

Public Art RFP

Natural Resources Agency and Health and Human Services

Request for Proposals - Digital Media Wall
New Natural Resources Headquarters #142511

Released Wednesday, February 24th 2021

The Media Wall open call for proposals (RFP) is part of the Public Art CA public art program, a contemporary collection of artworks commissioned for the California Natural Resources Headquarters and the California Health and Human Services building in downtown Sacramento.

In addition to this open call, the collection of artworks located at the California Natural Resources Headquarters will include works by five artists who were selected to create works for the four additional commissions at this site. These artists share a deeply creative, innovative, and conceptual approach to their diverse artistic practices and the context of California's natural resources, its changes and preservation and our potential for global effect.

The selected artists are John Grade, Rachel Sussman, Ishi Glinsky, Marc Fornes/THEVERYMANY, and Michael van Straaten.

Dyson & Womack are excited to add to this talented group of artists and further this important conversation through the lens of digital media. The RFP for the Media Wall selection may include a range of media artists and artworks to complete the artist selection process for the Public Art CA California Natural Resources Agency (CNRA) public art program.

PUBLIC ART CA

Public Art CA is a model for the future of public art in California and beyond. We are interested in public art that addresses the complexity of our contemporary society by rendering that complexity (our possibilities, diversities, challenges, accomplishments, and possible futures) visible. We believe public art can reveal fundamental and elemental themes in powerful ways. We encourage artists to engage with these possibilities, considering how the creation and realization of their work models a progressive future for public art.

Artworks can honor our past, challenge our perceptions, render us visible, and engage future generations in the exploration of art. As we collectively build

this public art program, we endeavor to continue to define what responsible, equitable, and accessible public art can be. As we enter 2021, Public Art CA champions the role of public art as a public service, a project that supports artists and communities in timely and effective ways.

CALIFORNIA NATURAL RESOURCES AGENCY

The media wall opportunity is sited at the California Natural Resources Agency (CNRA) headquarters in Sacramento, the Capital of the State of California. The California Natural Resources Agency includes numerous departments, boards, and conservancies that oversee, restore, and safeguard California's forests, parks, mineral resources, waterways, coastlines, farmlands, and wildlife habitats.

Today, the CNRA is at the front lines of environmental protection and policy in California. The CNRA spearheads regional strategies, including the Pacific Coast Collaborative, an initiative that unites America's Western coastal states in the effort to address coastal climate change. As our state combats wildfire outbreaks, the CNRA's actions to address global climate change have increased with policies aimed at improving California's watershed.

REQUEST FOR PROPOSALS

The Media Wall Request for Proposals (RFP) is an opportunity that centers digital media within the CNRA public art collection. This opportunity embraces a contemporary and accessible concept of what public art is, who makes it, and for whom it is for. We seek to commission artists and artworks that consider experimentation, innovation, and inclusion as central components of creation.

The Media Wall RFP is open for artists to propose new or existing artworks to be shown on the expansive media wall located in the main lobby of the CNRA building. The artworks will be displayed on this 24 foot wide by 31.5 foot tall media wall on a curated schedule, during events, and at special public art program screenings. The media wall will also be utilized as a platform for CNRA news, and the sharing of agency related information.

- The opportunity is open to artists working in all forms of digital media including film and video, photography, animation and other forms of digital media.
- Proposed artworks can range in duration, but must include a two-minute-or-less trailer for artworks with a total duration longer than two minutes.
- The opportunity does not allow for audio. Proposed artworks should be silent.
- The media wall is 24' wide by 31.5' tall with a 2.5mm Pixel Pitch media capable of displaying 5k video.
- Proposed artworks should adhere to the "Media Wall Content Best Practices" RFP addendum. Additional questions about file formats can be directed to Dyson & Womack through the application portal at any time during the application process.

Central to our approach is the value of shared resources. This opportunity leverages an existing design feature within the CNRA building, a monumental media wall, to incorporate artwork within its other scheduled content. The media wall exceeds in scale and cost what many artists and public art programs could support and we are excited to invite artists to utilize this resource.

Dyson & Womack provide support to artists who wish to respond to this RFP. Visit www.publicartca.dysonwomack.com for additional resources and application support.

ELIGIBILITY & CONSIDERATIONS

Eligibility

Artists age 16 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 RFP 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 California will be strongly considered.
- Artists or Artist Teams should demonstrate the professional capacity to realize their proposal and may include collaborations with field specific professionals as necessary.
- Artists from all career levels interested in pursuing a public art project are encouraged to apply. Artists who have not previously worked in public art are invited to utilize the written responses to outline their interest in exhibiting their work in such a context and how it might affect the way their artwork is received or created.
- Artist Teams that include non-artists who represent other professional fields such as science, technology, or government service are highly encouraged to apply.
- We strongly encourage historically underrepresented individuals/ groups to apply.
- A person who is a current employee or member of the California Arts Council (CAC), a current employee of the California Department of General Services (DGS) Division of the State Architect, or a current employee of the Capitol Area Development Authority (CADA), may not be commissioned pursuant to this RFP.

SELECTION PROCESS

Proposals are due May 14, 2021 by the end of day (11:59 PM PST). Proposals must be electronically submitted to Dyson & Womack through the online submission platform available at the Public Art RFQ website, www.publicartCA.dysonwomack.com. The selection of the commissioned artworks will be awarded by a three-member Art Panel that includes representatives from the California Arts Council (CAC), the California Department of General Services (DGS), and the Capitol Area Development Authority (CADA). Additional review and support



Ansel Adams
Point Sur, Storm

will be given by the California Natural Resources Agency, Department of General Services staff, and the art consultants.

The Art Panel will select an unspecified number of proposals to be awarded the media wall commission. Artists or Artist Teams will not be asked to present their proposals to the Art Panel. Submissions should include all information the proposing Artist or Artist Team wishes to be considered during the review and selection process.

EVALUATION CRITERIA

Submitted proposals will be evaluated across the following criteria:

Artistic Quality and Diversity

Proposals should incorporate a high level of artistic excellence. This criterion is informed by a broad understanding of digital art practices from diverse artists and arts organizations to promote equity in defining artistic excellence. Consideration will be given to diversity in artforms across the Art Program.

Context and Concept

Artworks should be innovative, engaging, and compatible with the commission location in terms of scale, medium, and format. Artworks should be conceptually strong, appealing to a broad audience of varied ages, backgrounds, and ethnicities. Artworks should show originality in concept and demonstrate a robust conceptual alignment with the curatorial approach and the program's mission and vision and the context of the site.

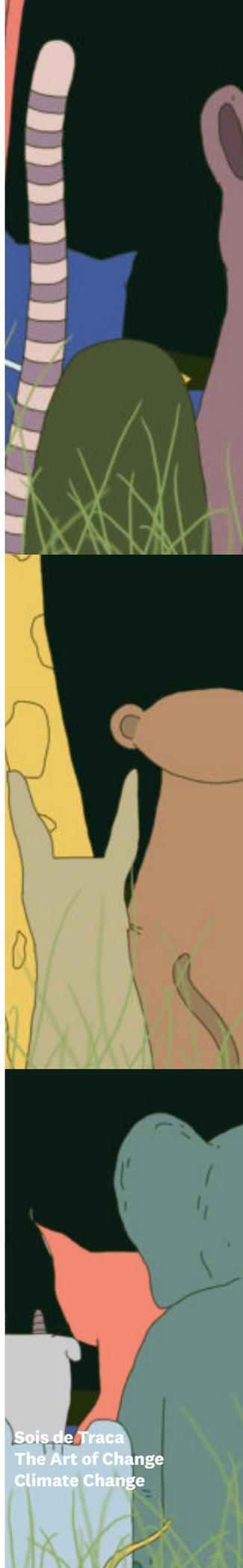
Proposal Feasibility

The feasibility of the proposed artwork is evaluated relative to the artist's ability to complete the work proposed. Considerations include the Artist or Artist Team's budget, timeline, and technical knowledge and ability to successfully produce the proposed artwork. The feasibility review may include the appropriateness of materials and community engagement plans when applicable to the proposal.

PROPOSAL REQUIREMENTS

Proposals may be submitted in a range of formats but must include the following materials and must be submitted digitally. We cannot accept USBs, drives, CD's or files of any type outside the online submission platform.

- A written proposal outlining the concept for the proposed artwork, the method by which the artwork was or will be created, the medium or mediums utilized, and a general overview of your interest in this commission. All proposals must refer to the Media Wall Content Best Practices PDF and indicate how the proposed artwork meets or will meet the file requirements of the media wall. Maximum 2 pages text file format (PDF preferred).



- Photographs, stills, animations, film or video clips, and other forms of accepted visual representations that best articulate your proposed artwork. Please refer to the next section for accepted file types and sizes. Maximum of 3 files of any acceptable file format.
- A proposed Artwork Budget that includes 1) the Artist or Artist Team fees or existing artwork purchase price and 2) the Artist or Artist Teams and production budget if required. Proposals of existing artwork would only include the Artist or Artist Team fees and or the artwork purchase price. The total budget available for the commissioning of media wall artworks is \$145,000 across a likely selection of between 10 to 15 artworks. Maximum 1 page text file format (PDF preferred).
- Proposals for new artwork should include a Production Timeline that aligns with the artwork completion timeline of August, 2021. Maximum 1 page text file format (PDF preferred).
- A portfolio of prior artworks should be shared via the Artist or Artist Teams website(s) or a digital sharing site such as Vimeo. While a portfolio link is preferred, if this is not available, a maximum of 5 files may be uploaded directly within the submission platform. Please refer to the following section for accepted file types and sizes.

SUBMISSION PLATFORM: ACCEPTED FILE TYPES AND SIZES

Video Files

.AVI, .MOV, .MP4, .MPG, .FLV, and .M4V files up to 4GB's in size can be uploaded to the submission platform. Files that exceed this upload limit may be shared as a link to a website or video sharing platform such as Vimeo. Videos submitted via link should not be password protected.

Image and Presentation Files

.JPG, .TIFF, .SVG, .GIF, .PNG, .PDF, .PPT, and .PPTX files may not exceed 400MB's however we recommend individual files not exceed 100MB's in most cases.

Text Files

.PDF, .DOC, .DOCX, .TXT, .RTF, and .ODT files may not exceed 400MB's however we recommend individual files not exceed 10MB's in most cases.

COMMISSION BUDGETS

The commission budget will vary based on the selected artwork's requirements. Artists or Artist Teams selected for a commission will be notified of the amount of their commission budget at the time of selection. Commission budgets awarded may be less than, equal to, or in excess of the applicant's submitted budget. Commission awards are inclusive of Artist or Artist Team fees, artwork purchase prices, and artwork development, research, production, hardware and software, and editing as required. The Artist or Artist Team is not responsible for any onsite media wall hardware or software.

PROJECT TIMELINE

RFP open call released	Wednesday, February 24, 2021
RFP application deadline	Friday, May 14, 2021 11:59 PM PST
RFP selected artists notified	May/June 2021
Artworks completed	August 2021

QUESTIONS

To submit a question regarding the application process, submission files, media wall file requirements, or to access our FAQ document visit www.publicartCA.dysonwomack.com.

HOW TO APPLY

All applications must be submitted electronically through the online submission platform available at the Public Art CA website www.publicartCA.dysonwomack.com by May 14, 2021, at 11:59 PM PST. Individual Artists and specific Artist Teams may only apply once, however, an artist may apply individually and as part of an Artist Team.

We strongly encourage applicants to review all the materials and supporting documents available before responding to this RFP. Applications submitted late, or through any other means than the application portal, will not be reviewed.

RFP DOCUMENTS AND RESOURCES

- Media Wall Request for Proposals (RFP)
- Public Art CA Public Art Plan
- Media Wall Content Best Practices

COMMISSION ACCEPTANCE

Acceptance of a commission under this RFP is subject to the Artists or Artist Teams agreement to the awarded commission budget, the Transfer of Title, and the Purchase Order Agreement. Artists or Artist Teams who wish to request additional funding to the amount awarded must request the funding within 3 days of notification of the award and should include a written description of the reason for the request and how the requested funds would impact the commissioned artwork.

TERMS & CONDITIONS

Dyson & Womack reserves the right to decline all Proposals submitted in response to this RFP, terminate the selection proceedings, recommend Artists or Artist Teams for commission opportunities other than the commission to which they applied, or to combine, eliminate, or otherwise amend the commission opportunity at any time. Artists proposing through this RFP process are not guaranteed a commission or opportunity. The release of this RFP in no way binds Dyson & Womack, the project's design-build teams, or the State of California to the commissioning of any Artists, Artist Teams, or artworks.



Allison Janae
Hamilton
Haints at Swamp II.