



PUBLIC ART PROGRAM

Cultural Arts and Marketing Division

1 Frank Ogawa Plaza, 9th Floor, Oakland CA 94612

www.oaklandculturalarts.org

ENTRANCE GATES FOR THE GARDENS AT LAKE MERRITT, OAKLAND

a Measure DD public art opportunity

REQUEST FOR QUALIFICATIONS

Project Budget: \$86,000

Deadline for Submissions: March 12, 2010

Opportunity for Artists

Bay Area artists are invited to submit their qualifications to design, fabricate and install two public art entrance gates at the Gardens at Lake Merritt in Oakland, California. The project goal is to create beautiful and inviting entryways that identify and celebrate the gardens. This artwork project will require an artist or artist team that specializes in metalwork and has expertise in metal construction techniques.

The Gardens at Lake Merritt

Situated in the heart of Oakland as a part of Lakeside Park, the serene Gardens at Lake Merritt provide a horticultural oasis accessible to a large urban population. Opened in the 1950's, the gardens were originally maintained by City staff gardeners with the resources to draw crowds for such seasonal events as chrysanthemum and dahlia displays. The gardens have continued to develop and transform over time to their current configuration, consisting of a collection of smaller theme gardens including the Japanese Gardens and Koi Pond, the Golden State Bonsai Garden, the Show Gardens, the Flower and Herb Garden and the Vegetable and Fruit Demonstration Garden. Open to the public during park hours, the Gardens are a unique urban setting in which to learn about and enjoy hundreds of varieties of trees, shrubs, and plants.

Scope of Work

To enhance the historic, cultural, aesthetic and interpretive potential of the often-overlooked Gardens at Lake Merritt, a total of \$86,000 has been allocated to commission an artist or artist team to design, fabricate and install two entryway gates that identify and celebrate the gardens. The entrance gates are located along Lake Merritt inside Lakeside Park. Gate 1 is located adjacent to the Lakeside Park Garden Center at 666 Bellevue Avenue and across from Children's Fairyland and the Lake Merritt Bandshell. Gate 2 is found across from the Lake Merritt Boating Center at 568 Bellevue Avenue and leads the visitor into the Sensory Garden and Edible Demonstration Garden, see map image.

Both custom-made gates will be double-opening and will be attached to an existing chainlink fence and replace the existing standard gates. The public art gates must be extremely durable, low

maintenance and be able to withstand the wear and tear of daily use such as opening and closing by City staff.

Background: Measure DD

In November 2002 the voters of Oakland passed Measure DD, the Oakland Trust for Clean Water & Safe Parks. This \$198.25 million dollar bond is funding a comprehensive ten-year plan to clean up and restore Lake Merritt, the Oakland Estuary Waterfront, and Oakland’s creeks system by improving land/water quality and expanding recreational facilities and opportunities for Oakland citizens. The bond will generate approximately \$2.8 million for public art projects pertaining to Measure DD.

Public Art Program Goals

Projects of the City of Oakland Public Art Program enable artists to create original artwork that enlivens, enriches and enhances the quality of Oakland's visual environment and public spaces; integrate the creative thinking of artists into the planning and development of capital improvement projects; provide opportunities to advance the careers of artists and broaden the role of the artist in the community; and provide a means for citizens and visitors to express, enjoy and experience cultural diversity through the visual arts.

Residency Requirement

This project is open to practicing, professional artists residing and/or working in the nine Bay Area counties of Alameda, Contra Costa, Marin, Napa, San Francisco, San Mateo, Santa Clara, Solano and Sonoma. Preference will be given to Oakland-based artists.

Budget

The total budget for this project is \$86,000. This budget includes all artist fees, fabrication, installation, and/or artwork integration oversight as needed. Due to bond funding restrictions, the budget must be separated into “soft” costs (artist/subcontractor fees) equaling \$17,200 and “hard” costs (materials/fabrication/installation) equaling \$68,800.

Estimated Timeline

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| ▪ RFQ Workshop for Applicants (optional) | February 25, 2010 |
| ▪ Submission Deadline | March 12, 2010 |
| ▪ First Panel Review Meeting | Late March, 2010 |
| ▪ PAAC Finalist Approval | April 5, 2010 |
| ▪ Finalist Orientation | Mid-April, 2010 |
| ▪ Second Panel Meeting – Finalist Interviews | Late April, 2010 |
| ▪ PAAC Selected Artist Approval | May 3, 2010 |
| ▪ CAC Approval | May 17, 2010 |
| ▪ City Council Approval | June, 2010 |
| ▪ Artist Contract Process | After City Council Approval |

Review and Two-Phase Selection Process

Phase One: Selection of Finalists

Submittals from artists and artist teams will be pre-screened by City Staff for compliance with RFQ requirements. Next, a Measure DD Selection Panel composed of artists/arts professionals, community members, City staff and a member of the Oakland Public Art Advisory Committee will

meet in open session to review artists' qualifications and application materials. The Panel will recommend up to five (5) finalists to be approved by the Public Art Advisory Committee.

Finalists will be selected based on the following criteria:

- Professional and artistic qualifications and standards of excellence in innovation, creativity and originality as demonstrated in materials submitted;
- Appropriateness of applicant's medium and style;
- Previous experience as it relates to the project goals and setting, as well as scale and scope;
- Familiarity with public agencies, the public review process and/or previous collaboration with local government and/or nonprofit groups; and
- Demonstrated ability to undertake and successfully execute the work in accordance with the proposed construction schedule, in a professional manner and within the project budget.

Phase Two: Finalist Orientation and Interviews

To familiarize finalist artists with aspects of the project site and the history and concerns relative to the Gardens at Lake Merritt, City of Oakland staff and other stakeholders will provide an on-site orientation. The panel will meet for a second time to interview finalists and recommend one artist or team to the Public Art Advisory Committee, the Cultural Affairs Commission, and Oakland City Council to be commissioned for the project. In rating finalists, the panel will award an extra point to teams with one or more members who live and/or work in Oakland.

Public Art Project Assumptions

- The gates should celebrate and identify the gardens.
- The completed artwork may not interfere with public infrastructure, utilities or right-of-way, and must meet City code and permit requirements and ADA requirements.
- The artwork must take public safety into consideration and must not impede any outdoor activities (walking, running, bicycles, wheelchairs, stroller, etc.)
- The gates will be attached to existing fencing and must work with the existing structure.
- The gates must be durable and resistant to vandalism.

Submission Process

Applications for the Entrance Gates for the Gardens at Lake Merritt public art project must be submitted online through the CaFÉ™ website (www.callforentry.org). There is no application fee to apply or to use CaFÉ™. Only applications submitted through CaFÉ™ will be considered; no slides or hard copy materials will be accepted.

For complete entry requirements and instructions go to: www.callforentry.org, register a username and password if you are a new user, navigate to "Apply to Calls", and search the list for "Entrance Gates for the Gardens at Lake Merritt, Oakland, California".

Assistance in using the CaFÉ™ system is available during regular business hours by calling 303-629-1166 or 1-800-562-7232, or via email at cafe@westaf.org.

The application must include the following:

- **Artist Statement:** Briefly describe your experience, philosophy and approach to artmaking, as well as your interest in this project and what you feel you can bring to its unique sites.
- **Resume:** Submit a current resume that outlines your professional accomplishments as an artist and lists completed public art projects and their budgets. Two page maximum per individual.

- **Images of Past Work:** Submit a total of ten (10) images per application of past work that demonstrate your relevant experience and qualifications for this project. (Submissions shall be completed electronically through the CaFÉ™ system. Instructions on how to format images to CaFÉ™ specifications can be found on the CaFÉ™ website under Image Prep.)
- **Descriptions of Past Work:** Submit a detailed list of the images, including project sponsor, location, date, medium, dimension, budget and other essential information.

Deadline

Submissions must be received as a complete application in CaFÉ™ no later than **11:00pm (PDT) on March 12, 2010**. Incomplete, non-compliant and/or late submittals will not be reviewed, nor will materials not specifically requested in this RFQ.

PUBLIC ART PROGRAM POLICIES

Acceptance of Proposals

The Cultural Arts & Marketing Division reserves the right to reject all applications and/or subsequent design proposals.

Maquette Policy

In the event that an artist or artist team is paid to develop a maquette or other conceptual design materials for a proposal, the following policy shall apply. The Cultural Arts & Marketing Division shall:

- At its sole discretion, have unconditional rights to own maquettes or other design materials produced as a part of this selection and/or commission process.
- Have the right to display and/or reproduce any maquettes or proposal commissioned, whether selected for implementation or not.
- Require that all concepts, proposals and/or maquettes submitted are original and unique.

Americans with Disabilities Act

The selected artist(s) will be required to comply with the Americans with Disabilities Act in addition to related federal, state and local codes and will be encouraged to develop artwork(s) sensitive to programmatic as well as physical accessibility issues.

Other Requirements

The selected artist or artist team, once approved by Oakland City Council, shall be asked to enter into a contract with the City of Oakland for the duration of the project. All proposed locations and concepts for artworks are subject to approval by the City and/or other representatives. Depending on the specific scope of the project, prior to the issuance and throughout the duration of the contract, the artist may be required to maintain various types of insurance, including Automobile Liability, General Liability, Fine Arts and other insurance as required by the City.

All information contained herein does not constitute either an expressed or implied contract and these provisions are subject to change.

For more information about the Entrance Gates for the Gardens at Lake Merritt project and other Measure DD public art opportunities, please contact Christin Hablewitz, project manager, at

chablewitz@oaklandnet.com or 510.238.2105. For more information about the Public Art Program, please contact Steven Huss, program coordinator, at shuss@oaklandnet.com or 510.238.4949.

This Request for Qualifications is available online on the Cultural Arts & Marketing Division's website at www.oaklandculturalarts.org.