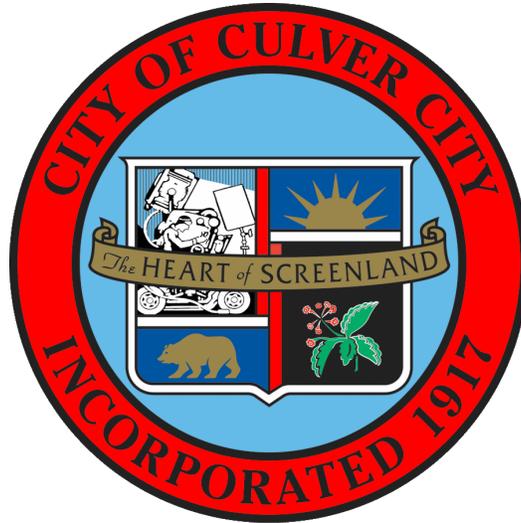

Culver

CITY



Request for Qualifications (RFQual)

for

The Green Open Space at Washington & National Blvds.

Project #2113

December 17th, 2020

City of Culver City

ADMINISTRATIVE SERVICES / CULTURAL AFFAIRS

9770 Culver Boulevard

Culver City, CA 90232-0507

PROPOSAL DUE: MARCH 4, 2021

CULVER CITY

Public Art RFQual

The Green Open Space at Washington & National Blvds.

Released December 17, 2020

Culver City RFQual #2113

The City of Culver City will implement a permanent Public Art Program for the Washington/National TOD (Transit Oriented Development) District. The Washington National TOD Gateway Public Art Program will inspire artists in the creation of world-class, aesthetically rigorous artwork(s) that respond to the natural, cultural, and infrastructural resources present at the site. Formerly the site of the Hal Roach Studios, the Washington National TOD gateway has continued to be a site of artistic and entrepreneurial activity. This Public Art Program will offer artists the opportunity to aesthetically respond to the past, present, and future of this unique cultural site.

Over the last decade, the City has engaged in long-term planning for repurposing and redeveloping former industrial land around the Culver City Metro Expo Line Station. The City and the former Culver City Redevelopment Agency identified and assembled land for potential redevelopment sites, rezoned the land to accommodate transit-oriented development uses, and implemented a [TOD District Streetscape Plan](#) to improve walkability, biking and promote sustainable development.

The TOD District comprises about 51 acres, with approximately one million sq. ft. of development. It sits strategically between Culver City's downtown, the Helms Bakery/Arts District, and is adjacent to the Hayden Tract creative office/tech neighborhood. The City is now focusing on first and last-mile travel beyond the TOD District. HOV (high-occupancy vehicle) lanes and micro transit are some of the ideas being explored to more fully

realize the promise of transit-oriented development, bringing housing, shopping and employment together around convenient mass transit to improve regional air quality and mobility.

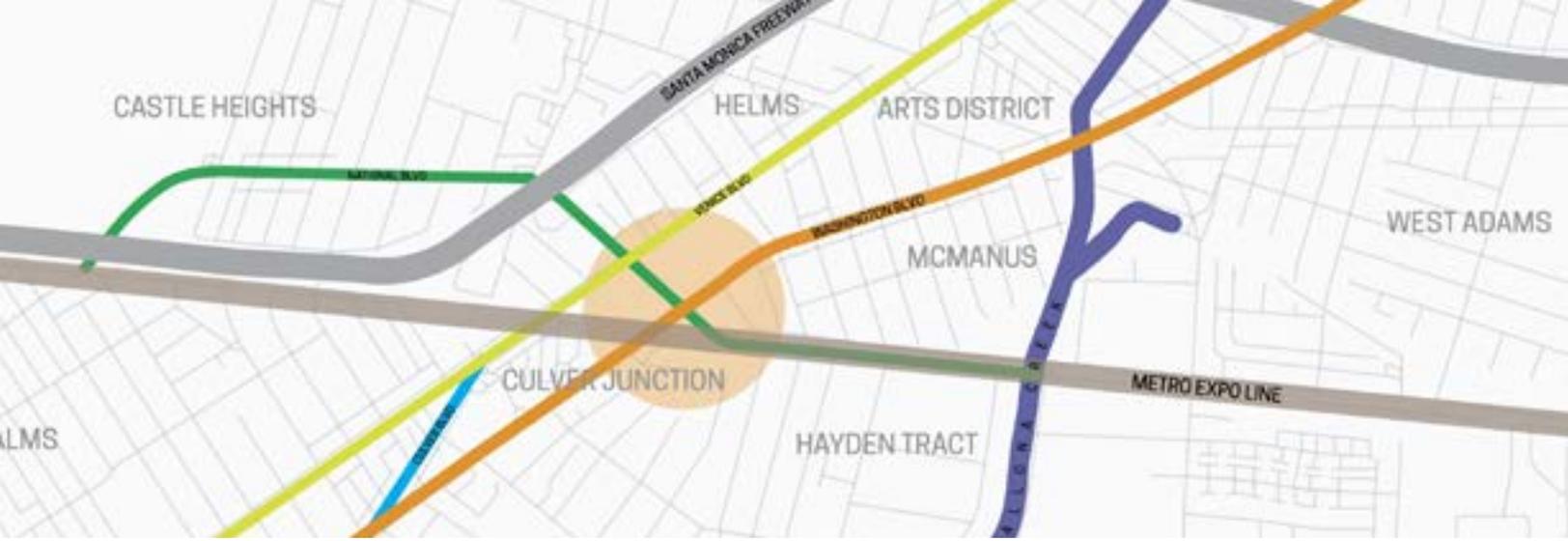
Public art will be a visible part of this project as a means by which artists respond to and propose alternate modes of organization within the built environment.

PROJECT OPPORTUNITY

The call for artists at the Green Open Space at Washington & National Blvds. aims to create world-class public artwork, engage diverse voices, challenge cultural perceptions, and improve civic space. By responding to the context of the Washington/National TOD District, this commission is an opportunity to create within the rich setting of Culver City and greater Metropolitan Los Angeles.

This Public Art Program is an opportunity to highlight voices from California art communities, bringing our vibrant cultural scene into conversation with the global landscape of public art. Public art embodies a rich history of spatial impact and critique. It is an active mode of creation that responds to public space with demands, questions, and a desire for wonder. Artists who work in public space understand the unique responsibility this entails and the power and pressure of working within the public eye. Public art is for the public and an act of giving that can surprise, baffle, and in some cases, move the public to change. Today, public art continues to transform across mediums, forms, and activations. This open call for Artists and Artist Teams supports these developments by embracing a contemporary, accessible concept of what public art is, who makes it, and who makes up the intended audience.

The public art commission opportunity open to Artists or Artist Teams through this Request for Qualifications (RFQual) is the Green Open Space at Washington & National Blvds. We encourage artists to review the opportunity, considering how it relates to their conceptual and visual art practice and how they might address the context and specific needs of the space. When applying to the RFQual, we invite artists to critically engage with the vision outlined in the Public Art Plan and to develop a team that addresses all aspects of the site opportunities.



THE GREEN OPEN SPACE @ WASHINGTON & NATIONAL BLVDS.

Understanding the Site

The commission site is a parcel of land located directly at the intersection of Washington Blvd. and National Blvd. Bounded by commerce, transit, and residential zones, this site will be visited by Culver City locals, tourists, and business commuters, as well as nearby residents. Not only will the site accommodate a wide range of use cases, but it will also be visible to many people from a wide range of transit modes. At ground level, it will be passed daily by buses, cars, bikes, walkers, and the like. From the air, it will be visible from the Metro Expo Line, neighboring buildings, and aerial transit. The Washington & National intersection is further bounded by developments including [Ivy Station](#), [8777 Washington Blvd.](#) and [Greystar Access](#). The Green Open Space at Washington & National Blvds. abuts an open space activated by the Runyon Group, [Platform](#). The Artist or Artist Team selected for this commission must complement and converse with the Runyon Group's public space as well as the visual impact of the adjacent developments. A bustling intersection of commerce and culture, the commissioned artwork(s) will be viewed in proximity to these development projects and experienced through diverse tempos, spatialities, and seasons.

The Green Open Space at Washington & National Blvds. is home to a 56-year-old ficus tree. This living creature has marked the site for decades as an indicator of growth across time and a beautiful echo of nature in our concrete cities. The Artists or Artist Teams commissioned at this site will find themselves in conversation with this natural landmark. The site is also culturally

marked by its proximity to the former Hal Roach Studios, The Laugh Factory to the World. Beneath the ficus tree, an existing plaque honors the legacy and impact Hal Roach had not only at this site but in shaping how the movie industry changed Culver City. The legacy of Hal Roach is visible today in the zeitgeist of Culver City. The Green Open Space commission provides Artists or Artist Teams the opportunity to mark and honor this cultural heritage. Artists or Artist Teams may consider how their artwork incorporates or updates the cultural marker to Hal Roach that presently sits at the site.

While the primary real estate for this commission is the Green Open Space, the commission opportunity extends to the three additional corners of the Washington & National Blvds. intersection visually tying the four corners of the intersection together with visual art, light, and landscape.



The commission opportunity radiates outward, incorporating up to sixteen trees with tree wells situated at each corner of the intersection. The trees provide shade and greenery, complementing the ficus tree in the Green Open Space. Artists or Artist Teams are encouraged to consider lighting features that highlight each tree and visually connect the Green Open Space at Washington & National Blvds. as one of the four corners of this intersection.

Curatorial Guidelines

We seek innovative Artists and Artist Teams with a track record of reimagining and developing how public art complements and challenges our built environment. Artists or Artist Teams shortlisted through this RFQual will be asked to address the Green Open Space as a place of interactivity and to create a dynamic inviting people, animals, and plants alike. Artists or Artist Teams should be able to directly address the use of space through multiple forms of interaction that activate both day and night. We will ask Artists and Artist Teams to consider how art and landscape support functionality (seating and lighting) and aesthetics through artworks rich in concept and sensory engagement. Artists and Artist Teams must consider the natural environment and life cycles present at this site such as changes in season and temperature, plant life and how nature and the built environment resonate together.

Considerations & Opportunities

- Day and night activation
- Multiple visual modalities, vantages, viewpoints, and tempos for engagement
- Existing landscape and treescape
- Artists may partner with landscape architects or other public space design professionals to develop proposals addressing landscaping, lighting, and art for the Green Open Space and intersection treescape at Washington & National Blvds.

ELIGIBILITY & CONSIDERATIONS

Eligibility

Artists age 18 and older may apply individually or collaboratively as a team. If applying as a team, please designate one Artist as the lead contact. Any Artist Team selected through this RFQual must retain the same composition of individual team members until the completion of the commission.

Considerations

- Artists who live and work within California or demonstrate a clear connection to Southern California will be strongly considered.
- Artists or Artist Teams must demonstrate the professional capacity to oversee the design, fabrication, and installation of public artworks — highlight examples of experience collaborating with design-build teams, including engineers and general contractors where possible.
- Studio artists interested in pursuing public art projects are also encouraged to apply. Artists who have not previously worked in public art are invited to utilize their written responses to outline their knowledge of and interest in public art as well as how they would bring together a team capable of managing a commission of this scale.
- We strongly encourage historically underrepresented individuals/groups to apply.
- Artists who demonstrate a clear understanding of sustainable methodologies within their art practice will be strongly considered.

- City elected or appointed officials, City staff or members of their immediate family, members of the design or construction firms, development teams or property owners associated with Ivy Station, 8777 Washington Blvd. or the Washington/National TOD project or immediate family members, or any individuals with whom the property owners may have an interest in common; and any artist who has received a prior permanent public art commission through Culver City's Art in Public Places Program, if the contract for said commission was executed within the last ten (10) years may not be selected or commissioned under this RFQual.

SELECTIONS PROCESS

The Art Consultant will evaluate responses to this Request for Qualifications (RFQual), presenting a shortlist of Artists or Artist Teams to the Art Committee and Art Panel for selection. Selected Artists or Artist Teams will be invited to respond to a Request for Proposal (RFP) and provided a stipend with which to develop and submit a concept and design proposal. The Art Consultant, Art Panel, and Art Committee will evaluate the submitted proposals, and the Art Panel will recommend Artists or Artists Teams to be awarded the commission.

The recommended Artists or Artist Teams and their winning proposal(s) will be considered first by the Culver City Cultural Affairs Commission then by the City Council.

EVALUATION

A Statement of Qualifications (SOQual) will be judged by the Artist or Artist Team's ability to provide services that meet the requirements set forth in this document. The City reserves the right to make such investigations as it deems necessary to determine the ability of the Artist or Artist Team to provide services meeting a satisfactory level of performance in accordance with the City's requirements.

SOQuals will be evaluated on the basis of the following criteria, in no particular order:

1. Qualifications & Experience
2. Statement of Interest in the commission opportunity
3. References & Required Forms

The evaluation of qualifications, experience, and the overall response to this RFQual can be understood to center around the following three criteria.

ARTIST QUALIFICATIONS The Artist or Artist Team displays strong artistic quality as demonstrated by the quality of their past work, the appropriateness of their creative expression to the opportunity, and the assessed ability of the Artist or Artist Team to successfully execute the project within the designated timeline and budget. Artistic quality will be assessed based on the Artist's or Artist Team's written response as well as examples of their prior artwork.

INGENUITY AND ACCESS The Artist or Artist Team shows an ability to address complex sites with originality and consideration for audience accessibility. To assess, we will look for examples of prior artworks that make considered interventions within the built environment and written responses that respond to the complexity of creating artwork within a busy transit forward intersection.

CULTURAL EQUITY Consideration for cultural and racial equity will be considered throughout the process of selecting Artists or Artist Teams and reviewing prior artwork. Equity, for the purpose of this RFQual, will include the consideration of artist demographics, the communities served, and the perspectives represented through the artwork.

As reflected above, the contract award will not be based solely on price, but on a combination of factors as determined to be in the best interest of the City. After evaluating the proposals and discussing them further with the finalists and/or the Art Consultant, the City reserves the right to further negotiate the proposed work and/or method and amount of compensation.

BUDGET

The Green Open Space at Washington & National Blvds. currently has an available budget of up to one million dollars that may be utilized to commission one or more public artworks. The final commission contract amount will be determined based on needs of each proposal selected.

Commission budgets are inclusive of Artist or Artist Team fees, artwork fabrication and installation, insurance, engineering, and artwork transportation. The commission budget is inclusive of all foundations, lighting, signage, and connection points. Electricity will be provided at each corner and funded through a separate budget.

PROJECT TIMELINE

RFQual Timeline

The City reserves the right to make changes to the below schedule, but plans to adhere to the implementation of this RFQual process as follows:

RFQual released: December 17, 2020, at 12:00 PM (PST)

Deadline for receiving questions: February 11, 2021, at 4:00 PM (PST)

Response to questions: February 18, 2021

SOQuals due: March 4, 2021, at 11:59 PM (PST)

Shortlist selected: March, 2021

RFP Timeline

The RFP process will initiate immediately upon the selection of the shortlist of Artists or Artist Teams with an anticipated selection of commission awards in June of 2021.

APPLICATION REQUIREMENTS

- **Artist or Artist Teams Contact Information.** Teams must provide information for each team member, and one Artist must be identified as the lead contact for the team.
- **Statement of Interest** (max. 1000 words). Statements should address the Artist or Artist Teams' interest in developing a public art proposal for this specific commission and provide context to the conceptual and aesthetic approach, highlighting prior artworks, projects, or commissions of a similar scale. Additionally, Artists or Artist Teams should articulate why they are qualified to realize a commission of this scale and how they would address the inherently transitory and visually dense nature of this site to create impactful works of art.
- **Resumé/CV.** Resumés or CVs should be uploaded for each Artist or Artist Team (Artist Teams should provide a separate Resumé/CV for each member).

▪ **Documentation of Past Projects.** Media file uploads of pdf, image, video, or audio files will be accepted. Artists or Artist Teams must provide project notations that include title, year, dimensions, media/materials, and a brief description as prompted when uploading media in the submission platform. Please include a project website, client, budget, and/or location information if applicable.

▪ **References.** Provide three (3) references for projects completed at a similar scale. References are required for all team members if applying as an Artist Team.

QUESTIONS

Questions concerning this RFQual should be submitted by e-mail to Dyson & Womack at info@dysonwomack.com by Thursday, February 11, 2021 at 4:00 PM (PST). All Artists or Artist Teams registered for the RFQual will receive responses to the questions and any other addenda that may be released via e-mail on Thursday, February 18, 2021.

HOW TO APPLY

The City's designated staff will evaluate submitted SOQuals. During the review process, the City reserves the right, where it may serve the City's best interest, to request additional information or clarification from those that submit SOQuals, or allow clarifications, corrections of errors, or omissions. Any and all changes in the RFQual will be made by a written addendum, which shall be issued through Dyson & Womack, to all prospective Artists or Artist Teams who have registered for the RFQual.

The City reserves the right to retain all SOQuals submitted. Submission of a SOQual indicates the Artist or Artist Team's acceptance of the conditions contained in this RFQual, unless clearly and specifically noted in the SOQual submitted.

The preparation of the SOQual will be at the total expense of the Artist or Artist Team. There is no expressed or implied obligation for the City to reimburse responding Artists or Artist Teams for any expense incurred in the preparation of a SOQual in response to this call. All SOQuals submitted to the City shall become properties of the City and will not be returned. If any information in

your SOQual is confidential and/or proprietary, please further submit a separate, redacted copy for servicing public records requests. Contact Dyson & Womack for information on submitting aredacted public records copy.

The City reserves the right to reject any or all SOQuals, in whole or part, to waive any informality in any SOQual, and to accept the SOQuals which, in its discretion, are in the best interest of the City. Any Artist or Artist Team may withdraw their SOQual, without obligation, at any time prior to the scheduled closing time for receipt of SOQuals.

RFQual Documents and Resources

- Public Art RFQual
- Public Art Plan
- RFQual Addenda (as issued)
- RFQual Questions and Answers (when released per the project timeline)

Documents can be accessed at www.dysonwomack.com/culvercitypublicart.

BUSINESS TAX CERTIFICATE

Artisst or Artist Teams submitting a SOQual do not require a Culver City Business Tax Certificate to respond. However, any Artist or Artist Team commissioned through the RFP process will be required to acquire a Culver City Business tax certificate during the contracting process and maintain an active certificate throughout the contracted period.

TERMS & CONDITIONS

Dyson & Womack and the City reserve the right to decline all SOQuals submitted in response to this RFQual, to terminate the selection proceedings, or to combine, eliminate, or otherwise amend the commission opportunities at any time. Artists identified through this RFQual process are not guaranteed a commission or the opportunity to develop a public art project or proposal. The release of this RFQual in no way binds Dyson & Womack or the City to the commissioning of any Artists, Artist Teams, or artworks.