



OPEN CALL TO ARTISTS FOR PROPOSALS

The City of Avondale is seeking interested artists to provide public art at strategic locations throughout the City, as part of a thematic visual surrounding its *Avondale Loves You/Avondale Te Quiere* brand campaign (ALY/ATQ). The City envisions a series of heart-shaped sculptures for placement at various high-traffic public locations throughout the community. The first in the series of heart-themed public art piece is planned for the median along Avondale Boulevard, a major arterial running through the “heart” of the city of Avondale.



The piece will be placed in the median along Avondale Boulevard south of Interstate 10 freeway and should be a minimum of 5-foot-tall by 6-foot-wide, and no more than 7-foot -tall by 8- foot-wide. The art must be crafted using material that will have longevity and be able to withstand the elements over time. The art is intended to be a visually appealing statement piece that will set the standard for future heart-themed art sculptures at other locations in Avondale.

(Photo is sample concept)

The project is expected to coincide with the construction of the median improvements beginning in Sept. 2020, and must be completed and installed by mid-Oct. 2020

Background: Avondale Loves You/Avondale Te Quiere Campaign

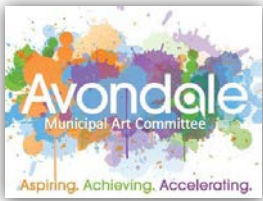
“*Avondale Loves You/Avondale Te Quiere*” (ALY/ATQ) celebrates Avondale’s distinct character and spotlights the city’s investments in placemaking and community. ALY/ATQ has the potential to take hold within the community through grassroots acceptance and distribution. One of the ways the City is seeking to advance this message is through public art.



#AvondaleLovesYou #AvondaleTeQuiere

“*Avondale Loves You/Avondale Te Quiere*” is an embracing message that projects no matter age, race, ethnicity, gender, etc. you are welcome, and you are accepted. Our community cares for the well-being of all its residents, visitors and businesses, and wants everyone to be happy, healthy, and engaged. This campaign, slogan and logo complements and advances the City’s 2014 original *Aspiring Achieving Accelerating* Brand Message, that states:

Avondale is a community where people share a deep sense of pride in what has been accomplished and what it is today. In Avondale, there is strong belief that the blending of a broad spectrum of cultures comes from a true sense of harmony throughout the community, and not mere rhetoric about diversity. In Avondale, people and businesses are welcomed with open arms and supported in a way that exemplifies a progressive, intelligent and driven City.



OPEN CALL TO ARTISTS FOR PROPOSALS

During good times and bad times, the Avondale community rises above all circumstances to support its neighbors and businesses. ALY/ATQ resonates with the organization's Core Purpose: Making Lives Better, where employees conduct themselves in ways that are *Helpful, Kind and Professional*. Avondale is where you want to live, work, and play because of the strong sense of community.

The public art project using Hearts as a theme throughout the community will highlight Avondale's commitment to public art, building upon the public art collection already on display throughout the city. Artists are encouraged to be as creative as possible to create a lasting public artwork that will enhance the streetscape, capture the excitement of the entire community, and put Avondale on the map among public art projects.

Please review the City of Avondale Public Art Masterplan at <http://www.avondaleaz.gov/publicart> (located on left).

Project Requirements

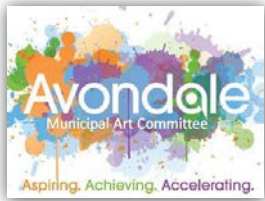
The public art element will be located outdoors in the median along Avondale Boulevard (see diagram below.) The proposed art may be a single piece or consist of multiple exhibits, provided it fits within the confines of the street median.

- The art will be a “uniquely Avondale” statement piece, with a multi-generational appeal.
- The art must be easy to maintain and withstand the outdoor elements
- The art must meet Americans with Disabilities Act requirements
- The artist will work with the City's Project Manager to coordinate with the project's architect and construction contractor. Coordination will include determination of installation location, preparations, site logistics, delivery, site safety and other aspects of completing the work.
- The artist will work with the City's Traffic Engineer to ensure that the art will not impact the traveling public.
- The artist will be required to attend progress meetings, as necessary.
- The artist will be required to present their concept to City staff to obtain relevant feedback that may be incorporated into the project.
- Project is expected to coincide with the construction of the median improvements beginning in Sept. 2020, and must be completed and installed by mid-Oct. 2020
- Cost for the project – including design, fabrication and installation -- will not exceed \$65,000.



OPEN CALL TO ARTISTS FOR PROPOSALS





OPEN CALL TO ARTISTS FOR PROPOSALS

ELIGIBILITY

This project is open to all professional sculpture artists and design architects.

SELECTION PROCESS

The City will select the concept that best suits the project. The selection process will take into consideration the artist's past projects, professional experience, and will give careful consideration to the submittal statement describing the project and the drawings and/or photographs submitted.

Qualified artists will be required to present and discuss their concept with City staff. Additionally, artists may be required to make a presentation before the Avondale Municipal Art Committee at a date to be determined.

If not selected for the Avondale Blvd. project, an artist's submission may be selected for future heart sculptures for other areas around the City, for a future funding cycle.

SUBMISSION REQUIREMENTS

To be considered for this project:

- A minimum of five and maximum of ten photographs of work completed within the past five years work, including the dimensions of each piece.
- Copy of a current resume
- Contact information
- Three to five images either photograph(s) or drawings and dimensions of the work to be considered, including any environmental considerations or restrictions
- Artist statement regarding the work to be considered
- Artist's installation requirements

BUDGET

The Artist will submit a proposed budget for project completion. Cost for the project – including design, fabrication and installation -- will not exceed \$65,000.

APPLICATION DEADLINE

Applications must be submitted online to publicart@avondaleaz.gov by 5:00 p.m. M.S.T. on July 30, 2020.

For Questions please contact (623) 333-2787, publicart@avondaleaz.gov.

Disclaimer: The City of Avondale reserves the right to make the final decision on the submission that best represents the view of the community.