



CALL TO ARTISTS

- Name: **Palm Beach County Convention Center - Exterior Light Project**
- Location: 650 Okeechobee Boulevard in West Palm Beach, Florida
- Budget: **\$611,500**
- Eligibility: All professional artists or artist teams with demonstrated experience in creating signature artwork in the public realm.
- Deadline: **May 11, 2007** - Applications not received by 5:00 p.m. (EST) will not be considered.

The selection process shall occur in two phases. Short list artists will receive an honorarium to develop their proposals.

Public Art Project Description

Palm Beach County Convention Center's new light installation will accentuate the facility's prominent West and Northwest exterior to create an eye-catching, memorable gateway to Palm Beach County and the City of West Palm Beach for hundreds of thousands of residents and visitors to enjoy.

Background Information

The 19-acre Palm Beach County Convention Center site is located in Central Palm Beach County, only a few miles from the Intracoastal Waterway and the Palm Beach International Airport. The Convention Center opened in January 2004 and now serves over 250,000 visitors annually through consumer and trade shows, food and beverage special events and meetings.

The Convention Center is bordered on its west side by Howard Park, a City of West Palm Beach park whose northeast corner, which abuts the Convention Center, was recently identified as the "Gateway Plaza" to the Park. CityPlace, a \$600 million entertainment complex of designer shops, restaurants, and clubs as well as the nationally acclaimed Kravis Center for the Performing Arts, neighbors the Convention Center to its north. In addition, a luxury hotel, scheduled for completion in 2010, will be built to the east of the Convention Center.

Project Goals

- Feature technologies that are made of, generate, or use light as the primary medium
- Strong visual presence by night and day
- Artistic complexity at 45 mph
- Memorable and welcoming
- Iconic, branding image for Palm Beach County
- Durability with minimal maintenance requirements. South Florida is hot and humid with an intense sun. Problems with rust and fading should be avoided. Resistance to high-speed winds and pounding rain is required.

Artist Services

- On-site research and discussions with Palm Beach County staff
- Detailed design of the artwork
- Engineering and permitting of artwork
- Management of fabrication, construction and installation of the artwork
- Community lecture in Palm Beach County

Estimated Schedule

- Call to Artists announced: April 11, 2007
- **Artist Applications Deadline:** May 11, 2007, 5:00 p.m. EST
- Short List Selection: May 17, 2007
- Short List Mandatory Site Inspection: June 2007
- **Artist Proposal Deadline:** August 27, 2007, 5:00 p.m. EST
- Community Input: September 5 -14, 2007
- Finalist Selection: September 20, 2007
- Community Lecture / Input: September 21 - 30, 2007
- Board of County Commissioner Review / Notice to Proceed: December 2007

The County reserves the right to alter these dates as necessary.

Artwork Budget

The total budget established for the project is \$611,500. The budget includes ALL costs such as artist fees, travel, shipping, engineering, fabrication and installation. There is minimal electrical infrastructure on site. Project budget will cover costs for upgrading electrical infrastructure to accommodate the artist's proposed design.

Artist Eligibility

The project is open to any professional visual artist or artist team with experience implementing their ideas and work in the public realm. Professional artist means a practitioner in the visual arts, generally recognized by critics and peers as a professional of serious intent and ability. Indications of a person's status as a professional artist include, but are not limited to, income realized through the sole commission of artwork, frequent or consistent art exhibitions, placement of artwork in public institutions or museums, receipt of honors and awards, and training in the arts.

Selection Process

The selection process shall occur in two phases. In the first phase, artists will apply with their qualifications and the Short List Committee will select up to three artists or artist teams. Short List artists will attend a mandatory pre-proposal site inspection. A copy of the Contract for Professional Services will be made available to Short List artists for inspection.

In the second phase, Short List artists will develop a site specific design proposal to meet the Project's goals. Short List artists' design proposals will be displayed publicly at the Convention Center for community input. The County's Art in Public Places Administrator will collect the community feedback for the Final Selection Committee to review and consider before Short List artists present their proposals in person to the Final Selection Committee on September 20, 2007.

Each artist or artist team that makes a live presentation of their proposal to the Final Selection Committee shall receive a flat fee of \$4500.00.

After the Final Selection Committee selects a Finalist, s/he is required to present their proposal at a community lecture. After the Finalist's presentation to the public, the Art in Public Places Administrator, Elayna Toby Singer will facilitate an informal discussion with the public about the proposed design. Suggestions will be incorporated into the Finalist's design before it is recommended to the Board of County Commissioners (BCC) for approval. Upon BCC approval, a contract for professional services will be presented to the lead artist of the team. Upon execution of the professional services contract, a Notice to Proceed shall be issued by the County.

Design proposals and their copyright will belong to the artists. Palm Beach County reserves the right to use images of the concept designs, written proposals, scale models, multimedia presentations and the finished work for educational and promotional purposes.

Selection Criteria for Short List Selection

The Short List Committee shall select Short List artists based on the following characteristics:

1. Artist's experience and qualifications; and
2. Quality of the artist's past work.

Short List Application Materials

Applicants must submit fifteen (15) copies of materials listed below by May 11, 2007, 5:00 p.m. Eastern Standard Time. (postmarks not acceptable)

Please collate materials. DO NOT STAPLE OR BIND materials.

1. **Letter of Intent:** Express your interest in the Project, your design philosophy and approach to the Project and the specific qualifications you bring to the Project. Include the Artist Name, Business Name, Mailing Address, Phone, Email, Website (1 page maximum.)
2. **Resume:** A current professional resume (not to exceed three pages).
3. **References:** Provide three (3) references for projects of a similar scale completed in the last eight years. Please include name, address, telephone number and e-mail address for each reference.
4. **Annotated Image List:** Should include the following information for each image and multimedia representation: number, artist name(s), title of work/project, location of project, materials used, dimensions, project timeline (from contract to completion), budget, name of commissioning agency, Project Manager's name and phone number. **Include a brief description on how each image of your past work relates to your approach to the Palm Beach County Convention Center - Exterior Light Project.**
5. **Images of Past Work:** A total of fifteen (15) images of at least three (3) different completed artworks or projects. Only submit images of projects that have been realized. Images should be of completed works of comparable scale and purpose. Images of proposals, models or computer generated images will not be reviewed. Submit images in the following formats:

DIGITAL IMAGES: Images should be sent on one (1) virus-free PC-compatible CD-ROM in .jpg file format. Each file should be labeled with artist's surname and image number to correspond with the annotated image list (see #4). Maximum image size is four inches by five inches, 96 dpi.

MULTIMEDIA IMAGES: Provide multimedia images of two (2) completed projects of comparable scale and purpose. Multimedia images can include projects highlighted in digital .jpg images. Each project example is not to exceed two (2) minutes in length. Multimedia images must be submitted on one (1) DVD, and be compatible with Windows XP.

SASE: Do not submit a SASE. Materials will not be returned to the artist.

Applicants who do not submit all the required items may be eliminated from the review process. Palm Beach County will make every effort to protect submitted materials, but, the County shall not be held responsible for the loss or damage of any materials submitted.

Excess material will not be presented to the Short List Committee.

Selection Criteria for Finalist Selection

The Final Selection Committee shall select a Finalist based on the following characteristics:

1. **Artistic merit of the Artist's Proposal.** 45 points.
2. **Ability of the Artist's Proposal to meet project goals and guidelines.** 20 points.
3. **Ability of the Artist to complete the project.** 20 points.
4. **Local preference:** In accordance with Palm Beach County local preference policies, a preference will be given to Short List artists with a permanent place of business within Palm Beach County and that hold a valid occupational license issued by the County that authorizes the artist to provide the services under this Call to Artists and which is issued prior to the announcement of this Call to Artists. The scores of all Short List artists meeting this local residency requirement will be increased by 5 points.
5. **SBE status of Artist:** In accordance with Palm Beach County policy, the scores of all Short List artists who provide proof of Palm Beach County Small Business Enterprise ("SBE") certification will be increased by 10 points. The SBE certificate must be submitted to receive points. **An artist receiving SBE preference points shall not be eligible to receive the local preference points as set forth above.**

Finalist Submittal Materials

Short List artists must submit fifteen (15) copies of submittal materials by August 27, 2007, 5:00 p.m. Eastern Standard Time. (postmarks not acceptable)

Please collate materials. **DO NOT STAPLE OR BIND** materials.

1. **Conceptual design** for the Project area
 - a) Six (6) 11"x17" pages of color images / concept drawings should include elevations and be to scale with detailed representation of the individual components in relation to the facility's mass. Short narratives to explain images / concept drawings should be incorporated into each of the six (6) pages.
 - b) One (1) two (2) minute multimedia simulation of proposed light design. DVD submission must be compatible with Windows XP.

Conceptual design materials a) Images /concept drawings and b) multimedia presentation will be displayed publicly at the Convention Center for community input.

- c) One (1) three-dimensional model representing the proposed design should be to scale with detailed representation of the Project, depicting the mass and scale of the individual components of the Project in relation to the building. Model should not exceed 42” in any dimension.
- d) Sample materials to simulate proposed lighting effects and design.

Short List artists shall present their proposals in person to the Final Selection Committee on September 20, 2007 and should bring their three-dimensional model and sample materials with them at that time.

- 2. **A written narrative** describing proposed concepts presented in the three-dimensional model, conceptual design / site plans, and multimedia presentation. The narrative should describe how the proposed artwork addresses the Project’s goals and criteria and include an itemized budget, project timeline, and maintenance guidelines. (2 page maximum)
- 3. **List of proposed materials.**
- 4. **Proof of residency:** The Certification of Business Location Form will be provided to Short List artists.
- 5. **SBE certificate:** If applicable.

The County is not under any obligation to select Short List artists or a Finalist or to award a contract if, in the sole judgment of the County, the artists or proposals do not meet the eligibility qualifications, project goals and/or guidelines.

Deliver / Send submittal materials to:

Elayna Toby Singer
Palm Beach County Art in Public Places
3200 Belvedere Road, Bldg. 1169
West Palm Beach, FL 33406 Attn: Convention Center – Exterior Light Project

Questions

Elayna Toby Singer
Phone: (561) 233-0235
Email: esinger@pbcgov.com - Subject: “Artist Question, Last Name, First Name”

All questions and answers will be posted on the County’s Public Art website:
<http://www.pbcgov.com/fdo/art/calls.htm>

Questions regarding this Call to Artists must be directed to Elayna Toby Singer. If applicants rely on information provided by persons other than Ms. Singer, they do so at their own risk. From the date of release of this Call to Artists until award of contract, no contact with Public Art Committee members or representatives of the Palm Beach County Convention Center related to this Call to Artists is permitted except as authorized by Ms. Singer and/or in conjunction with scheduled Call to Artists activities. Any such unauthorized contact shall not be used as a basis for selection and may result in the disqualification of the artist’s proposal.

In addition, the Palm Beach County Lobbyist Registration Ordinance prohibits an artist or anyone representing an artist from communicating with any County Commissioner, County Commissioner’s staff, or any employee authorized to act on behalf of the Commission to award a particular contract regarding this Call to Artists, i.e., a “Cone of Silence.”

The “Cone of Silence” is in effect from the date/time of the deadline of the submission of the Short List Artist Application, and terminates at the time that the Board of County Commissioners, or a County Department authorized to act on their behalf, awards or approves a contract, rejects all bids, or otherwise takes action which ends the solicitation process. Artists may, however, contact any County Commissioner, County Commissioner’s staff, or any employee authorized to act on behalf of the Commission to award a particular contract, via written communication, i.e., facsimile, e-mail, or U.S. mail. Violations of the “Cone of Silence” are punishable by a fine of \$250.00 per violation.

General Terms and Conditions

1. Upon submission, all proposals become public records and the property of Palm Beach County.
2. Due care and diligence has been exercised in preparation of this Call to Artists and all information contained herein is believed to be substantially correct; however, the responsibility for determining the full extent of the requested services rests solely with those making proposals.
3. Palm Beach County reserves the right to reject any or all proposals submitted in response to this Call to Artists, waive any or all informalities and/or irregularities, re-advertise with either an identical or revised scope, or cancel this Call to Artists in its entirety.
4. Palm Beach County reserves the right to contact any or all proposers after submittal in order to obtain supplemental information and/or clarification in either verbal or written form.
5. The Finalist will be expected to execute a Contract for Professional Services. Prior to contract execution, the Finalist will be required to provide a written detailed plan, budget and timeline based on the proposal presented for approval by the Palm Beach County Art in Public Places Administrator. The time frame and installation/construction requirements will be negotiated between the Finalist and the County’s Department of Facilities Development & Operations. No other terms of the contract are negotiable and the County will not consider changes to the contract. A copy of the contract is available for inspection upon request.
6. The Finalist must provide professional liability insurance in the minimum amount of \$1,000,000.



Entry to Howard Park



Kravis Center for the Performing Arts



City Place