- d. Project budget, including artist's fees, materials, and equipment and whether any advanced payment will be requested for materials or equipment;
- e. Artist's timeline for completion of the art, including identification of key milestones and phases which may include but are not limited to: research, community engagement, acquisition of materials, development of plans/models, fabrication, site preparation, installation, monitoring, and acceptance by City;
- f. Detailed description of strategies to ensure longevity of the art (minimum five years), including how the site will be prepared, how the work will be anchored or attached to the site, if applicable, and the materials and processes used to protect the artwork from vandalism, graffiti/street art, and deterioration through weathering;
- g. Maintenance recommendations detailing short and long term requirements;
- h. Written acknowledgement from the artist that, if at any time the artist's work becomes deteriorated or damaged or if the City determines that it is in the best interest of the City to deaccession and remove the art, the City will provide 30 days' notice to repair or remove the work, after which the City may in its sole discretion repair or remove the artwork and confirming that if artist fails to provide a timely response to the City's notice, the City may proceed with its actions, that the City's actions shall not constitute a modification of the art for which the artist may claim damages or any other form of relief from the City and that such provisions shall be included in the agreement to be executed by the artist.
- i. Description of how the artist will protect the site and surrounding area from damage and debris and whether any site preparation or protection is required from the City during installation of the art.
- j. Whether the artist will use any special equipment or materials during the art installation, including ladders, lifts, scaffolding, lighting, water or any other equipment or materials which could impact the site or the artist's or other person's safety or result in excessive noise, light, odor or other nuisance issues.
- k. Whether the artist will use any third party contractors to work on the art and if so a description of the work they will provide.

SELECTION CRITERIA FOR FINAL PROPOSALS

Selection of art projects proposed by finalists will be based on the following criteria:

- The artistic merit and feasibility of the proposal
- The artist's plan for involving community members in the creation of the artwork
- If the proposal has technical design parameters, the ability to successfully execute
- Project celebrates and explores culture/community relationship as elements of design
- Project conveys artistic excellence and has a broad, timeless appeal
- Project is designed for a publicly visible and accessible area; durability of the work is apparent relative to theft, vandalism and the environment
- Project is low-maintenance

Additional considerations for finalists:

- The work will be accessible and appropriate to the site
- The City of Rochester will own the artwork
- The artist(s) will own the copyright to the design but will provide RAU and the City of Rochester a royalty-free and non-exclusive license to reproduce, publish or otherwise use images of the work and the work in progress for non-commercial purposes (with attribution).

Roc Arts United and the City of Rochester are under no obligation to select a work from this process and reserve the right to extend or alter the call.

PROJECTED PROJECT TIMELINE

Deadline for submitting questions: March 10, 11:59pm 2023

Deadline for applications: March 31, 2023, 11:59pm

Finalist notifications: by April 18, 2023

Informational meeting for finalists: TBD April, 2023

Artist selection notification: by June 19, 2023

Contract with artist/team by week of July 10, 2023

Creation of public work begins once the contract is approved. *It is preferred that the work will be completed within 12 months of contract initiation, final installation may be extended through September 30, 2024 to accommodate weather or other City scheduling requirements.*