

September 2021
Hillcrest AT&T Mural Project



Request for Qualifications

The Hillcrest Business Association (HBA) is seeking qualified artists to apply for a competitive request for qualifications to create artwork that will be digitally printed and mounted on a wall at 6th Ave. and University Ave. It is intended that the artwork is not permanent but will remain on the facade of the building for several years.

The wall is at a critical intersection in Hillcrest, the gateway to the neighborhood. Thousands of commuters pass by this wall every day.

Artists should be prepared to submit final concepts within an expedited timeline. Artists are encouraged to submit multiple applications.

Selection Process

Step One:

- Interested Artists should submit their proposals as described below for committee review not later than 5pm on 9/24/2021.

Step Two:

- The committee will select an artist on or about 10/27/21. The Hillcrest Mural Sub-committee will act as a selection panel and guide the project during the selection process.
- Submissions will be ranked based on the following criteria: application completeness: creative use of space (how well the images complement the physical space); how effectively the work responds to the committee priorities of one or several of the following themes: LGBT community, diversity, peace and love, abstract, or nature/floral; professional ability; and quality of artwork.

- Proposals are welcomed by professionals and students. There are no geographical restrictions.
- No depiction of recognizable individuals, living or deceased, is allowed.
- The successful artist will sign a contract for the project.

Step Three:

- The selected artist will deliver final digital artwork no later than 5pm on 10/3/21 in a medium and size that can be digitally scanned, adjusted for size, magnified, or otherwise enhanced and printed on a to be determined final medium to be installed on a frame attached to the wall on the installation site.
- The selected artist will provide quality control comments to the digital printing company contracted by the HBA to ensure the final output is a true representation, with no degradation of resolution, quality, or appearance.
- Artist agrees to attend the unveiling event on 10/12/21 at 6pm. The artists will be hosted by the HBA and will participate in the event.

Artist fee

\$12,000 is budgeted for the creative components of this project paid in two portions. 50% on contract initiation and 50% on contract completion.

HBA and AT&T will fund the engineering, printing, transport, installation, site preparation, lighting, insurance and other costs for getting the artwork displayed at the location.

Timeline

9/17/21 Call for Artists Published

9/24/21 5PM Deadline for submission of artist proposals

9/27/21 Committee selection (on or about)

9/27/21 - 10/3/21 Art creation window

10/3/21 5PM - Digital art delivery date

10/12/21 - Art unveiling at public event

Week of 10/15/21 - Final installation

Disclaimer

HBA and AT&T reserve the right to reject any and all proposals for any reason; to cancel or alter the selection process; to initiate an alternate Selection Process; or to reissue the RFP for additional pre-qualified artist candidates.

Additionally, HBA and AT&T reserve the right to alter, remove, reinstall, store, move, or dispose of the artwork panels at any time.

Waiver, release, and rights reserved

Upon submission of application, Artist acknowledges and agrees that his or her submission of an entry or entries to HBA shall be deemed agreement by the Artist to the terms and conditions for the AT&T Mural Project.

By participating in this project, the artist agrees to voluntarily waive all rights to attribution and integrity with respect to the work and any and all claims as may arise under the Visual Artists Rights [VARA, the California Art Preservation Act].

HBA reserves the right to refuse work that significantly differs from the image submitted by the artist, or which is deemed inappropriate for display.

HBA reserves the right to create or use digital images of all submitted artwork and to use those images for exhibition publicity and for archival and historical purposes.

By submitting to this call for submission, the Artist hereby agrees to the above waiver and release and shall comply with all terms and conditions of the project, process, and exhibition.

Questions

Any questions shall be directed in writing to Jonathan@hillcrestbia.org.

Application

Written materials should be submitted as a single PDF and emailed along with artwork to jonathan@hillcrestbia.org. Please follow the instructions below. Failure to follow these directions may result in disqualification.

The following items should be submitted by 9/24/21 at 5pm:

- Contact Information – Include address, billing address, phone, and e-mail.
- Web Presence – Include website and social media URLs.
- Artist proposal – Provide a concept proposal for a mural in three parts in the following dimensions: 60'x 6', 17', 6" x 6', and 96'-2" x 6'.

- Images must be in PNG, TIF or JPG format; 1400 pixels x 1400 pixels minimum; 3000 pixels x 3000 pixels maximum; 72 dpi. File title should be “Artist First Initial_Artist Surname_Artwork Title,” for example, J_Doe_Cityscape.jpg
- Resume – Please provide a brief professional resume emphasizing art experience, public collections and public art commissions. Limit to 2 pages. Please submit as a PDF file as part of the application.
- Professional References – Provide 3 professional references as a PDF file as part of the application.
- Images of Current Artwork – Provide 3-5 examples of your artwork electronically. Include a list that provides image, title, type of media, dimensions, and year of completion. Do not mail or drop off original artwork.
- Artist Agreement – a signed copy of the agreement below should be submitted as a PDF file as part of the application.

Application agreement:

As part of my application to the AT&T mural project, I agree to the following:

- I understand and agree that none of the people in the mural are representative of or depict actual living people and my inclusion of depictions of any real people will disqualify my application or contract.
- I acknowledge and agree to voluntarily waive all rights to attribution and integrity with respect to the work and any and all claims as may arise under the Visual Artists Rights [VARA, the California Art Preservation Act].
- I acknowledge and agree to allow the HBA and AT&T the right to create or use digital images of all submitted artwork and to use those images for exhibition publicity and for archival and historical purposes.
- That all artwork submitted as part of this process is drawn from creations of my own mind and do not come from other artwork whether through copy, inspiration, or alteration.
- That I can complete the project within the timeline described in the RFP.
- By submitting to this request, I hereby grant HBA and AT&T or its partners the right to use images for marketing and publicity without compensation.

Signed:

Dated: