



SHORT NORTH ALLIANCE

ADMINISTRATIVE OFFICE
886 N. HIGH ST, 4TH FLOOR
COLUMBUS, OH 43215

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SAFETY OFFICE
1181 MT. PLEASANT AVE
COLUMBUS, OH 43201

THE WALL ALLEY ART PROJECT REQUEST FOR ARTIST QUALIFICATIONS

Date Issued: September 18, 2019, RFQ Closes: October 7, 2019

Overview

The Short North Alliance in collaboration with local Short North Partners (Short North Church, Rock City Church, Lykens Companies) is seeking a team of artists for the design and installation of nearly 2,500 square feet of murals for the Wall Alley Art Project.

Background

The Short North Arts District is the most vibrant spot in the Columbus region. Home to over 400 creative art, dining, boutique retail, service providers, and nightlife businesses along with numerous arts and cultural non-profits, the neighborhood is a point of pride for the City of Columbus.

In 2017, the City of Columbus, in collaboration with numerous community groups and stakeholders, produced the Art on High Strategic Plan. The plan not only outlined bold strategic community priorities for public art, but helped define a process for community-driven public art.

Wall Street, which is adjacent to two very active community churches, also serves as the alley behind The Garden Theatre and several adjacent High Street commercial businesses. Although much commercial activity surrounds the alley, the area at times is the frequent site of concerning safety issues. Members of the community joined together to see creative placemaking solutions for Wall Alley so that it can become an open community space instead of one that seems to be forgotten and filled with safety challenges. Community members leading this effort hope that public facing art will not only bring a sense of community, culture and beauty to the alley, but also deter further crime. The alley could emerge as a new natural gathering place for activities in the area, including church services, events and community services and can become a new gateway into the Short North Arts District.

Site Location and Available Dimensions

The site for the artwork is located at on N. Wall Street. (Known as Wall Alley). The alley borders the buildings at 15 West 5th Ave and 25 West 5th Ave.

The square footage of the walls to be painted is approximately 2500 square feet. Site renderings are included in Appendix A.



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Project Goals

The primary goals for this project are to support the implementation of the Short North Arts District's strategic community priorities for public art:

- **Stimulate Conversation**
Public art can stand out, engage, and inspire residents and visitors intellectually, aesthetically, emotionally.
- **Tell the Story**
Public art can embody our community spirit and aspirations by honoring the past and envisioning our future.
- **Speak to Diversity**
Public art can speak to the many people and neighborhoods united by High Street.
- **Take Risks**
Public art can be bold, challenge our understanding of art, and express our ambition.
- **Level Up**
Public art can represent the highest expression of culture and elevate the profile of our city.

A successful project should:

- Achieve the goals described above.
- Create deliberate linkages between the artwork and the pedestrian.
- Capture the unique spirit of the northern area of the Short North Arts District.
- Elicit feelings of joy, hope, optimism and pride among viewers

The murals will need to gain the approval of the Victorian Village Commission in order to move forward. Project proposals that leverage the unique and historic characteristics of this architecture will be best favored by the Victorian Village Commission.

Project Timeline in 2019

September 16: Request for Qualifications Opens
October 7: Request for Qualifications Closes
October 11: Three Finalists Invited to Submit Full Proposals
October 21: Deadline for Finalist Full Proposal Submissions
October 24: Final Artist (Teams) Selected
October 30: Victorian Village Application to Commission
November 13: Victorian Village Commission Hearing
November 27: Deadline for Completed Artwork Installation, weather depending.



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Selection Process & Criteria

All artists must live in Ohio to apply.

Finalists will be selected to submit full proposals based on an evaluation of the following:

- Artistic Excellence
- Comparable Project Experience
- Ability to Achieve Project Goals

Artists can apply as an individual or in teams. If applying as an individual, applicants may be placed in teams of up to 2-3 artists to create a collaborative proposal for the final commission. During the proposal creation (October 11-October 21), artists will receive a \$500 stipend and will be required to collaborate on a cohesive vision the murals spanning multiple buildings. A site visit and meeting with local stakeholders coordinated by the Short North Alliance will be required.

Finalists will be selected by the leadership of the Short North Alliance, at the recommendation of the Short North Alliance Public Art Committee, a volunteer body of community members comprised of fine artists, design professionals, gallerists, arts professionals, consultants, and property owners.

Artworks must be approved for placement on the building by the Victorian Village Commission, a historic, architectural review commission of the City of Columbus.

Final approval of artist and commissioned artwork is made by the property's owner, Lykens Companies, Short North Church, Rock City Church.

RFQ Submission Instructions & Materials

Applications will be accepted through the Shortnorth.org website.

Required information for this application:

A. Résumé/CV (Upload PDF)

Submit a brief, current résumé or CV including:

1. Contact information (phone, email, and address)
2. Your web-site address
3. Previous relevant art commissions
4. Design team experience
5. Exhibitions, awards, grants
6. Education

Note: If submitting as a team, compile all résumés into a single document.



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B. Letter of Interest (Upload PDF)

Please include the following in a letter of no more than 500 words:

1. Name, address, telephone, email, and website for all artist/design team members.
2. Your interest in this project and your experience working on comparable projects. Include your experience with architectural and engineering project teams. Include your philosophy on commissioned art, its integration into the surrounding environment and how your work and experience will complement this project. Describe how your experience fits the criteria outlined for this project from the Selection Criteria section of this RFQ.
3. Any connection and/or interest in the Short North Arts District and Columbus Community.
4. A high-level vision for what you might explore in an artist proposal for Wall Alley.

C. References (Upload PDF)

Please include at least three (3) art and/or design professionals who have detailed knowledge of the artist's work and working methods, including fulfilling deadlines, working with the community, etc. Include contact name, organization, address, telephone, and email for each reference.

D. Artwork Images (Upload File)

- 1.) Images must be JPEG file format with a minimum of 620px width and a maximum file size of 5MB. Horizontal images are recommended.
- 2.) Please upload individually.

E. Other (Upload File)

You are welcome to submit up to three optional supporting materials. This could include news articles, videos, or other content that helps convey information about past work.

Budget

Upon award of the project, the three finalist artists or artist teams will each be provided with \$500 project proposal fee.

The final project budget is not to exceed \$20,000 and is to be inclusive of all costs associated with the project, including but not limited to: artist fees, artist expenses, administration, subcontracting, travel/lodging, supplies and materials, mandatory security/special duty officers,



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temporary street closure expenses, installation, development of maintenance plans, safety equipment, related permits, taxes, and insurance.

The final project budget would be approved after award of the project during the project proposal stage.

Additional Rules and Guidelines

The Short North Alliance will contact references as a part of the evaluation process for submissions.

The Short North Alliance is not liability in any way for any costs incurred by any artists in preparation for the submission of the RFQ.

The Short North Alliance has the right to reject any and all proposals.

The Short North Alliance has the right to issue additional solicitations for qualifications.

The Short North Alliance reserves the right to modify selection criteria for this call if necessary at any time.

The selection process is subject to change.

The Short North Alliance reserves the right to withdraw this call at any time.

Artist(s) have the right to withdraw their qualifications at any time.

Contact

Project inquires may be made by contacting Caitlyn Dunn, Deputy Director, District Projects & Operations via email at Caitlyn@shortnorth.org.

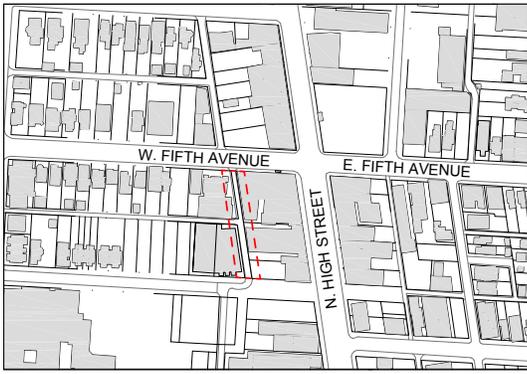
Additional Information & Resources

For information about the Short North Alliance and the Short North Arts District, visit shortnorth.org.

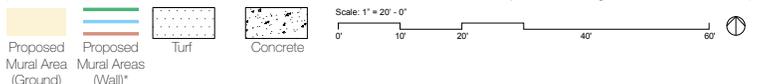
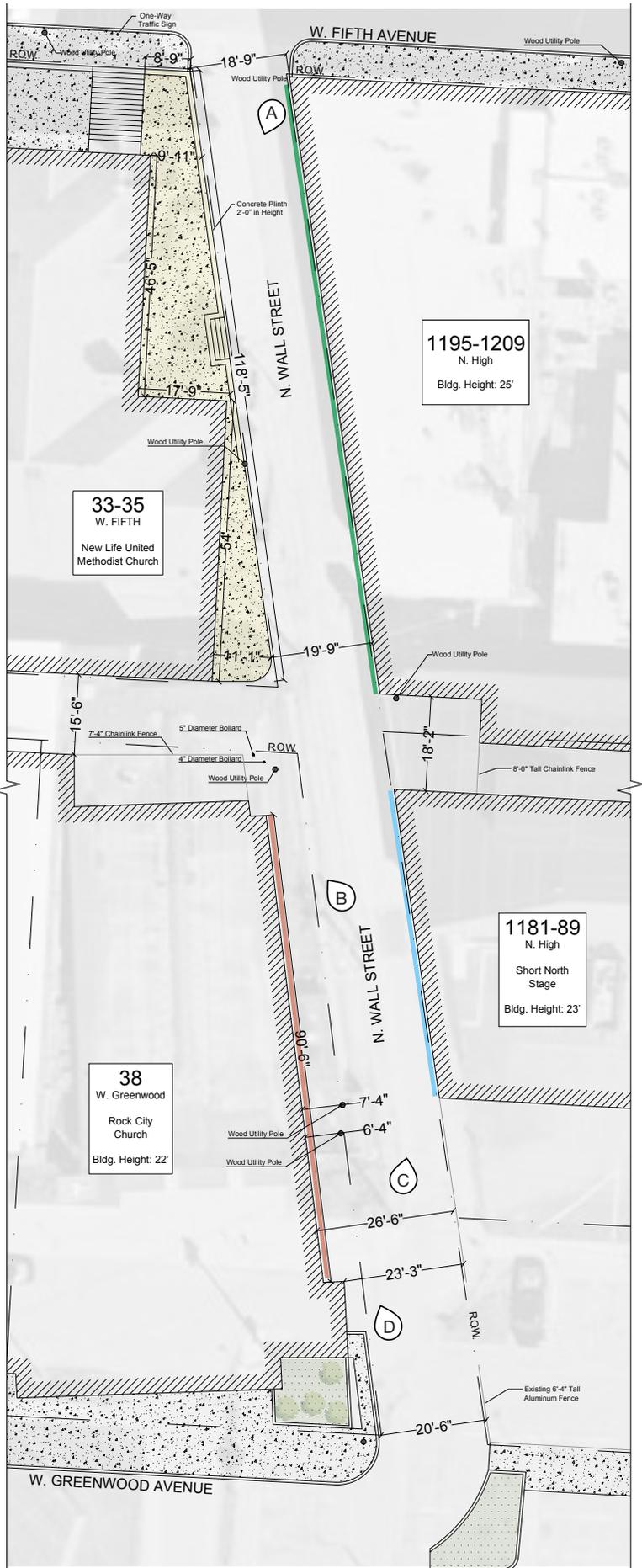
Project Support

The Wall Alley Art Project is made possible with support from the United Way Neighborhood Partnership Grant Program, the Short North Foundation, the American Electric Power Foundation, the Greater Columbus Arts Council, the Short North Church, Rock City Church, The Lykens Companies, and The Short North Alliance Art Fund.

Appendix A (Attached)



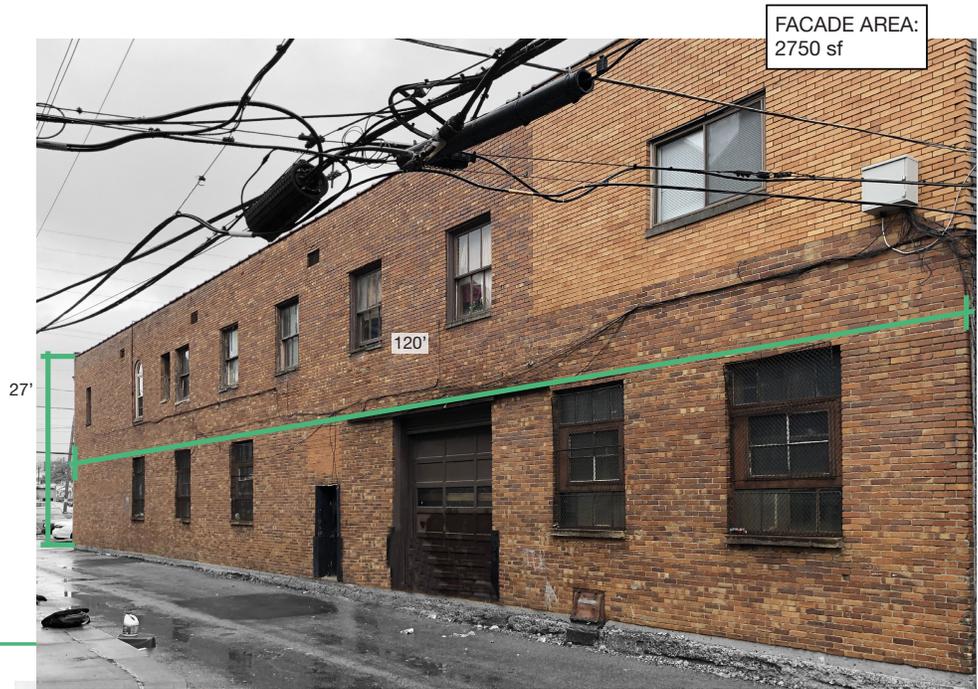
CONTEXT MAP



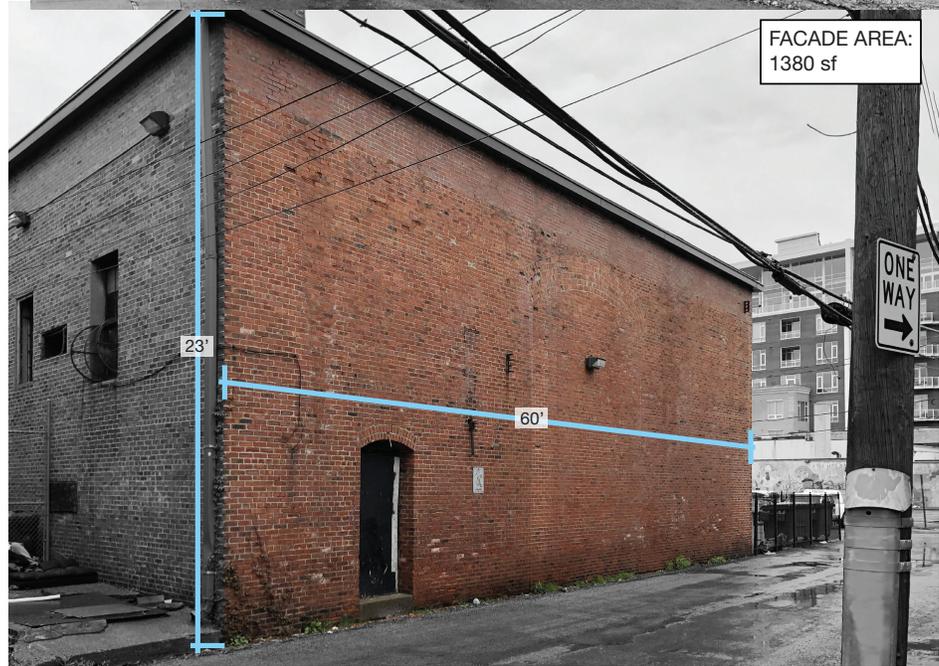
* Note Elevations for More Detailed Information

WALL STREET ART ALLEY
EXISTING SITE CONDITIONS

SHORT NORTH ALLIANCE



MURAL / 1195-1209 N. HIGH STREET



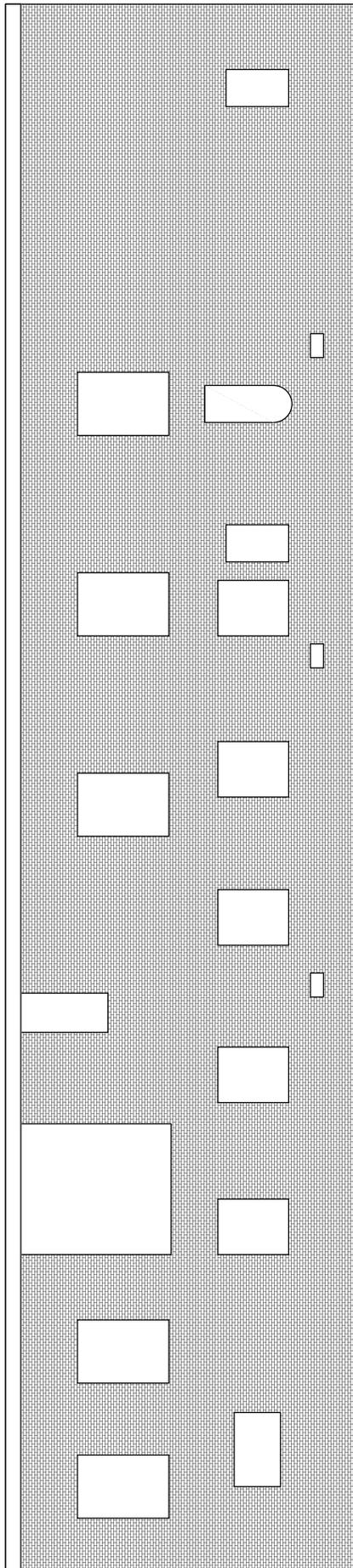
MURAL / SHORT NORTH STAGE



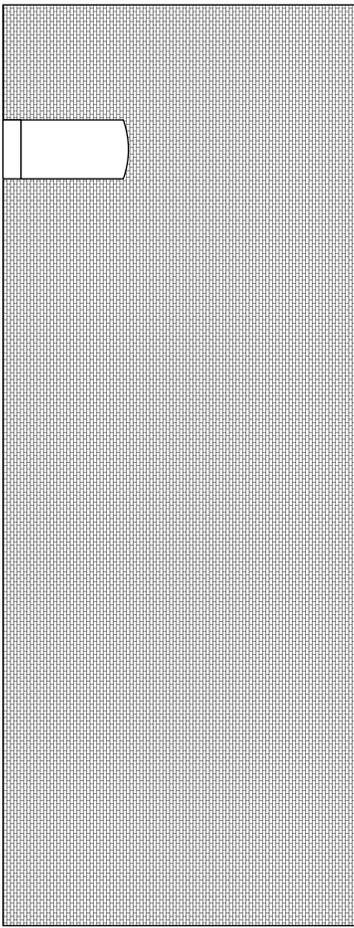
MURAL / ROCK CITY CHURCH

WALL STREET ART ALLEY
EXISTING SITE CONDITIONS

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1195-1209 N. HIGH STREET ELEVATION 1/8" = 1'-0"



SHORT NORTH STAGE ELEVATION 1/8" = 1'-0"