

# CALL FOR ARTISTS | 2015



Haun Road and Newport Road  
Menifee, CA

## OVERVIEW

### Project Description

As part of its dedication to the arts, Rich Development is seeking artists or artist teams to design and implement two (2) site-specific sculptures or installations of original design for the new retail shopping center, Town Center Marketplace, located at Haun Road and Newport Road in Menifee. These sculptures should be significant in size and be able to hold their own as a public art piece. The artwork will be subject to direct sunlight and must be unique, permanent, and require very minimal long-term maintenance. More detailed specifications will be given to artists selected to develop a proposal. Each commission will be considered separately, but one artist may be selected to create both installations.

### Design & Quality of the Artwork

Materials may include: bronze, fiberglass, resin, stone, painted steel or other permanent medium. Theme and artistic direction will be discussed in greater detail after the initial selection process.

**Dimensions, Area A:** No greater than 10' wide, height range from 10' - 15'

**Dimensions, Area B:** No greater than 5' wide, height range from 5' - 10'

### Artist Eligibility

This commission is open to professional artists 18 and over, regardless of race, color, national origin, gender, military status, sexual orientation, marital status, or physical or mental disability. Artist teams may apply, and must designate one artist as the lead contact. All artists must have a minimum of five (5) years of demonstrated professional visual art experience (not student work) and must have examples of previous experience with large-scale outdoor sculpture. Examples of work submitted must be of original, recently completed artwork (within the last 10 years). The application, including all examples of work and supporting documents are considered the artist's official "submission". If any information submitted by the artist or artist's representative, including all supporting documents, is found fraudulent the submission will be disqualified.

**Entry Fee:** None

**APPLICATION DEADLINE: MAY 30, 2015**

## **BUDGET**

The established budget for both art pieces is \$50,000. The price will include artist stipend, taxes, fees, labor, transportation costs and lighting for both art pieces. The developer will supply the pad. The artist will make recommendations regarding the design of the permanent site, as well as lighting and installation.

## **PROPOSED TIMELINE**

We reserve the right to modify the project timeline; the Round 1 application deadline will not be moved.

**March 1, 2015 - May 30, 2015**

Call for Artists Round 1 Submissions

**May 30, 2015**

Application Deadline

**June 2015**

Round 1 Selection & Notification of Artists

**June 2015 - July 31, 2015**

Round 2 Artist Proposals

**August 2015**

Round 2 Selection & Notification of Artists

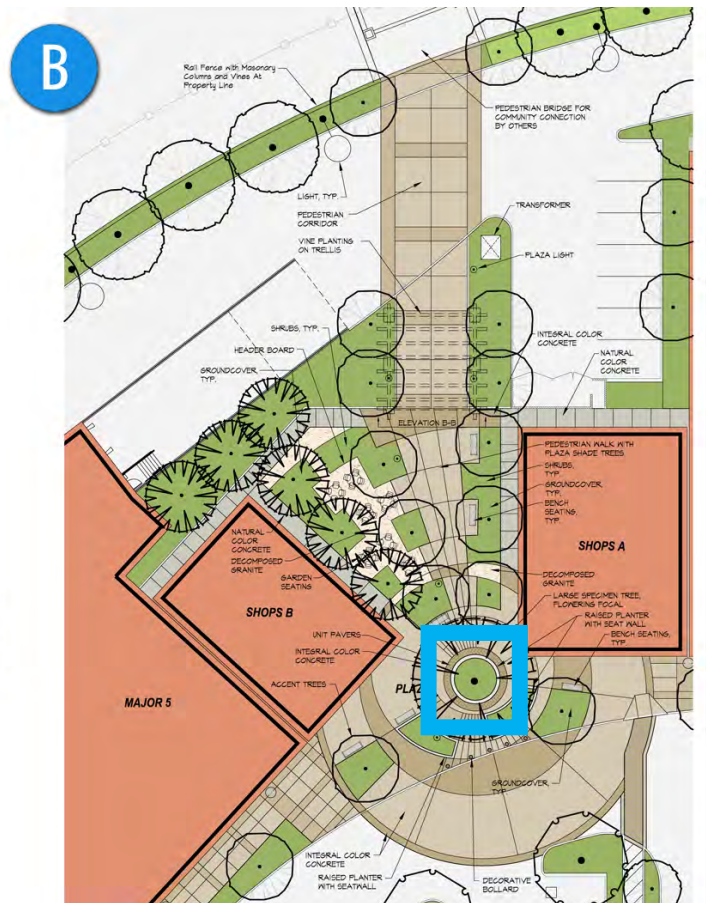
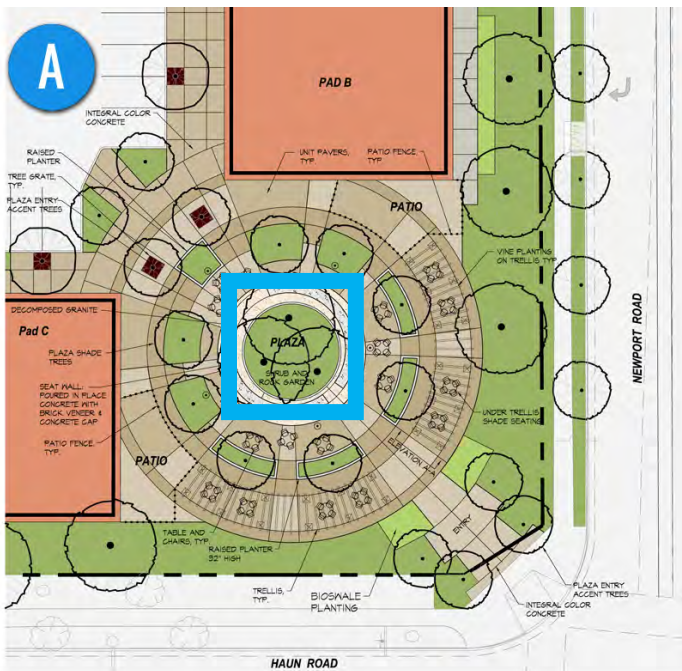
**August 2015 - November 31, 2015**

Completion of Art Installation

**December 1, 2015**

Delivery and Installation Deadline

# ART INSTALLATION LOCATIONS



## APPLICATION PROCESS

The application process is managed by The Forman Group on behalf of Rich Development. The information and documentation in the following pages must be emailed or postmarked before the stated deadline of May 30, 2015.

### Selection Committee

The Selection Committee will consist of one or more representatives from the following entities: Rich Development (Developer), Perkowitz & Ruth (Architects), City of Menifee, Menifee Arts Council, Mt. San Jacinto College and a citizen of Menifee.

### Criteria for Selecting Proposals

All artists must meet the guidelines of the program.

1. Artistic merit of concept.
2. Style and Appropriateness: Artwork should demonstrate that it is compatible in relationship to the landscape and the shopping center.
3. Technical Considerations and Feasibility: Including the artist's artistic history and experience in completing public art projects within the timeline and budget, as well as the sustainability of the project.
4. Safety and Maintenance: Artwork should be durable, meet the requirements of insurance policies and be resistant to theft and or vandalism. Materials should require minimal periodic maintenance and be readily available if conservation or restoration is necessary.
5. Diversity: Reflects the overall project goal to strive for diversity in style, scale, media and artists working in traditional and contemporary art forms.



## **ROUND ONE: FIRST SELECTION**

Round One submissions will be reviewed by the committee and narrowed down to a shortlist of qualified artists who will move on to Round Two. Proposals will not be returned. Incomplete or late entries will not be considered.

### **1. Letter of intent**

The letter should include the artist's complete contact information, mention of any ties to Menifee or surrounding area, indication whether the artist wishes to be considered for one or both of the sculpture installations and explanation of the proposed project(s).

### **2. Artist's resume**

A current resume should be submitted for each artist or member of a proposal team.

### **3. Up to ten (10) digital color images of the artist's representative work**

JPGs must not exceed 15 MB. File names should include the title of the artwork and artist or team. Artists applying as a team may submit 10 digital images of each artist's work. Dropbox links (not shared folders) are acceptable via email.

### **4. Annotated image list**

The image list must include a brief description of each image stating the title, date, medium, size, location, and commission budget, if the piece was commissioned.

### **5. Proposed concept sketch**

This should be a simple sketch of the artist's proposed design. This design does not necessarily have to be the final design submitted by the artist, just an idea. This will give the Committee an idea of what to expect if the artist is selected for Round Two. Please include colors, materials and measurements in this sketch.

### **6. References (No more than 3)**

Email, phone and mail contact information must be included with each reference. References must be qualified to testify to applicant's artistic capabilities, accomplishments, and professionalism

### **Application Deadline: May 30, 2015**

The application must be postmarked or emailed by May 30, 2015. Please submit any technical questions *prior to May 15, 2015* via email to [juliette@formangroupllc.com](mailto:juliette@formangroupllc.com).

## ROUND 2: SHORTLIST/SECOND SELECTION

Upon review of all the proposals in Round One, a shortlist of artists will be selected to submit a proposal that may include the following. The final artist will be selected from this process, which is subject to change.

Finalists will be required to attend a site visit with the Committee and present his/her proposal to the Committee. The proposal must include the concept, materials, size, weight, installation requirements, details of maintenance, and budget. The proposal must also include a maquette or digital renderings as appropriate, that show the physical volume of the space and allow for multiple perspectives of the artwork within the space. All proposal documents, including the maquette and renderings, will become property of the developer and may be used for educational and/or promotional purposes. Each finalist's proposal may be exhibited for committee and community consideration.

### Artist Notification, Responsibility, Delivery and Ownership of Sculpture

The selected artist may be required to make him/herself available for media interviews.

The selected artist is fully responsible for the timely completion and delivery of the sculpture. In the event the sculpture is not completed and delivered according to the specifics listed below, the artist will forfeit claim to payment. The selected candidate and the team will work together to facilitate delivery and installation. Upon delivery, the selected candidate relinquishes ownership of the sculpture.

### Other Important Information

The Committee is not responsible for the loss or damage of any submitted materials. Application materials will not be returned to the applicant. All information contained herein does not constitute either an expressed or implied contract and these provisions are subject to change. We reserve the right to award no public art commissions.

## TO APPLY:

The application for Round 1 must be postmarked or emailed by May 30, 2015.

### Mailing Address:

Attn: Juliette Pugh, The Forman Group, PO Box 16373, Encino, CA 91416  
(Please indicate MENIFEE CALL FOR ARTISTS on package)

### Email address:

juliette@formangroupllc.com

\*Dropbox links (not shares) are an acceptable form of submission. 15 MB limit on files still applies. Please submit any technical questions *prior to May 15, 2015*. We will do our best to accommodate you during the submission process. No deadline extensions will be granted.