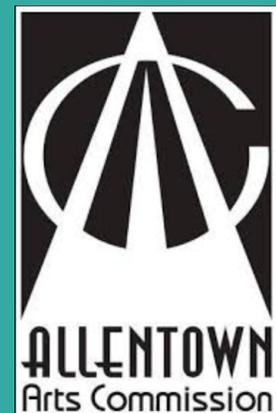

REQUEST FOR ARTIST PROPOSALS

WELCOME TO
DOWNTOWN
ALLENTOWN,
PENNSYLVANIA

NEW GATEWAY
PUBLIC ART PROJECT

MARCH 9, 2020



INTRODUCTION

The City of Allentown, PA, in partnership with Materials Conservation Collaborative of Philadelphia, seeks artist proposals via this Request for Proposals (RFP) in order to commission an original, site-specific work of art by a professional artist(s) to welcome visitors and residents to downtown Allentown, Pennsylvania.

The work of art will be located on the 8th Street façade of the Additionally, in the spirit of the Pennsylvania Power and Light (PPL) substation, located at 120 South 8th Street in downtown Allentown. The 8th Street connector is an important gateway to Allentown, as it connects downtown Allentown to communities to the south via the historic 8th Street Bridge. The work of art may take the form of mural, lighting, low-relief sculpture or other appropriate forms of art (or a combination of these), and is open to artists with the demonstrated capacity to create a fully-realized work of art in any of those forms.

BACKGROUND

Allentown is a city at an important juncture. In the last decade Allentown has seen over \$1B in development and over 2M square feet of new commercial construction in the downtown core. Downtown revitalization has helped to turn around decades-long trends of population decline in the city and has grown a vibrant arts, entertainment and business district. At the same time, the neighborhoods outside of downtown are also vibrant and growing, although they have not seen the same attention as the central business area. The site for the new work of art is one of the connectors between downtown Allentown and a neighboring community.

Since the early 2000's Allentown – the third largest city in Pennsylvania - has seen a wave of population growth, with the current population being the highest in the city's history. Allentown is a majority minority city: about 53% of the city population is Hispanic, 34% white, 8% black, and 2% Asian. Over 6,000 households in Allentown speak a language that is not English or Spanish. It is also an especially young city, with 16% of the population alone between the ages of 20 and 29. The City of Allentown values this diversity and how it makes for a more vibrant city and a stronger economy.

In Allentown Vision 2030, The City of Allentown's recently completed comprehensive and economic plan, public investment in the arts has been identified as a way to highlight the city's diversity and create a more welcoming and unified city. To that end, Allentown has initiated a multi-year public art effort to create works of art across the city of Allentown, with this being the inaugural project in that effort.

PROJECT GOALS

The goals for the work of art includes:

- Reflecting the fact that Allentown is a forward-looking, multi-cultural, vibrant and growing city.
- Being a highly visually gateway work of art at a significant enough scale to engage viewers who are walking and driving.
- Creating a high-quality work of art that will set the tone for future projects to be commissioned via this effort.

"I'm proud of my city. Through this initiative I believe we can help others to share in that pride."

BUDGET

The budget for the project is \$15,000 and is inclusive of ALL fees, including artist fees, supplies and materials, equipment, wall surface preparation, insurance, studio costs, assistant fees/production support, technical, travel and lodging, time for municipal review and approval, and all other costs related to the design and production of the work of art.

SCOPE OF WORK

The work of art is to address the east-facing 8th Street facade of the PPL substation, which consists of four bays. The bays have a brick upper portion and a rusticated masonry lower portion, with the bays divided by concrete pilasters. The work of art may comprise part or all of the bays, treating the four bays as 'vignettes' or treating the façade as a single working surface. The artist should make the determination for how much of each bay or how many bays should receive artistic treatment. Each bay is approximately 15' tall and 18' wide.

The work of art may take the form of muralism, lighting, low-relief-sculpture or a combination of these or other appropriate forms of art. Consideration must be given for the fact that this is an outdoor urban location, so proposed materials must be appropriately robust and durable. Artists are encouraged to think creatively for this piece and for how they approach the façade.

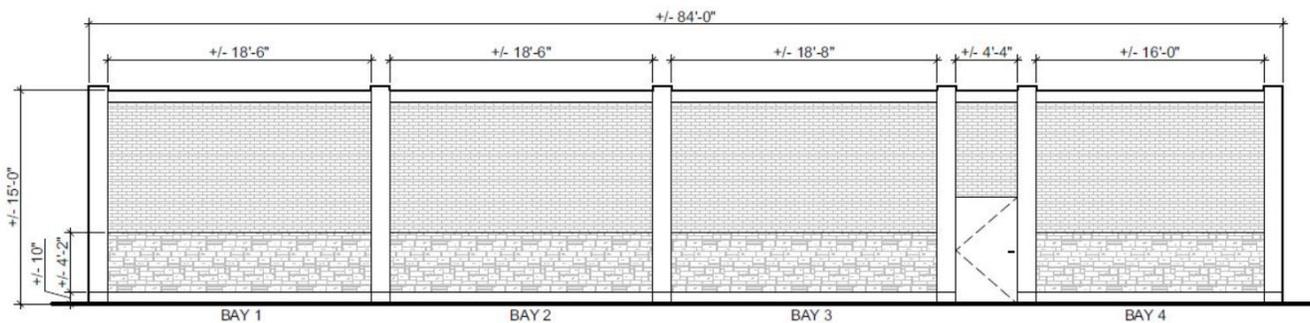
Additionally, in the spirit of capacity-building, the selected artist will be asked to mentor an emerging local artist by having the local artist participate in the project in an appropriate and meaningful way.



Aerial view, showing the 8th Street Bridge to the south



View of location for new work of art



PROJECT SCHEDULE

The anticipated project schedule is as follows:

RFP Issued	March 9, 2020
End of Q&A period – Answers posted shortly after at: https://www.allentownpa.gov/Government/Authorities-Boards-Commissions/Allentown-Arts-Commission	March 30, 2020
Artist submissions due	April 13, 2020
Selected artist notified	May 2020
Art Installation	Through Summer 2020

ELIGIBILITY

The opportunity is open to artists or artist teams working in a variety of media in the **United States**. Artists must have successfully completed a work of public art in comparable scale or budget in order to be considered for the project. **Allentown and Lehigh Valley-based artists, female artists and artists of color are encouraged to apply.** The public art program is committed to reflecting the diversity of the City of Allentown in our selection process.

HOW TO APPLY

Artists must submit the following:

1. Attachment 1: Completed Artist Identification Sheet
2. Attachment 2A-2D: Completed Proposal drawings
3. Artist statement of interest in project (up to 250 words)
4. Artist narrative about proposal (up to 500 words)
5. Artist statement about your work (up to 250 words)
6. Current resume (up to one page)
7. Images of four past projects, with an identification sheet that lists the project location, client, date and budget.
8. Three professional references familiar with your work and working method. Include their name, organization name (if applicable) and contact information.

SUBMISSION INFORMATION

Artists applying to this RFP must send in their materials by 1pm April 13, 2020. Materials can be submitted via email or hand delivery.

If submitted via email:

-Materials must be sent as a single PDF document not to exceed 4MB in size, and emailed to jguerrero@mccollab.com. All emailed applications will receive an emailed receipt.

If submitted via hand delivery:

-Materials must be submitted in a manilla envelope with all materials printed on 8 ½"x11" paper. Please do not bend, fold, bind or staple application materials.

-Envelopes must be labelled "Welcome to Downtown Allentown - Public Art RFP" and your name and contact information.

-Envelopes may be hand-delivered to the Allentown Arts Commission located at Allentown City Hall: 435 Hamilton Street, 3rd Floor, Allentown PA 18101.

If submitted by mail:

-Materials must be submitted in a manilla envelope with all materials printed on 8 ½"x11" paper.

Please do not bend, fold, bind or staple application materials. Materials must be received by due date – postmarks are not acceptable.

-Envelopes must be mailed to:

Materials Conservation Collaborative
1625 N. Howard Street
Philadelphia, PA 19122
ATTN: Julia Guerrero

EVALUATION AND SELECTION PROCESS

All complete applications that meet threshold eligibility will be reviewed by the City of Allentown's Art Commission and Public Art Committee, PPL, and other project stakeholders. **Factors under consideration in the review of proposals will include:**

- A proposal that reflects the Projects Goals as outlined in this RFP.
- The artistic quality of the proposal.
- The artistic quality and experience as demonstrated by the artist's past works of art.
- Experience with public art projects at a similar scale.
- References provide who may be contacted prior to final selection.

OTHER INFORMATION

The selected artist will be asked to work with Allentown stakeholders to refine and develop proposals, and have the final design and project budget approved by the Allentown Arts Commission and Public Art Committee prior to creating/fabricating the work of art.

The selected artist will execute a contract with Materials Conservation Collaborative, and the work of art will be owned by the City of Allentown and will be a part of their collection of permanent public works of art.

By submitting a proposal in response to this RFP the Applicant acknowledges that Materials Conservation and/or the City of Allentown may at any time supplement, modify, or re-issue the RFP. This may include rejecting all applications, cancelling RFP, extending the time period of this RFP, soliciting new responses, or requesting additional information from applicants. Materials Conservation and the City of Allentown are not responsible for any cost or expense incurred by the Applicant in connection with this RFP. All costs incurred in connection with this RFP are the responsibility of the Applicant.

Questions may be directed to Julia Guerrero at Materials Conservation, at jguerrero@mccollab.com or at 215-763-8090.

ATTACHMENT 1: ARTIST IDENTIFICATION SHEET

Artist(s) name:

Mailing address:

Email:

Phone:

Website/Professional social media site (if applicable):

Please check if applicable:

If selected as the artist for this project I commit to mentor an emerging Allentown artist.

If selected as the artist for this project I will be available to develop my concept during spring 2020 and install my project during summer 2020.

I recognize that my proposal is a preliminary sketch. If selected as the artist for this project I will work with Allentown stakeholders to refine my proposal to meet the creative needs of the program and the pragmatic needs of the site, while still maintaining the integrity of my artistic vision.

I certify that as the applicant for this opportunity the materials I have submitted are a product of my own creation and no other.

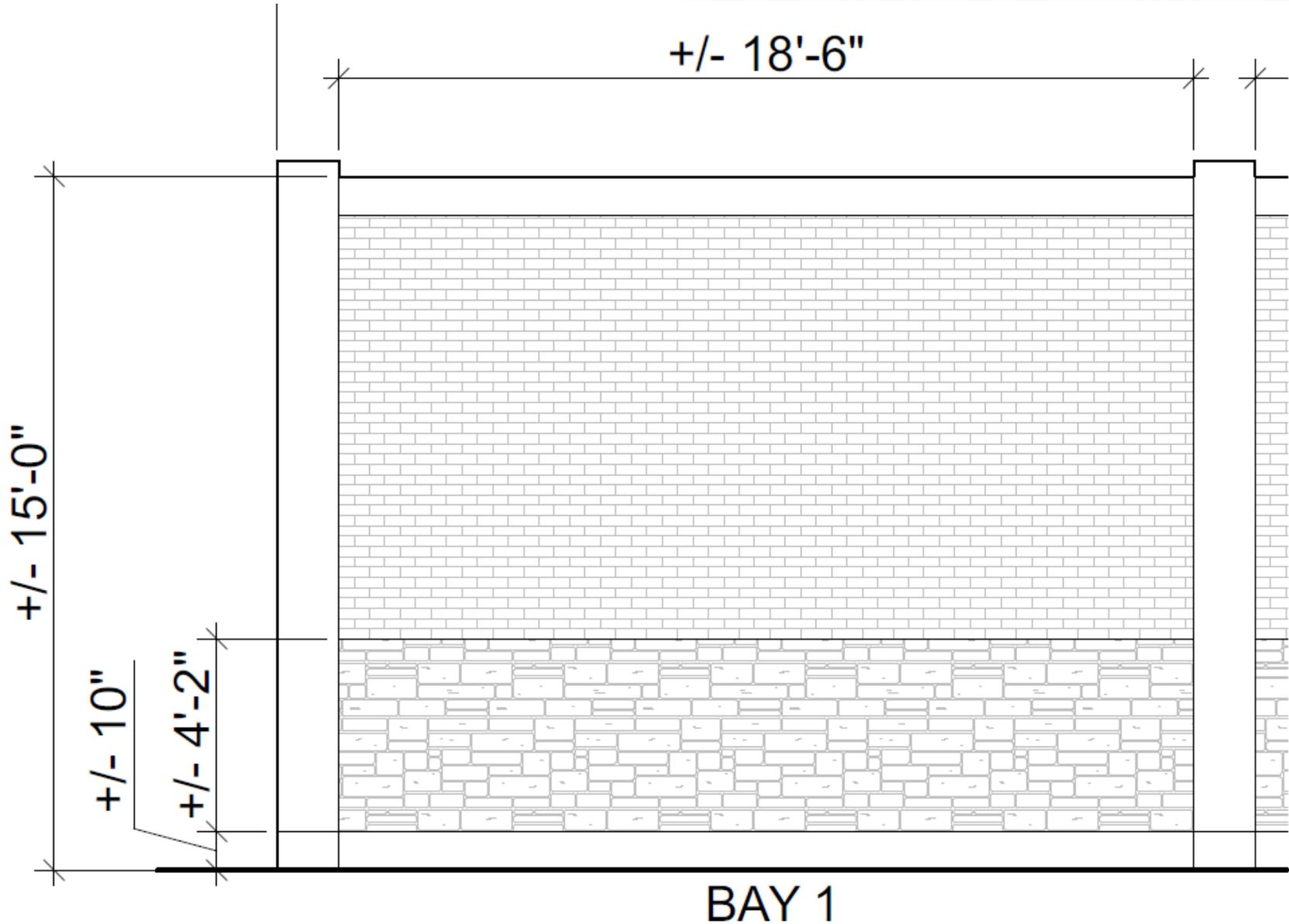
Applicant Signature

Date

Name

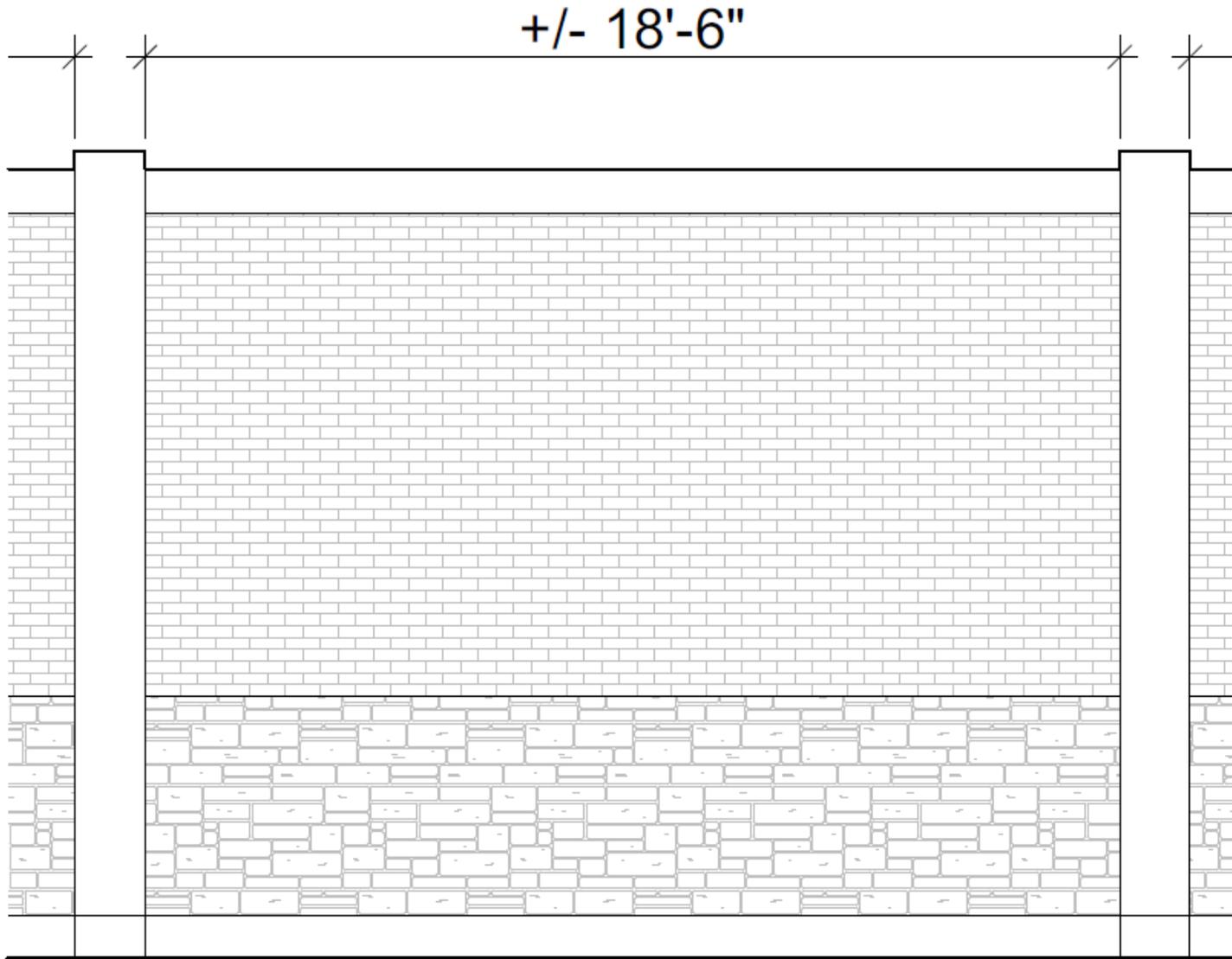
ATTACHMENT 2A: PROPOSAL DRAWING – BAY 1

Artist(s) Name: _____



ATTACHMENT 2B: PROPOSAL DRAWING – BAY 2

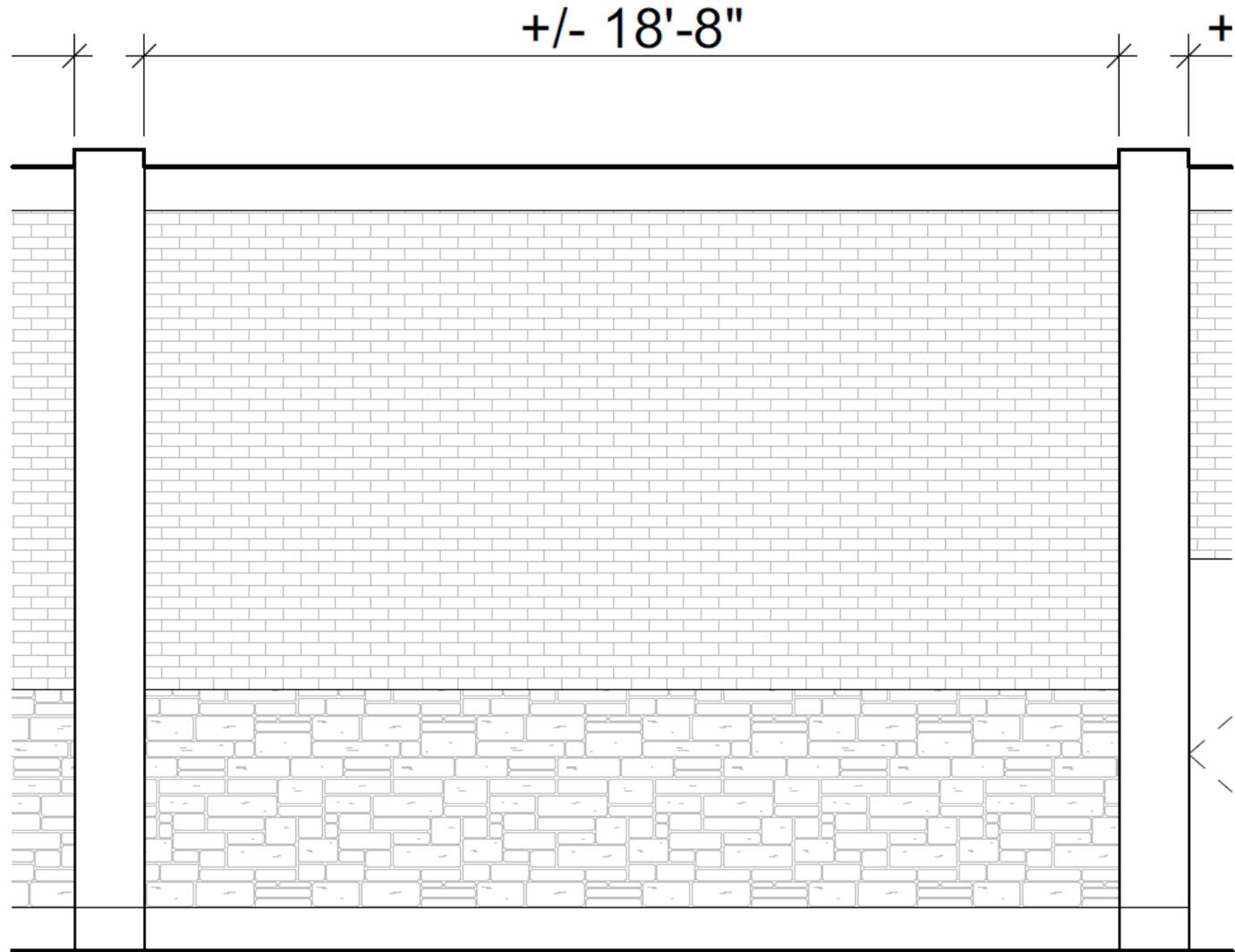
Artist(s) Name: _____



BAY 2

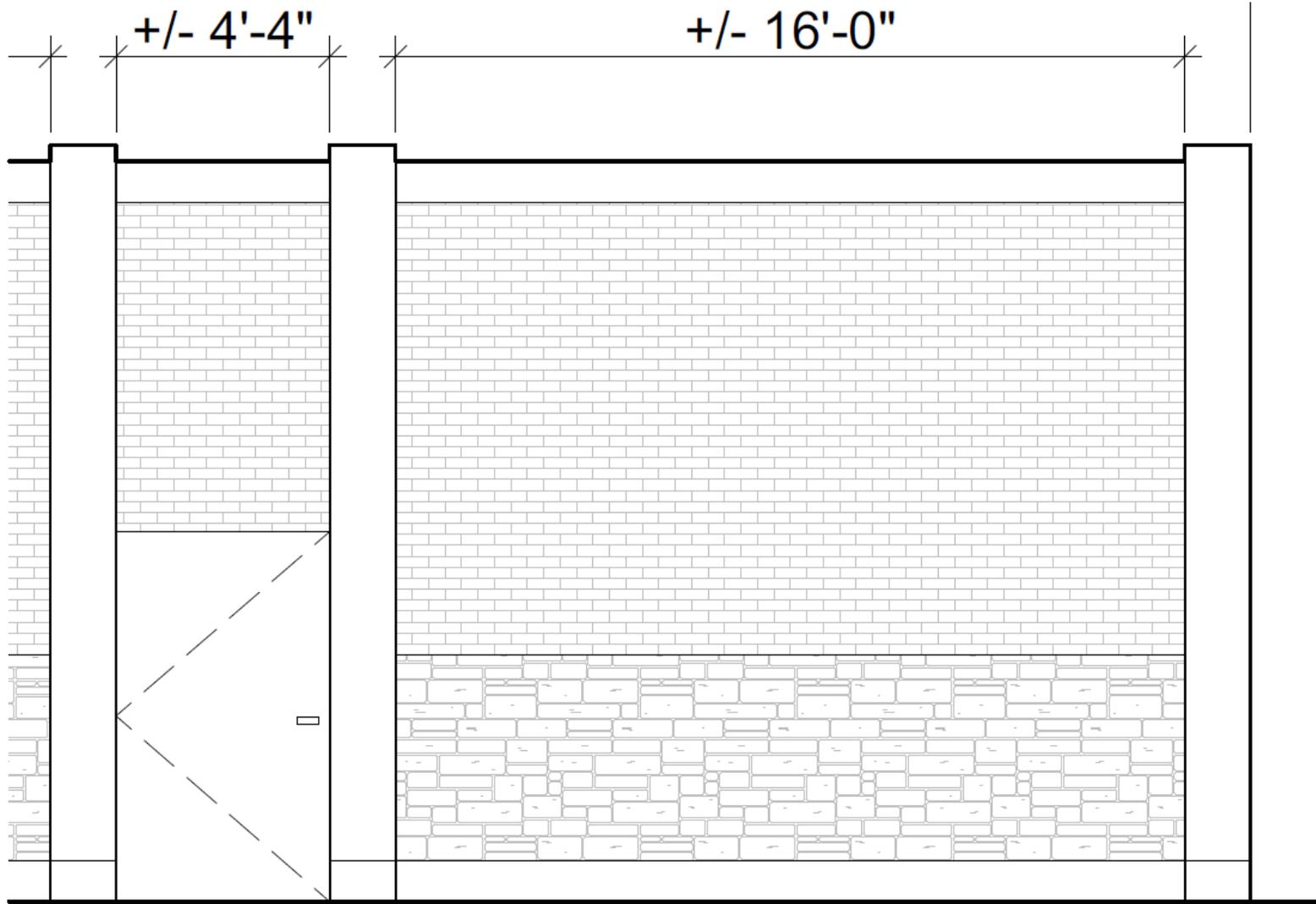
ATTACHMENT 2C: PROPOSAL DRAWING – BAY 3

Artist(s) Name: _____



BAY 3

Artist(s) Name: _____



BAY 4