

# City of Asheville

## Request For Qualifications

### 51 Biltmore Public Art Project

#### OVERVIEW

The City of Asheville is requesting qualifications from artists, architects and design professionals who are capable of creating and installing a permanent exterior public art feature above the public parking garage exit at the North side of the Aloft Hotel on Aston Street. This is not a request for proposals.

#### SITE DESCRIPTION

The Aloft Hotel and public parking garage at 51 Biltmore Avenue in historic downtown Asheville, North Carolina is a visible landmark in the skyline, set apart by its contemporary architecture and vibrant color scheme. The hotel exhibits artwork in its public spaces and features guest rooms that are designed exclusively by local artists. 51 Biltmore is located in the heart of downtown's thriving business sector and is within walking distance of a multitude of eateries, taprooms, art galleries, and music venues.

#### ARTWORK SCOPE

The exit way of the City's new public parking complex is visible as you approach the north side of the Aloft Hotel on Biltmore Avenue.

The *51 Biltmore Public Art Project* is intended to enhance the sense of local identity in downtown Asheville, as well as compliment the architecture of the Aloft Hotel and is part of the City's *Percent for Art Program*. The artwork can be two or three dimensional, must be durable and meet all levels of safety and codes. The approximate area for artwork is 25'Hx 22'W. The facade above the exit way is adequate to support nominal loads up to a total of 3,000 to 5,000 pounds. Each artist will be responsible to insure the artwork does not overload the wall at any individual location, or globally. Localized connections to the wall must be adequately designed and detailed. If artists need to hire an engineer to review their loads and connection details, then they are responsible for the hiring, costs and construction drawings for permits associated with the engineer.

An important detail to mention about the area for artwork is the presence of two 30'W x 11.5'H generator heat exhaust louvers. It is important that all proposed designs are functional so as not to impede the flow of air from these vents. Artists will be responsible for hiring an engineer to inspect all work to insure that there is no blockage of air for these vents. Similarly the generator units on Parking Level 2 are affixed to the wall and will limit the ability to insert any attachments on the inside of the wall.

**SITE PHOTOS CAN BE VIEWED AT:** [www.ashevillenc.gov/parks](http://www.ashevillenc.gov/parks)

#### ELIGIBILITY

This is a nationwide call with preference given to all qualified local artists/teams of artists who currently live in North Carolina in Buncombe, Yancey, McDowell, Rutherford, Polk, Henderson, Madison, Haywood, Transylvania, Jackson, Swain, Macon, Graham, Clay and Cherokee counties (proof of residency will be required). The commissioned artist or team of artists must be able to work in close collaboration with city staff, the building architect as well as the city appointed review committee.

#### SELECTION/REVIEW COMMITTEE

The 7-person review committee for review/recommendation will include: the City of Asheville Parking Service Manager, the Aloft Asheville General Manager, 1 Public Art and Cultural Commission member, 3 Asheville area arts professionals, and 1 local downtown resident.

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#### ARTIST SELECTION PROCESS

Submitted materials will be reviewed by the appointed review committee in consultation with the City of Asheville's Planning and Development Superintendant and the Cultural Arts Administrator.

Once finalists are selected, these artists will be required to enter into a contract with the City of Asheville and the proposal process begins. All finalists are required to conduct a site visit prior to the design of proposals in order to get a full sense of context and the artwork scope which will be held in conjunction with a public feedback session. Interfacing between the finalists and different community groups such as the business and corporate community, individual residents and/or neighborhood associations, special interest groups and community leaders is mandatory and will be facilitated through public feedback sessions. Final proposals will be posted online in order to gather public feedback which the appointed review committee will consider in making their final selection. Finalists will be paid \$1000 each for their preliminary designs and public meetings. The selected finalists will retain copyright over his/her original design; the City of Asheville will retain rights to promote and reproduce the completed work in print and electronic form on a non-commercial basis.

The City of Asheville is an Equal Opportunity Employer. The City of Asheville prohibits discrimination on the basis of sex, race, color, religion, national origin, age or disability.

#### PROPOSED PROJECT BUDGET

Once a final artist is selected their budget for this project is \$25,000 on a turnkey basis. The budget includes all costs: i.e., proposals, materials, the hiring of engineers/ inspectors, fabrication, installation, artist commission and travel. The finalist or finalist team will be required to invoice the city for payments needed.

#### PROJECT TIMELINE

- Posting Call: September 13, 2013
- Closing Call: October 30, 2013
- Select 3 finalists for proposal: November 22, 2013
- Public feedback: January 13, 2014
- Proposals due: March 3, 2014
- Public feedback: March 24-30, 2014
- Select final proposal: April 16, 2014
- Hire Final Artist or Artist Team: April 30, 2014
- Work Fabricated and Installed: TBD

#### HOW TO APPLY

##### 1. Submit digital images of artwork portfolio

Artists are required to submit up to five images or videos of their work. All artists must own the copyright of the materials they submit.

##### 2. Digital Image Preparation

Instructions on how to format images to CaFE™ specifications can be found at <https://www.callforentry.org>

##### 3. Submit one copy of a current résumé

If artists are submitting qualifications as a team, each member must submit an individual resume.

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#### 4. Letter of interest

Artists and artist teams are required to submit a one-page letter expressing their interest in the project. The letter should highlight their approach to public art as well as any relevant experience with projects of a similar scale highlighting partnerships with experienced professionals.

#### 5. Image list

Please include an annotated image list including title, artist name, media, image name/number, and any other relevant information.

#### 6. References

Please include at least three references that can speak to artistic ability, reliability, and professional conduct.

Incomplete or ineligible submissions will not be reviewed.

### HOW TO SUBMIT

All application materials must be submitted electronically through CaFÉ™ at <http://www.callforentry.org>. Hand delivered, mailed, emailed, or faxed applications will not be accepted.

Application closes promptly on Wednesday, October 30, 2013 midnight (Mountain Standard Time).

**There is no application fee when using the CaFÉ™ online application system.**

### WHAT IS CaFÉ™?

CallforEntry.org™, also known as CaFÉ™, is a Web-based service that allows organizations and administrators to easily and cost-effectively manage artist-application processes related to calls for entry and other events. Because slide projectors are being phased out, many organizations are choosing to review artists' work via high-quality digital images instead of slides.

CaFÉ™ provides artists with a free, easy-to-use system that allows them to enter contact information, upload digital images of their artwork, and enter a number of open calls at one time—eliminating the cost of duplicating slides and mailing individual application packets for each call for entry.

### ABOUT CITY OF ASHEVILLE

"Our Quality of Service, Your Quality of Life" is what we believe at the City of Asheville. More than 1,100 employees work each day to bring this quality of service to Asheville residents. The City operates under a council/manager form of government. The Asheville City Council sets policies and enacts ordinances which are then carried out under the city manager's direction. The city council is comprised of an elected Mayor and six council members. The city council is committed to effective strategic planning with clearly identified yearly and quarterly goals.

Asheville, the 11<sup>th</sup> largest city in North Carolina, the county seat of Buncombe County with a diverse population of more than 84,000, is the largest city in Western N.C. Located in the heart of the Blue Ridge Mountains, Asheville is known for its natural beauty. The city's rich architectural legacy, with its mix of Art Deco, Beaux Arts and Neoclassical styles, is the perfect backdrop to the energy that emanates from the locally owned-shops and galleries, distinctive restaurants and exciting entertainment venues. Asheville was named one of "25 Best Places for Business and Careers" by Forbes.com.

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#### CONTACT INFORMATION

For questions, please contact:

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