



CULTURAL AFFAIRS
PUBLIC ART

PROSPECTUS

**City of Norfolk, Virginia Public Art Program
Commission of Artwork for Church Street / Attucks Neighborhood
RFP 4504-0-2014/DH, PROPOSALS DUE: 2:00 PM EDT, May 30, 2014**

**The Norfolk Public Art Commission and
the Church Street Attucks Art Planning Committee seek to
commission an artist or artist team to design and create exterior artwork.**

LOCATION/CONTEXT: In 1806, the Norfolk City Directory listed Church Street as “still the only avenue by which the town may be entered by vehicle.”

It was described as a bustling, busy thoroughfare that wasted no time developing into a central business district complete with retail stores and modest residential dwellings. Church Street ran all the way from the Elizabeth River extending through the city to the northern boundary. Today, Church and Main Streets are the oldest streets in Norfolk and Church Street is the oldest with its original description - “The Road that Leadeth out of Town.”

In the 1800's Church Street was a city unto itself with everything from churches to synagogues, hospitals, graveyards, dry goods, boot and shoe boutiques, furniture, and grocery stores, meat markets, stables, liquor houses, bars, mortuaries, beauty salons, barber shops, junk stores and alligator-tooth jewelry establishments. African-Americans were one of the first groups to settle in the neighborhood and joined thereafter by immigrants from England, Ireland, Scotland, France, Germany and Italy. Many were of East European Jewish descent who established small businesses and prospered in a melting pot of cultural expression unique to the neighborhood. As the black population increased, Church Street became the local center for African-American family life, religion, entertainment, education, business opportunities and political power for the better part of the 20th century.

One of the crown jewels of Church Street is the Attucks Theatre. Approaching its centennial celebration, the Attucks was built during the early 1900's (opened in 1919) by the Twin Cities Corporation, the 25,000 square foot building was strategically located just blocks from downtown Norfolk. Designed by Harvey Johnson, a 26 year-old African-American architect, the theatre was named in honor of Crispus Attucks, the first African American patriot to lose his life in the Revolutionary War. When it opened, the Attucks Theatre quickly developed a reputation for featuring high caliber entertainment second only to the Apollo Theatre located in Harlem, NY. In fact, many entertainers and patrons dubbed the Attucks Theatre the “Apollo of the South.” In its heyday, couples were

known to strut gracefully as they arrived in style, dressed to the hilt, sporting top hats, tailcoats and canes, while the women could be seen in their long flowing gowns mixing and mingling with many famous entertainers through the 1920s to the early 50s ranging from Cab Calloway to Redd Foxx.

After a period of neglect through the 60s to the early 90s, the building needed extensive repairs. Thanks to many Norfolk residents, business, civic and government leaders, the theatre reopened in 2004 after an 8 million dollar renovation that completely restored the historic institution. It is operated in partnership with the City of Norfolk and the Crispus Attucks Cultural Center as a performing arts venue with additional rooms for arts education classes and community activities.

PROJECT DESCRIPTION: The Public Art Planning Committee seeks an artist to design and create artwork that will celebrate the rich history and reflect the diversity of cultural heritage of Church Street welcoming everyone to this place of inclusion. The committee hopes the artwork will signal a gateway, transition and connector to downtown. The final artwork should be inspiring, stimulate thought and conversation and serve as an example of creativity. It should be captivating, lively and unifying.

SIZE/MEDIA/STYLE: The artwork or series of artworks should be large enough to be seen from passing automobiles and also be pedestrian friendly. It must be fabricated in durable, permanent outdoor materials that are safe and easily maintained. All artwork styles will be considered.

PROJECT SITE: There are large medians running down Church Street as well as wide right of way areas along the street. The artist may want to consider a large gateway piece or creating anchor pieces at several locations or multiple works repeated in the medians. Site plan is attached.

PROJECT FUNDS: Up to three finalists may be selected to be interviewed by the Public Art Planning Committee via Skype. The finalists are not expected to complete a design at this stage but will be interviewed about past work, creative process and preliminary discussion of the site. The committee reserves the right to select the final artist without a finalist's process.

The total budget for the completed, delivered and installed artwork is \$100,000. This will cover artist's honorarium, fabrication, materials, shipping and insurance, travel expenses necessary to complete the project, project plaque, final documentation and any incidental expenses. The artist must hire a VA licensed contractor to install the artwork(s). The selected artist will be asked to present a community educational workshop or presentation.

The selected artist must carry a Commercial General Liability Insurance Policy naming the City of Norfolk as an additional insured, and must provide certificates of insurance to that effect guaranteeing thirty (30) days written notice before any changes to the policies become effective. If the artist employs anyone in connection with this work, the

artist must carry a workers compensation insurance policy; and must carry an automobile liability insurance policy if appropriate. The artist shall also be responsible for artist's subcontractors, if there be any, meeting the same insurance requirements.

Please note that a city contract will be issued with a design phase requiring review and approval by the Public Art Commission prior to fabrication.

CALENDAR: This calendar is subject to change.

May 30, 2014, 2:00 p.m. local time, submittal due date and time

July 2014, selection announced

Spring 2015, completion of art

SELECTION CRITERIA AND AWARD CONSIDERATIONS: The commission will be awarded based on many factors such as the aesthetic value, creativity and contemporary relevance of the proposed piece. The city will consider the diversity of beliefs and values and general standards of decency of the citizens who fund the commission and purchase of public art for the City of Norfolk. The award will be made to the responsible offeror whose submission is determined in writing to be the most advantageous to the City taking into consideration the evaluation factors set forth in this Request for Proposal.

The following criteria will be used in the proposal evaluation process:

- Artistic merit (excellence, originality, creativity and innovative approaches) as evidenced by submitted materials
- Professional artistic experience to fulfill the requirements of this project either in studio, educational, community, employment and/or art projects and the ability to undertake the design, creation and installation of the artwork
- Appropriateness of materials, style and concepts in relation to this prospectus

PROPOSAL REQUIREMENTS: Ten (10) copies of each package must be submitted.

The original proposal must be clearly marked. Only one (1) CD-ROM of your prior work is required with your proposal. Each proposal shall also provide the following information:

1. a letter of interest, not to exceed one page, explaining why you are interested in this project and how you will approach the artwork design and creation.
2. up to 10 images of prior work, submitted as digital images (1 copy) to the following specifications.
DIGITAL IMAGES: Images should be sent on a PC-compatible CD-ROM in JPG format. Each file should be named with vendor surname and image number to correspond with annotated image list. Maximum image size is 1920 pixels on the longest side, less than 1MB. Do not embed images into PowerPoint or submit moving images or audio files.
3. an annotated image list not to exceed two pages, clearly labeled with your full name and a numerical listing for each image, the title of the work, the media, dimensions, project budget and year of completion
4. a current resume not exceeding two pages

5. Signed STATEMENT OF UNDERSTANDING

6. OPTIONAL: a visual representation of 1-4 images of concepts and/or a description of ideas and proposed media may be submitted on an 8.5" x 11" paper or on disc to the specifications listed above. Artists will not be expected to commit to any preliminary ideas but this may help the Planning Committee select an artist.

Staples only, no paper clips or folders. Please do not send any additional materials such as catalogs, maquettes, press articles, etc. They will not be reviewed by the Planning Committee.

QUESTIONS/FOLLOW UP: Questions about this project may be directed to Danny Hawk, Office of the Purchasing Agent, 757-664-4026, Fax 757-664-4018 or danny.hawk@norfolk.gov.

This Request for Proposals is governed in all respects, including but not limited to the award decision, by the Code of the City of Norfolk, 1979, as amended, especially Chapter 33.1, the Procurement Chapter, and its associated regulations. For more information on doing business with the City of Norfolk or to become familiar with the City Code generally, its Procurement Chapter and regulations, or the ethics and non-discrimination sections of the Procurement please go to the city web site at <http://www.norfolk.gov/purchasing>.

The City encourages women and minorities to submit proposals and for non-minority artist to participate with small businesses and women and minorities through partnerships, joint ventures, subcontracts and other contractual opportunities. Please describe any planned use of such businesses in fulfilling this contract.

Before submitting proposals, please review the website <http://www.norfolk.gov/bids.aspx> for possible updates and addendums.

All proposals must be received in an appropriately marked sealed envelope or suitable container to the Office of the Purchasing Agent, 230 East Main Street, Suite 250, Norfolk, VA 23510, at or prior to 2:00 P.M., Local Time May 30, 2014. On the outside of your proposal please reference RFP 4504-0-2014/DH, Church Street Public Art.

TO ALL OFFERORS: Statement of Understanding

Fill out, sign and submit with your proposal

All information submitted in this proposal is true and artwork represented is accurately attributed.

In the preparation and submission of this proposal, I did not directly or indirectly enter into any combination or arrangement with any person, firm or corporation, or enter into any agreement or act any way to conspire to rig bids.

In compliance with the Code of the City of Norfolk, Virginia Section 33.1-9, trade secrets or proprietary information submitted by Offerors in connection with a procurement shall not be subject to public disclosure under the Virginia Freedom of Information Act; however, the contractors must invoke the protection of this section prior to or upon submission of the data or other materials, and must identify the specific area or scope of data or other materials to be protected and state the reasons why protection is necessary. An all-inclusive statement that the entire bid is proprietary is unacceptable and will not be honored. A statement that costs are to be protected is unacceptable and will be disregarded.

This Request for Proposals is governed in all respects, including but not limited to the award decision, by the Code of the City of Norfolk, 1979, as amended, especially Chapter 33.1, the Procurement Chapter, and its associated regulations. I have read and am familiar with the City Code, its Procurement Chapter and regulations, and the ethics and non-discrimination sections of the Procurement.

Signature _____

Date _____



Intersection of Church Street and Virginia Beach Boulevard
Red brick Attucks Theatre and church across Church Street