



## CALL FOR ARTISTS REQUEST FOR PROPOSALS: DRIVEN BY DESIGN

**Project Overview:** FestivALL Charleston seeks applications for the commission of vector design to be wrapped onto a taxi cab. The completed taxi will be in full service within the greater Charleston area. The proposed designs of the artists who apply will be reviewed by members of FestivALL's Public Art Selection Panel and finalists may be interviewed by the panel. One finalist will be chosen to execute the selected designs on the taxi cab.

**Due:** May 19, 2017 by 11:59 PM

**Eligibility:** This project is open to all qualified artists 18 years or older and are U.S. citizens or legal residents

**Commission:** \$1000. Artist is responsible for working with the Project Team to adjust selected design to meet transportation and safety regulations and approve final design before installation begins.

**Project Background:** Charleston is the capital and largest city of West Virginia. It is located at the confluence of the Elk and Kanawha Rivers in Kanawha County. According to the 2010 census, Charleston has a population of 51,400 and the metropolitan area has a population of 304,284.

Charleston has a rich history, including many historic homes and buildings. A wide variety of arts and cultural opportunities also play an integral role in the city which is home to galleries and performing arts theaters, as well as cultural destinations. One such facility is The Clay Center for the Arts and Sciences, a world class 1883 seat performing arts theatre, art museum and children's museum. FestivALL Charleston is an annual ten day comprehensive arts and entertainment festival with the tag line: "A City Becomes a Work of Art". The festival draws an average of 50,000 attendees to over 130 events and over 360 performances.

FestivALL is an opportunity to showcase local, regional, national and international artists of all disciplines. Over the past decade, FestivALL has encouraged and has supported several types of public art: site-specific, temporary, murals to permanent structures. FestivALL was partner in the Public Art Working Group which was a result of receiving an NEA: Our Town grant. This project processes and guidelines are part of a pilot program for Charleston's Public Art Office.

**Partners:** FestivALL Charleston, C & H Taxi, Morgantown Printing & Binding and the Greater Kanawha Valley Foundation

**Location:** The selected design will be applied to one taxi that travels within the greater Charleston area. The garage for the application of the final design is to be determined.

**Specifications:** The final design will be printed on vinyl and wrapped onto the vehicle. The selected taxi is a 2008 -2010 Ford Crown Victoria. Designs will be limited to the auto body. Designs are not allowed on windows and lights. Regulations require rates and other identifying information to be displayed on the taxi. A template of the vehicle and required identifying information are included in this packet. To download the template files, visit: <http://goo.gl/H1VXhm> Designs including any corporate logos or other copyrighted imagery will not be seen by the selection panel.

Artists should submit a minimum of 3 to a maximum of 5 vector designs. The quality and completeness of the artist’s proposal is most important. Artists should keep the dimensions of the vehicle in consideration.

**There is no specific theme requirement. This is an open design call.**

**Timeline:**

- March 20, 2017 - RFP announced
- May 19, 2017 – DEADLINE – RFP response must be received or postmarked
- May 26, 2017 – Finalists are notified
- May 29, 2017 – Installation begins
- June 15, 2017 – Installation complete
- June 16, 2017 – Press Release, Opening Event during FestivALL

**Budget:** The funding for the project will be provided by private & public sources. Artists will be paid for one taxi cab design: \$1000

**Submission Requirements:** Please note: This RFP is the first step in the selection process.

*Stage One (RFP):* Public Art Committee staff may pre-screen applications to verify eligibility and to evaluate responsiveness to the criteria. Applications considered to be marginally responsive may not be submitted to the selection panel for review. The FestivALL Public Art selection panel will evaluate eligible Requests for Proposals (RFP) submissions and select finalists.

*Stage Two (RFP):* One artist will be selected to execute selected design and awarded the commission.

**Selection Criteria:** The selection panel will select the artist based on the following criteria:

*Artist:*

Is at least 18 years old and US Citizen or legal resident of the U.S.

*Artistic Quality:*

Comprehension of composition in 2D media on 3D application  
Effective use of principles of design and design elements

Comprehension of color usage to enhance design Researched  
environment where installation will be Comprehension of  
proposed medium to installation environment

*Ability:*

Artist's ability to carry out the commission,  
Keep the project within budget  
To remain on schedule

*Value:*

The quality and scope of the proposed work in relation to the commission paid  
to the artist

*Collaboration and Coordination:*

Willingness of the artist to consult with Project Team consisting of Morgantown Printing  
& Binding, members of the FestivALL Public Art selection panel, officials from C&H Taxi  
and others to assure smooth integration of the artwork onto the vehicle and to make  
necessary adjustments in relation to regulation and safety codes and other issues.

**Applications:**

To be considered for this commission, artists must prepare and submit their responses to this  
request for proposals by May 19, 2017 at 11:59 PM.

1. *A short letter of interest* – no more than one page in length in .pdf format. The letter should address:
  - a. The defined concept or approach for creating site-specific public art for Driven by Design
  - b. Why is this project of interest? And how will it expand your growth as an artist?
2. *Proposed Designs* – minimum of 3, maximum of 5. Should be a conceptualized design  
with full color (Digital files should be .jpps less than 1 MB in size). Selected final design will  
require vector files to execute the wrap.
3. *10 digital images of relevant past work:*
  - a. Limit images to artwork created in the past 10 years. (Digital files should be .jpps less than 1  
MB in size each)
  - b. Annotated image list in .pdf format that corresponds to the numbering of digital still images.  
Include your contact information at the top (name, address, phone number and  
email address), and information about each example of past work including title/project  
name, budget, location, owner or commissioning agency, completion date(or indicate if  
not completed), medium, and dimensions.

4. *A current resume* – no more than two pages in length, in .pdf format
  - a. Limit your art project list to work completed in the past 10 years.
5. *Names, titles, and phone numbers for three professional references* (in .pdf format) who can attest to:
  - a. Success of past projects.
  - b. Qualifications and ability to complete work on time.
  - c. Ability to work with various stakeholders' and commissioning organization

Please create a .zip file named as following: Last Name\_FirstName\_Taxi  
Relevant files should be named: Last Name\_Title of work.jpg or Last Name\_Resume.pdf

Multiple emails with multiple attachments will not be accepted. Do not send additional information or supporting materials otherwise not on list above.

A completed digital application may be emailed to: Naomi Bays, Chair of Public Art Committee for FestivALL Charleston – [publicart@festivallcharleston.com](mailto:publicart@festivallcharleston.com)

A completed paper application may be mailed to: Driven by Design  
c/o FestivALL  
PO Box 11287  
Charleston, WV 25339

**NOTE:** The Public Art Committee will acknowledge receipt of each application via email.

Additional questions may be directed to Naomi Bays, Chair of Public Art Committee for FestivALL Charleston - [publicart@festivallcharleston.com](mailto:publicart@festivallcharleston.com) or 304-344-2473.

#### **Conditions for submission:**

**FESTIVALL CHARLESTON RIGHTS:** FestivALL Charleston reserves the right to reject any applications to this *Call for Artists*, to not accept any artists recommended by the selection panel, to initiate an alternate selection process or to reissue or cancel this *Call for Artists*, in whole or in part, at any time, without prior notice and makes no representation that any agreement will be awarded to any applicant.

FestivALL Charleston reserves the right to revise this *Call for Artists* by addendum. It shall be the applicant's responsibility to check FestivALL Charleston's website for any possible addenda up to the final submission date. Additionally, FestivALL Charleston reserves the right to postpone opening submissions to this *Call for Artists* for its own convenience, and/or to waive minor informalities or irregularities in the submissions received. FestivALL Charleston is not responsible for the loss or damage of any materials submitted and is not obligated to notify applicants when applications are late, incomplete, inaccessible, or otherwise ineligible. Incomplete or ineligible submissions will not be reviewed. FestivALL Charleston is not responsible for distortion or alteration of images when projected.

FestivALL Charleston reserves the right to change the number of finalists and/or decide that none of the applicants will proceed to Phase Two, to award agreements to multiple applicants, to propose modifications to the scope of work during the agreement negotiation, to change the timeline and sites, and to assign artist specific sites to explore in order to develop artwork concept and design.

FestivALL Charleston accepts no financial responsibility for any costs incurred by the applicant, with the exception of what is outlined in this *Call for Artists*. FestivALL Charleston will not share the details of individual applications to this *Call for Artists*

with competing applicants during selection process. After selection process ends and prior to final approval of the agreement, all submissions will disposed of or filed with Charleston City Clerk for notable artists and skill sets.

**ELIGIBILITY RESTRICTIONS:** The FestivALL Charleston Board of Directors, members of its various Committees, FestivALL Charleston employees and this specific project sponsor(s) or their immediate family members are not eligible for this *Call for Artists*. In addition, eligibility is restricted to artists who legally reside and are eligible to work in the United States. Preference will be given to artists not already in the City of Charleston Public Art Collection. FestivALL Charleston reserves the right to determine eligibility.

**EQUAL OPPORTUNITY CONTRACTING:** FestivALL Charleston endeavors to do business with artists who are committed to equal opportunity and will not do business with any artist that discriminates on the basis of gender, age, socio-economic class, geographic location, religion, sexual orientation, skills and abilities, ethnicity, and political persuasion, among other qualities.



## **APPLICATION CHECKLIST**

- Clearly name each file as instructed:**
- Letter of interest saved as .pdf document file
- Proposed designs (minimum of 3, maximum of 5) (.jpgs less than 1 MB)
- 10 digital still images (less than 1 MB each)
- Annotated image list *saved as .pdf* document file
- Résumé(s) *saved as .pdf* document file
- References *saved as .pdf* document file
  
- Send compressed (zipped) folder as specified above**

# DRIVEN BY DESIGN TEMPLATE PACKET

Identifying information that must be legibly incorporated into the design and visible on both sides.

**PSC6224** - 2 inches high

**C&H Taxi** - 3 inches high

**Charleston WV** under C&H Taxi - 1 inch high

**304-344-4902** - 2 inches high

**Vehicle #** - 2 inches high (vehicle number to be determined)

On the back of the vehicle must appear the following at 2 inches high:

**CHTAXI.COM**

**304-344-4902**

**Vehicle #** (vehicle number to be determined)

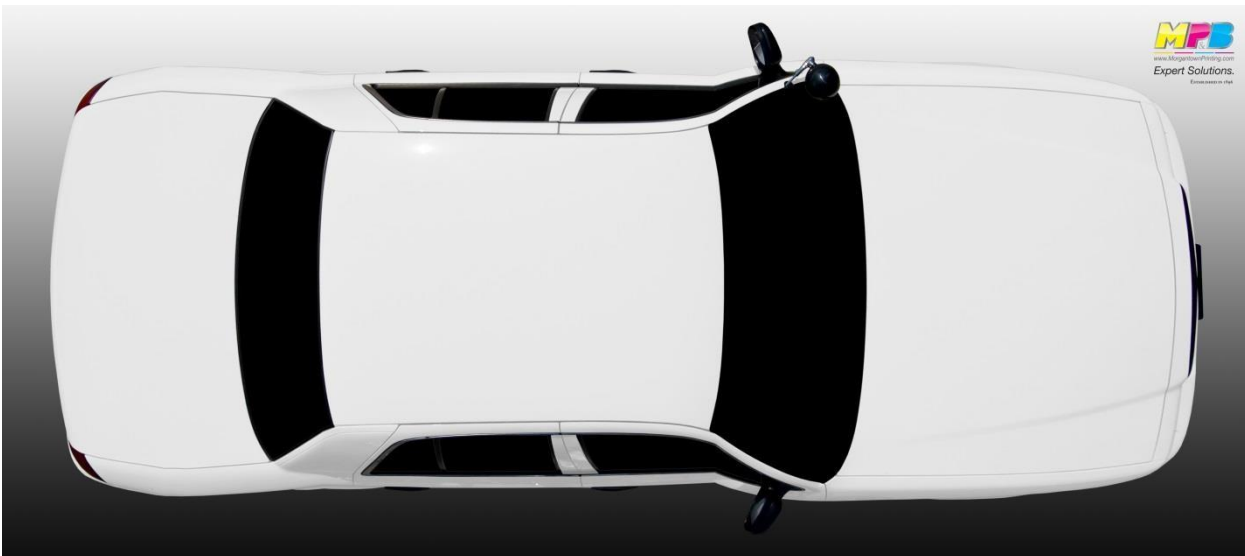
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## To Download Template Files

<http://goo.gl/H1VXhm>

When using the Photoshop templates, design on the design layer and do not change the size or resolution. If you prefer to use the PDF version, it must be imported into Illustrator and only vector art can be used. Final design files must be scalable.

Please note the final design will not have a spotlight on the driver's side.



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