



# E. 4<sup>th</sup> Street Public Art Project

## Call for Artists/Request for Qualifications

Reno, NV

**DEADLINE: July 6, 2020 at 11:59 pm**

### **SUMMARY:**

The Reno Arts & Culture Commission (RACC) is accepting qualifications from artists for a public art opportunity on E. 4<sup>th</sup> Street in Reno, NV. Artists working in the United States and who have experience designing projects with a similar budget and scope are encouraged to apply. Teams of artists are welcome to apply.

### **ABOUT THE PROJECT:**

The Reno Arts & Culture Commission received an Our Town Grant from the National Endowment for the Arts to support community engagement and public art creation in the City of Reno's E. 4<sup>th</sup> Street District. E. 4<sup>th</sup> Street has undergone many transformations over the years and remains an important part of our city's history. There has been a recent resurgence of businesses in the area--old and new--and a desire to create a cohesive identity in the neighborhood. The City's new master plan, *Reimagine Reno*, and the *Downtown Action Plan*, envision the area as an innovation district. This project will enhance what is already becoming a mixed-use and light industrial environment to transform East 4th Street into a vibrant location for residents and tourists. This project is an opportunity to bring together the neighborhood, businesses, and Community Assistance Center to create a sense of social cohesion, safety, and identity.

Before putting out this RFQ, the RACC worked with Forecast Public Art on a series of community engagement sessions. The input received has been compiled in a report that can be found here:

<https://www.reno.gov/home/showdocument?id=84122>

This report includes thoughts on location for the artwork, themes, forms the artwork could take, the community identity, and references to the history of the area. It is recommended that you read the report to get a better idea of the background for this project.

The RACC is interested in connections to the local artistic fabric. This could include mentorship, hiring local artists, hiring or working with local fabricators, and more.

### **ABOUT THE LOCATION:**

Though 4th Street has changed over the years, it still retains its distinctive character with a mix of spaces that have been preserved including mid-century modern motels, industrial warehouses, a renovated railroad depot, a Frederic DeLongchamps designed industrial brewery (currently vacant), neon signs, the Morris Burner Hotel (the world's first dedicated Burning Man hotel) and more.

It is home to Reno's Brewery District, featuring the first meadery in Nevada. It houses a mix of creative enterprises, storefronts, dining establishments, social services, and breweries and coffee spots that are both new and long standing. This varied combination of business types creates many opportunities to celebrate the unique culture along the corridor. See [4<sup>th</sup> Street | Prater Way](#) for more information.

The Regional Transportation Commission (RTC) recently redesigned and updated the streetscape along the corridor, so this project will need to compliment the newly created work, rather than disrupting it. Their improvements included bike lanes, wider sidewalks, and street trees as well as bus shelters that include historical information on the area. This project is a public investment in a corridor with predominantly private property ownership. The artwork will need to be on city-owned property, which significantly reduces the locations where it could be installed.

This is the perfect opportunity to do something on a larger scale that could make an impact. As this is a neighborhood in a period of transformation, there is potential for the artwork to grow with the community. It is recommended that the project be focused on the Wells Avenue overpass. See below for site images.

### **BUDGET:**

Projected budget is not to exceed \$165,000 for the entire project.

This budget is inclusive of all costs associated with the design, planning, fabrication, installation, and completion of the project. This budget includes all travel costs and insurance.

### **ARTIST QUALIFICATIONS/ELIGIBILITY:**

- Must have experience in completing outdoor public works of similar scale
- Must be available for on-site visit to Reno
- Eligible applicants must reside in the United States
- Able to address climate specific to the site (dry, sun, heat, wind, freezing, etc)

### **SELECTION PROCESS & CRITERIA:**

#### Phase 1 – selecting three finalists

The submitted qualifications will be reviewed by a selection committee comprised of the Public Art Committee of the RACC and community representatives. Selection of finalists will be based on the following criteria:

- Quality of letter of interest.
- Quality of work samples.
- Ability to complete the project based on bio and previous work.
- Ability to come to Reno in September of 2020 for presentation and site-visit (this may be virtual if necessary due to current events).

#### Phase 2 – selecting one artist/team for the project

Finalists will be paid a stipend of \$1000 and travel will be paid for. Finalists will be interviewed by the selection committee and in front of the general public. They will be asked to submit proposals for a final design based on the community input and interviews. The PAC and community representatives will review final proposals. Selection of a finalist artist/team will be based on the following criteria:

- Appropriateness of design and materials for site.
- Responsiveness of design/artwork to community input.
- Ability to complete project within timeline and budget.

**SUBMISSION REQUIREMENTS:** To be submitted via [Codaworx](http://stage.codaworx.com//rfp-toolkit/rfp/e-th-st-public-art-project-5eda78de8384d). (<http://stage.codaworx.com//rfp-toolkit/rfp/e-th-st-public-art-project-5eda78de8384d>).

1. *Resume or CV:* Current professional resume or curriculum vitae (CV), detailing professional artistic accomplishments and references from past public art projects, including bio and artist address, email, and phone number. Submit information for all team members.
2. *Work Samples:* 5 digital images of recent previously completed artwork. Include date, size, location, budget, and description of work.
3. *Letter of Interest:* Address how the applicant's previous experience and current artistic direction will result in a successful public art project for this space. Include detailed information on how you would approach this project.

### Estimated timeline:

June 2020	RFQ announced.
July 2020	RFQ submission deadline.
August 2020	Committee review and selection of finalists; selection results will be sent to all applicants.
September 2020	Finalist interviews and presentations/site visit; finalists must interview in person.
October 2020	Committee review and selection of artist/team.
November 2020	Development of artwork; (once approved) fabrication commences.
Summer 2021	Project installation.

All questions regarding this request for qualifications are to be directed to Megan Berner, Public Art Program Coordinator, City of Reno at [bernerm@reno.gov](mailto:bernerm@reno.gov) or 775-326-6333.

