



ART-IN-PUBLIC PLACES
Brooks Street Beach Access
Call to Artists
REQUEST FOR QUALIFICATIONS



Request for Qualifications

Deadline: Monday, March 1, 2010.

Eligibility

Open to artists who live, work or exhibit in Laguna Beach.

Budget Range

Up to \$20,000

Location Description

This location was recently redesigned and improved to include a viewing platform and tiered seating and stairs to the beach. The project included the installation of a ceramic tile mural on the backrests of the tiered seating by artist Marlo Bartels. The proposed site for art is at the viewing platform which includes a railing and circular seating pedestal. The site has a long history associated with surfing, which dates back to the 1950's. It is speculated that the Brooks Street Surfing Classic is the world's oldest and longest running continuous contest and possibly the most prestigious with the who's who of past and present surfers. The site is heavily used by surfers and beach goers alike.

Site Requirements

- The proposed project should be constructed of durable materials that will be easy to maintain in an ocean environment.
- Have surfaces that are safe to touch.
- The circular sculpture pedestal or seating may be utilized or removed.
- Be securely installed.
- Artist must guarantee the construction and installation of the art work for five years.
- Exposed wooden and paint elements are discouraged.
- The proposed project should reference the surfing history of the site.

VI. Entry Requirements

Please do not staple or bind any materials together. All submitted materials must be printed on 8½" x 11" paper. All pages of the application should clearly indicate the artist name, date, and the project for which it is submitted. An artist or artist team may only submit one design.

Please submit the required materials in the following order:

- 1) Application form
- 2) Letter of Interest – Briefly describe your interest in this commission with the City of Laguna Beach and how you might approach this project. You do not need to outline a specific art work proposal, but you should describe the general artistic approaches that interest you with this site. This letter is to provide information to the selection committee about how your work would be a good result for this project.
- 3) Professional resume – please outline your experience as an artist.
- 4) Three references – Please include the name and contact number for 3 individuals with whom you have worked or who have commissioned your work within the past 5 years. Please describe the medium(s) and genre(s) of the work.
- 5) Digital Images – 10 images of previous related work in jpeg format with image identification list. Each image should be identified by corresponding number and artist last name. Please include a self-addressed stamped envelope if you want your materials returned.

Selection and Commission Process

Applications must be submitted by **5 p.m. Monday, March 1, 2010**. The Arts Commission will select a committee of three (3) Arts Commissioners to evaluate the applications. This selection panel will review the artist qualifications (images of work, resume, letter of interest and references) in order to recommend up to three finalists. The selected finalists will meet with the committee and will enter a design contract to develop a proposal for the design and be awarded **\$300**. The finalists will present their proposals to the Arts Commission. The Arts Commission recommendation will be presented to the City Council for final approval.

Laguna Beach Public Art Program

The purpose of the City of Laguna Beach Public Art program is to add to the City's public art collection with high quality artwork. It is the primary responsibility of the City of Laguna Beach Arts Commission to preserve and protect the collections under its management for the people of the City of Laguna Beach. Deaccessioning is the process by which the Arts Commission recommends to the City Council that an art work be removed from the City's collection. The City shall deaccess works of art in its collection only in the public interest and as a means of improving the quality of its collection.

Selection Process

The seven members of the City of Laguna Beach Arts Commission will evaluate the request for qualifications based on previous experience and letter of interest. The selected finalists will be required to have a City of Laguna Beach business license. The winning artists will be required to have a minimum million dollar liability insurance policy naming the City of Laguna Beach as additionally insured and workers' compensation insurance during the development and installation of the design. The staff of the Cultural Arts Department will be responsible for all correspondence and communication by and between applicants and members of the Arts Commission. Discussion by and between any applicant and member of the Arts Commission outside a regularly scheduled meeting regarding the application process may be grounds for disqualification of the applicant.

Award of a contract for creating and installing the artwork is contingent upon approval by the City Council. A payment schedule will be outlined in the contract with a third of the budget retained until completion of the installation.

The City of Laguna Beach reserves the right to reject any or all applications or proposals, to reject any finalist, to waive informalities in applications or proposals, or to terminate the selection process for any project without prior notice. The City of Laguna Beach Arts Commission reserves the right to make selections for this project from the Arts Directory, if insufficient applications are received, or to terminate the project at any time. Application to any project advertised by the City of Laguna Beach Arts Commission constitutes agreement with all applicable rules and guidelines.

Timeline

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| March 1, 2010 | Deadline to submit qualifications. Applications received after 5 p.m. will not be considered. |
| March 8, 2010 | The Arts Commission will review qualifications and select finalists. |
| March 10, 2010 | Finalist meeting with a sub-committee of the Arts Commission. |
| April 12, 2010 | Five-minute presentations by selected finalists before the Arts Commission with appropriate models and / or scale drawings and support materials. |
| November 1, 2010 | Proposed installation date. |

Application Delivery

Applications must be submitted by **5 p.m. March 1, 2010** and delivered to Siân Poeschl, Cultural Arts Manager, 515 Forest Avenue (located by the Recreation Department.)

Inquiries

Siân Poeschl, Cultural Arts Manager
City of Laguna Beach
515 Forest Avenue, Laguna Beach, CA 92651
Tel: (949) 497-0722 E-mail: spoeschl@lagunabeachcity.net.

**BROOKS STREET ART IN PUBLIC PLACES
REQUEST FOR QUALIFICATIONS APPLICATION**

Artist Name: _____

Address: _____

Phone: (____) _____ E-mail: _____

___ **Letter of Intent** *Please attach.*

___ **Artist Resume** *Please attach and not to exceed 2 pages.*

References:

1. _____
2. _____
3. _____

Digital Image List (Please submit images on one disk at 300 dpi each numbered with the artist last name e.g. #1 Jones, #2 Jones) **Please list below medium, dimensions and date created.**

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

Signed: _____

Date: _____