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June 2015

REQUEST FOR PROPOSAL – Traffic Box Mural Art Installation 2015

Dear Artists:

The Central Avenue Special Improvement District Management Corporation (CASID) in partnership with the City of Jersey City and the Hudson County Office of Cultural & Heritage Affairs Office is pleased to announce the **2015 Central Avenue Mural Arts Installation Project**. The CASID is seeking well-executed proposals for artwork in the style of *Trompe-l'oeil*, also called photo realism. **Proposals for “Traffic Boxes”, “Blind Windows”, and “Wall” installations are being accepted.**

To continue growing the Heights neighborhood as a hub of culture and commerce, the CASID will again coordinate a public art installation within the Central Avenue shopping district for the sixth consecutive year. This new installation will add to our flourishing outdoor art gallery which already includes art on seven traffic boxes and five splendid murals. Our main street shopping district is adjacent to the “Riverview Arts District” and this project will further the neighborhood’s long-term goal of adding “art destination” to Hudson County’s distinct resume.

In 2014, the CASID unveiled the “Life Pad” by Awilliam Theodore. Located on North Street and Central Avenue, design invokes playfulness through its play on present technology; and thoughtful in the way its applications bring about the more serious undertones of what really matters in life. Our $\frac{3}{4}$ mile shopping district has a total of seven utility boxes, and the CASID is always seeking our newer ways to bring about an element of artistic depth to the Avenue. This is where you come in.

The winning submission(s) should achieve a memorable, original, visually arresting, and positive statement that will inspire the community and encourage dialogue amongst bystanders. Included in this application are several photos of other traffic box pieces for your reference. Please note, this selection program is based on the principles of an RFP; all proposals are in competition with one another. **Be prepared to offer the most competitive fee for your submission.** Artists wishing to submit multiple designs **MUST** submit separate proposals for each. The total number of submissions selected will be determined during the process.

We look forward to receiving your submission. Please carefully read and complete the attached RFP and application forms to apply and do not hesitate to contact us with any questions. **The submission deadline is July 17, 2015**

Good luck,

David Diaz
District Manager

Central Avenue Mural Arts Project 2015 REQUEST FOR PROPOSAL (RFP)

Overview:

This art installation program is made possible through the efforts of the Central Avenue S.I.D. Management Corporation and is funded in part from the New Jersey Council on the Arts/Department of State; a partner agency of the National Endowment for the Arts. The program is administered by the Hudson County Office of Cultural & Heritage Affairs, Thomas. A. DeGise, County Executive, and the Hudson County Board of Chosen Freeholders.

This project will provide the opportunity for artists to create a public art piece to be installed within the Central Avenue shopping district in the Jersey City Heights. The artist with the winning design(s) will receive agreed monetary compensation and be featured on the organization's website, www.JCHeights.com. Artists will also have the opportunity to address their work at a press conference.

Scope of the Work:

Collaborative proposals from multiple artists working together are welcome. Artists interested in participating in this program must submit a detailed proposal by **July 17, 2015]** outlining:

- 1) **Outdoor Canvas** – Traffic Box (50 inch high by 44 inch wide by 26 inch deep);
- 2) **Artwork** – Sketch or sample drawing for the artwork being proposed with one page description of your inspiration for artwork;
- 3) **Installation** – An in-depth description of how the “Traffic Box” will be treated before and after the installation to ensure durability;
- 4) **Artist Fees** – An accurate cost estimate for the completion of proposal, start to finish, that outlines all expenses and compensation, which includes design, labor, materials, supplies, and any other miscellaneous costs.

Final selection for the traffic box artwork will be made by CASID by the selection criteria in this RFP.

Selection Criteria:

- Original and well-executed use of *Trompe-l'oeil* art technique involving extremely realistic imagery that appears three dimensional.
- The piece should complement Central Avenue's main street environment and contribute to positive energy, boost morale, and upbeat attitudes among residents, visitors and shoppers.
- Beautify the streetscape and improve the cultural vibrancy of the neighborhood.
- Bang for the Buck – Impact on the neighborhood and business community based on a combination of artwork design, artist reputation, and overall cost factor.

Submissions regarded as negative, vulgar, violent, hateful, or discriminatory based on race, disability, gender, culture, or religion will **NOT** be considered.

Traffic Boxes:

Five years after initially installing art on the seven traffic boxes within our district, some of the artwork has perished making way for new innovative art. There can be anywhere from three to five new art installations during this cycle. Remember that the work must be created from materials durable enough to remain permanent on stainless steel in an outdoor and urban setting and must not alter the structure or impede the proper functioning and maintenance of the utility box (i.e. no painting on or blockage of door handles, vents, locks or hinges).

Recommended Total Fee Range: \$200 to \$700.00

To Apply:

There is no application fee. Please complete and submit the attached application forms to the CASID office. Each proposal must contain the following:

- Complete Traffic Box proposal form with requested attachments;
- Complete Traffic Box estimate form with requested attachments.

Incomplete or late applications may be disqualified from consideration at the discretion of the CASID.

Timeline:

- **Submissions are due July 17, 2015**
- Winning proposals will be selected in August 2015;
- Installation(s) must be completely installed by November 1, 2015.
- A public unveiling will take place in early November.
- Compensation will be paid in full upon completion.

Please send completed proposals to:

**Attention: Traffic Box Proposal
Central Avenue S.I.D. Mgmt Corp
366 Central Avenue, Suite 201
Jersey City, NJ 07307**

Questions? Please contact the CASID at casid@jcheights.com or (201) 656-1366

Examples of Traffic (Utility) Box Art

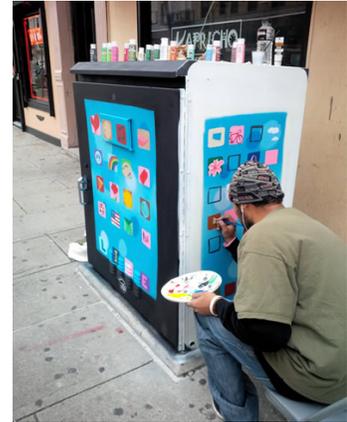
Title: “Life Pad”

Artist: Awilliam Theodore (Mr. AbiLLity)

Location: North Street & Central Avenue, Jersey City Heights, NJ

Criteria Met(?): It serves as a way to enhance the environment and allow bystander discussion.

Description: “In this day and age, it is nearly impossible to find someone walking down the street without the glow of a phone or tablet lighting their face. The important things in life get lost in the se digital distractions. The utility boxes have a tablet shape so they were turned into one, but the apps are not the time killers we are use to. They are the symbol of what is truly important in life. They consist of love, peace, music, art, bacon, and other essentials. Of course it is playful in design, but with the serious undertone to remind people what is more important in life.”



Title: “Untitled”

Artist: GJ Lee

Location: Bowers Street & Central Avenue, Jersey City Heights, NJ

Criteria met(?): The traffic box transformed the use of the environment.

Description: “GJ Lee’s artistic interpretation is a swimming success. She has transformed the utility box into an underwater masterpiece. The aim of the artist was to change an ordinary piece of the urban environment into something unique that would change the environment for the better.”



Title: “Wood Dresser”

Artist: Milosz Koziej

Location: North Street & Central Avenue, Jersey City Heights, NJ

Criteria Met(?): Uses the Trompe l’oeil technique in order to draw in the eye and provide a sense of art breaking into the real world.

Description: “The idea was to transform the box into a wood dresser by Trompe l’oeil technique. The wood graining has the affect of placing a familiar object in the middle of the sidewalk.”



For further references, please visit www.JCheights.com.



MUST READ R.F.P. BEFORE COMPLETING. Please print clearly.

Applicant (Last name, First name): _____

Affiliated Business/Organization: _____

Mailing Address: _____ **City:** _____ **State/Zip:** _____

Email: _____ **Website:** _____

Primary Phone: _____ **Cell (optional):** _____

Title of Artwork Design: _____

Brief Text Description of Design: _____

Please attach the following to this cover sheet:

Sample drawings, painting, sketches, photos, etc. of your proposal (Must be formatted to fit letter size paper = 8.5x11 in)

Full text description of design identifying size, inspiration, symbolism, and/or other details – 1 page max;

Detailed description of surface treatment before and after the art piece installation. Include technique and exact materials used. The artwork must be durable to outdoor weather conditions, graffiti resistant, and should not cause any damage to the structure or surface it is installed on;

Artist resume/Curriculum vitae listing other public artworks, including supporting documents such as: press releases, newspaper articles, and 5 samples of work.

Total estimated cost (Use attached form/guidelines)

I have read the corresponding Request for Proposal and agree to abide by the outlined terms and conditions during my participation in this program.

Signature _____

Date: ____/____/____

<u>FOR OFFICE USE ONLY</u>		
Date Rec.: ____/____/2015	Installed Location:	Agreed Cost;



Traffic Box Estimate

Application Deadline: Friday, July 17, 2015

MUST READ R.F.P. BEFORE COMPLETING. Please print clearly.

Applicant (Last Name, First Name): _____

Proposed Design Title: _____

To allow for consistency in comparing proposals, please use the following guideline to determine and outline your fees. Please attach any other corresponding documentation as it relates to a detailed estimate. All costs (i.e. materials, equipment, supplies, transportation fees, etc) must be included in your estimate.

Item	General Description and Expense Examples	Total
Materials and/or Supplies	Paint, primer, sealer, etc.	\$
Equipment	Rollers, brushes, trays, etc.	\$
Transportation	Getting to and from the work site with supplies and equipment.	\$
Labor	Total hours and manpower needed to complete installation	\$
Art	Art Design Fee	\$
Other (please be specific)		\$
Total Fee = (see recommended fee range in R.F.P.)		\$

Please attach the following to this Estimate:

- Itemized material and/or supplies**
- Equipment needed to complete the project**
- Describe transportation method to work site (Central Avenue, Jersey City, NJ)**
- Describe labor fees (how many people/cost per hour)**
- Other supporting documentation.**