

# City of San Jose – San Fernando Corridor Project Temporary Artworks in Downtown San Jose - Fall 2010

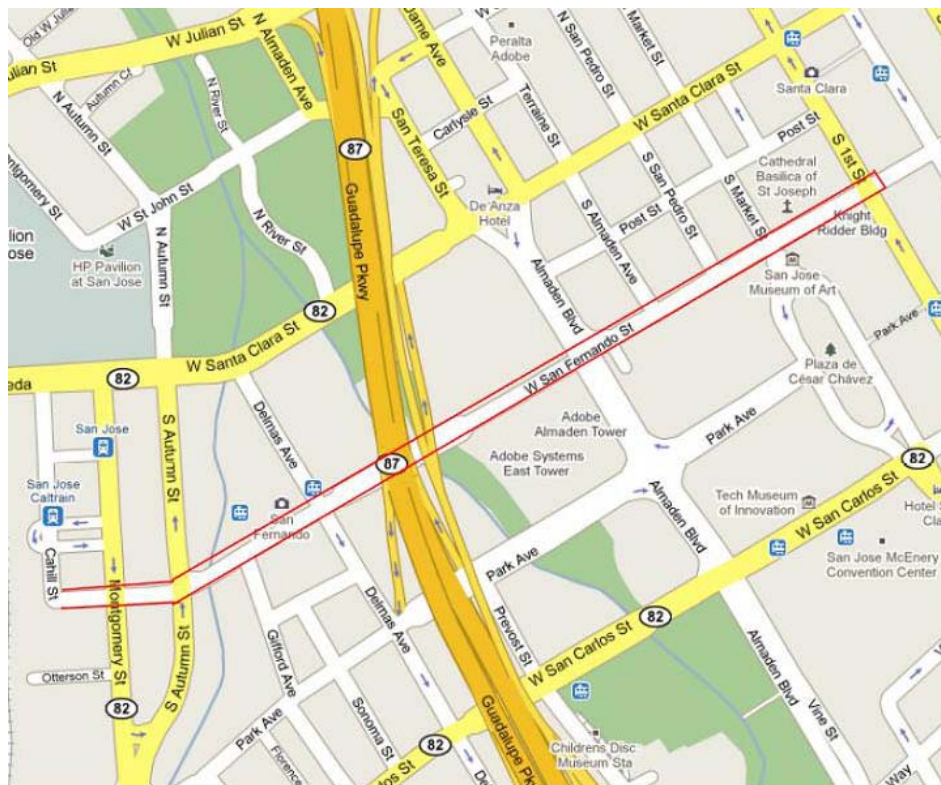
## REQUEST FOR QUALIFICATIONS

**DEADLINE: Thursday, October 8, 2009 at 11:59 p.m. Mountain Daylight Time (MDT)**

San Jose Public Art and ZER01 invite artists to submit qualifications and letters of interest to install temporary artworks on the San Fernando Street corridor in Downtown San Jose. These artworks will be installed in June 2010, be a feature of the 3<sup>rd</sup> O1SJ Biennial (September 15-19, 2010) and will continue to be displayed through October 2010.

### **Background: San Fernando Street**

San Fernando Street is a significant east/west corridor through downtown San Jose that connects Diridon Station, the major train, light rail and bus center on the west side of downtown; continues through the sports, retail and cultural district; and defines the north side of San Jose State University at downtown's east edge. The street passes from the station, beneath State Highway 87 and over the Guadalupe River before entering the downtown core. As such, the street offers a variety of opportunities for the creation of artworks in different media ranging from static to electronic, sound, projection, light-based, interactive and mobile or networked. The artworks will be accessible to anyone who works, lives or visits downtown San Jose.



### **Background: 2010 3<sup>rd</sup> O1SJ Biennial**

The 3rd O1SJ Biennial will take place September 15-19, 2010, throughout San Jose and Silicon Valley. Its theme, "Build Your Own World," is about how powerful ideas and innovative individuals from around the world can make a difference and come together to build a unique, city-wide platform for creative solutions and public engagement. It is about the inspiration needed to build a world we want to live in and are able to live with. The 2010 O1SJ Biennial is predicated on the notion that as artists, designers, engineers, architects, marketers, corporations and citizens we have the tools to (re)build the world, conceptually and actually, virtually and physically, poorly and better, aesthetically and pragmatically, in both large and small ways.

The program description states: *"The future is not about what's next; it's about what we can build to ensure that what's next matters. How can we, as resourceful, innovative, and knowledgeable local and global citizens build and participate in a desirable future in the face of global climate change, economic meltdown, political instability, and cultural divisiveness? The 2010 O1SJ Biennial is predicated on the notion that as artists, designers, engineers, architects, marketers, corporations and citizens we have the tools to (re)build the world, conceptually and actually, virtually and physically, poorly and better, aesthetically and pragmatically, in both large and small ways. It is about how powerful ideas and innovative individuals from around the world can make a difference and come together."*

### **Potential Sites**

The following are the potential sites for temporary art installations along San Fernando Street. Sites will be selected for artist commissions based upon artist's interest and the quality of proposals developed during the second phase of this project:

#### **Site One:**

*Greenway in front of Diridon Station:* This linear lawn at the front of historic Diridon Station is an ideal location for the installation of a pre-existing or commissioned kinetic, interaction system or game-based artwork. The artwork will help draw people from the station to the west to Downtown and the Convention Center to the east.

*Budget:* Up to \$15,000

#### **Site Two:**

*San Fernando and other Valley Transportation Authority (VTA) downtown Light Rail Stations:* The San Fernando Light Rail Station is one of eight light rail stations throughout downtown. Each platform includes several small overhead LED display signs that show time, train destinations, and other transit related information, as well as speakers that transmit occasional announcements. The opportunity here is to develop interstitial displays and/or sound works that can enhance the downtown light rail-user experience.

*Budget:* Up to \$10,000

**Site Three:**

*Highway 87 Underpass/Guadalupe River overlook:* This underpass spans three blocks and forms a dramatic pedestrian entrance to Downtown San Jose. Crossing over the Guadalupe River and its pedestrian/bike trail, the underpass is currently a dark, left-over space that pedestrians pass through on their way from the train station and the HP Pavilion into Downtown San Jose. The opportunity here is to develop light and/or sound-based works that create a more dynamic entryway to downtown and better connect people to the river.

*Budget:* Up to \$50,000

**Site Four:**

*Hwy 87 to Market Street:* These two long tree-lined blocks are a pedestrian-oriented street lined by office buildings, a park, restaurants and a parking structure. The opportunity here is to create intimate, sequential, pedestrian-scaled artworks. Suitable media could include sculpture, sound, light, electronic, location media or cell-phone activation.

*Budget:* Up to \$10,000

**Site Five:**

*Façade of Building on Northeast Corner of San Fernando St. and Almaden Blvd.:* This wall, approximately 25' x 80' is an ideal location for any type of temporary mural-based flat art, projection art, electronic or interactive artwork.

*Budget:* Up to \$15,000

**Site Six:**

*Market Street to First Street:* This pedestrian-oriented street includes the rear façade and historic clock tower of the San Jose Museum of Art and south façade of St. Joseph’s cathedral, a white neo-Baroque building with its dome and twin domed towers. This site is an ideal opportunity for a light or projection-based artwork.

*Budget:* \$15,000

Suggested sites are pending verification with owners. City does not guarantee the availability of any site listed in this RFQ until projects are awarded.

**ARTIST ELIGIBILITY**

U.S. residents are invited to apply, or those who have a US Social Security or Tax Identification Number by the application deadline.

**ARTIST SELECTION CRITERIA**

- Aesthetic merit of past projects; appropriateness of work as it relates to demonstrated project goals and setting.
- Experience, success and/or interest in creating temporary artworks particularly in a public setting.

## **ARTIST SELECTION**

### **Selection will take place in following phases:**

On October 16, 2009 a panel comprised of arts professionals and stakeholder representatives will review artists' qualifications and letters of interest. Finalists will be invited to develop conceptual proposals for specific sites.

Finalists will be informed of the panel's decision on October 21, 2009. Finalists will be given a proposal agreement that includes travel costs and will be invited to San Jose to visit potential sites beginning the week of October 26, 2009. Finalists' proposals will be due on December 4, 2009.

On December 11, 2009 the selection panel will reconvene to review artists' proposals and select artists to receive commissions. Interviews will be conducted remotely via phone conference.

Artist commissions will be awarded by the City of San Jose's Public Art Committee on December 15<sup>th</sup> and artists will be informed of the final selection on December 16<sup>th</sup>. Artist contracts will be issued in January 2010.

## **COLLABORATIVE PROCESS**

The San José Art Public Art Program employs a rigorous stakeholder outreach and participation efforts in developing its projects. Prior to selecting an artist, stakeholders are consulted to define a broad vision to be achieved with the artwork. Artists are then selected by a Public Art Core Team (PACT) that includes visual arts professionals and project stakeholders. The selected artist typically meets with the PACT during the project development process in order to gain understanding of its vision and to provide them with an understanding of the artist's work.

The Public Art Committee of San Jose's Arts Commission is responsible for reviewing artists' proposals, and members of the general public are invited to offer their comments in the context of those meetings.

## **CONTRACTS**

It is essential to familiarize yourself with the City of San Jose's design and fabrication agreements: (<http://www.sanjoseculture.org/downloads/designagreement.pdf>) as you must be willing to enter into these contracts as written at the time of your selection for the project. If you have questions, concerns or need for clarification of any aspect of these agreements, please get in contact with us prior to agreeing to be considered for this project.

## **APPLICATION REQUIREMENTS**

### **APPLICATION DEADLINE**

Submissions (described below) must be received as a complete application in CaFÉ™ by no later than 11:59 p.m. Mountain Daylight Time (MDT) on Thursday, October 8, 2009.

### **APPLICATION PROCESS**

All materials will be submitted online, via CaFÉ™ website ([www.callforentry.org](http://www.callforentry.org)). There is no application fee to apply or to use the CaFÉ™ online application system. To view the application, go to [www.callforentry.org](http://www.callforentry.org), register a username and password, navigate to “Apply to Calls”, and search the list for “City of San Jose – San Fernando Corridor Project”.

**Assistance in using the CaFÉ™ system is available during regular business hours by calling 303- 629-1166 or 1-888-562-7232, or via e-mail at [cafe@westaf.org](mailto:cafe@westaf.org).**

### **REQUIRED APPLICATION MATERIALS**

The application submission must include the information and materials described below all of which are required to constitute a complete application.

- 1. Artist Statement of Interest:** Submission shall include an Artist Statement of Interest (2000 character maximum) that outlines a general interest in this opportunity and your site preference if you have one. Do not submit a concept proposal at this time. You will have the opportunity to submit a concept proposal if you are considered as a finalist for one of the project opportunities.
- 2. Resume:** Submission shall include a current resume that outlines your professional accomplishments as an artist (6000 character maximum).
- 3. Images of Past Work:** Submission shall include visual representations of past artwork that demonstrate your qualifications for this project. In order to be considered for this project, the applicant shall submit up to a total of 10 digital images of previously completed projects (multiple images of individual projects may be submitted). Submissions shall be completed electronically through the CaFÉ™ system. (Instructions on how to format images to CaFÉ™ specifications can be found on the CaFÉ™ website under Image Prep.)
- 4. Descriptions of Past Work:** Submission shall include a list of the submitted project images with descriptions that clearly explain both the projects and images.

## OPTIONAL APPLICATION MATERIALS

Artists who work in dynamic material may direct jurors to their URLs in their resumes to review dynamic sound or media files. In addition, the following material may be submitted by mail:

1. **Dynamic, Sound or Media File Submission:** Artists who wish to submit dynamic, sound or media files to further describe a project must submit a complete CaFÉ™ application including up to ten still images and then post mail the supporting files on a DVD or CD to Patricia Walsh, Public Art Program Coordinator, 170 West San Carlos Street, San Jose, CA 95113. No more than three segments are permitted. Segments shall be no more than 30 seconds each. The project text description that accompanies corresponding still images must include a notation at the end that clearly indicates to the selection panel that a backup media file submission has been included.

Additional media submissions must be received no later than 5:00 p.m. PST on Thursday, October 8, 2009 in order to be considered as part of the submission. Note: Whereas submission of dynamic media responds to Pacific Standard Time, the CaFÉ™ submission responds to Mountain Time.

Please confirm that your application includes all of the items below. Incomplete applications will not be reviewed.

\_\_\_\_\_ Artist statement of interest (2000 character maximum)

\_\_\_\_\_ Résumé (6000 character maximum)

\_\_\_\_\_ Images of Past Work

\_\_\_\_\_ Descriptions of Past Work

## FOR FURTHER INFORMATION

Contact Patricia Walsh if you require assistance via email at [patricia.walsh@sanjoseca.gov](mailto:patricia.walsh@sanjoseca.gov) or call (408) 277-5144 extension 18.