

REQUEST FOR ARTIST QUALIFICATIONS

Public Art for City of Concord's Downtown Center City District

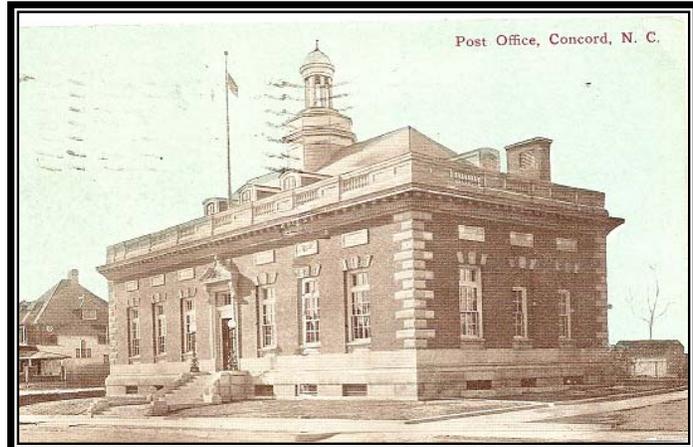
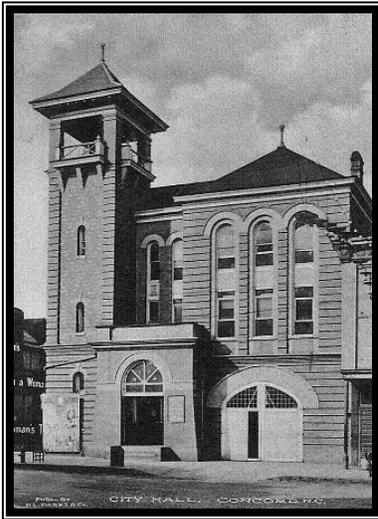
BUDGET: - \$10,000.00

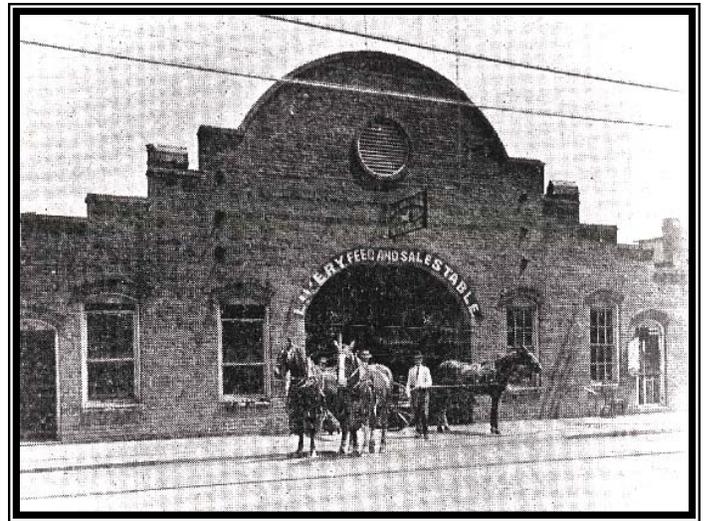
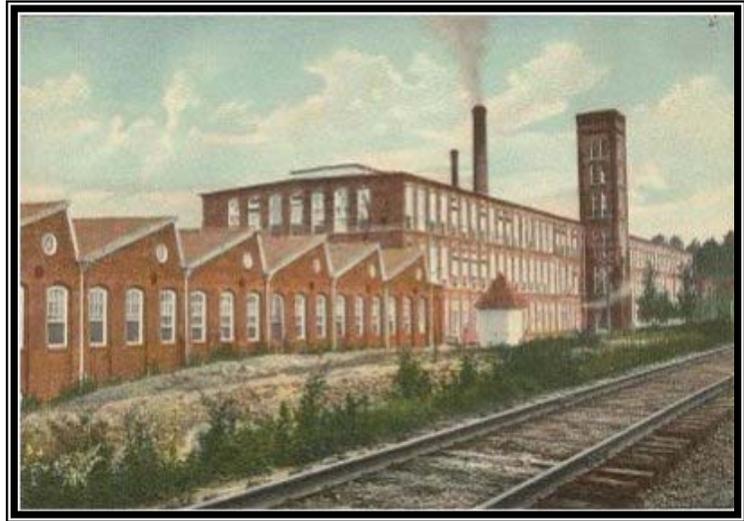
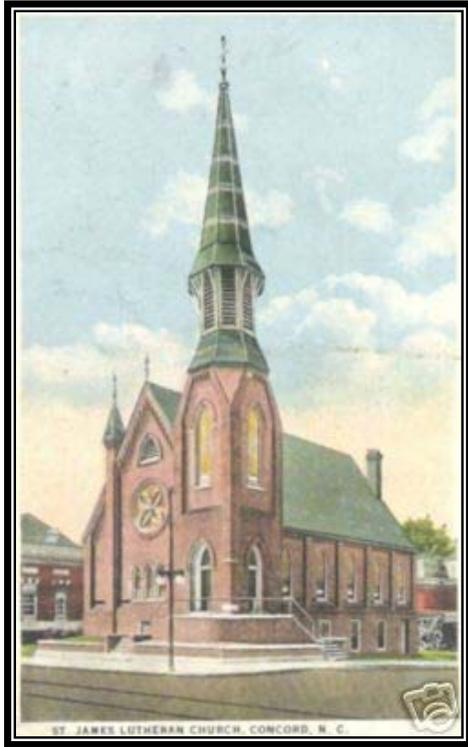
SUBMISSION DEADLINE: Wednesday, August 1, 2012, at 4:30PM EST (This is a deadline of receipt.)

PROJECT: Pedestrian walkway wall murals in Downtown Center City District
****One of two mural projects****

PROJECT OVERVIEW

The City of Concord (City) is seeking a qualified artist or artist team to submit qualifications for the creation of site-specific hanging wall murals. Artist(s) work will be completed off site, photographed, printed and adhered to the wall by means of panels. Artwork must be the appropriate size of each site or must be able to be scaled to the appropriate size during printing. Images will depict specific structures that have or had architectural and historical significance to the City of Concord. The building images selected by the Public Art Committee will produce a timeline of the City's progression over the past 200 years. Sample (not selected) images are listed below.





CITY OF CONCORD HISTORY

Concord's history dates back over 200 years. In the late 1700's, it seems there was a disagreement between the German and Scots-Irish settlements in the area over exactly where the County seat of the newly formed county of Cabarrus should be located. A compromise was eventually reached, and the new city was founded in 1796 on a 26 acre site. The city was named Concord, meaning "harmony," to reflect the spirit in which the issue was settled.

Concord's economy boomed after the Civil War with the coming of the North Carolina Railroad in 1856. During the second half of the nineteenth century Concord developed as a major cotton market for the area, resulting in the City's population growing from 800 in 1870 to almost 8,000 by 1900. This growth in population and the economy led to the development of Concord's central business district. In 1839 Concord Manufacturing Company began construction of a textile mill at the highest point on the newly extended North Union Street (the Odell-Locke-Randolph Cotton Mill). Completion of the North Carolina Railroad on the western edge of town also spurred growth and opened an additional route of transportation, Depot Street, now known as Cabarrus Avenue. By the turn of the century, the textile industry had transformed agrarian Concord into a leading industrial town. When you look at Concord today and see the wonderful mixture of progress and heritage, the perfect blend of business, industrial, and residential life, you can see that Concord still embodies the meaning of its name - "harmony."

The City of Concord is located in the piedmont of North Carolina in the western half of Cabarrus County. As the largest city in Cabarrus County in both land area and population, Concord's population represents nearly half of the County's total population. Concord is also part of the larger metropolitan region anchored by the City of Charlotte, with close proximity to the uptown area. In the later part of the 20th Century the economic base of the Concord area began to shift from textile manufacturing to a more diverse mix of industrial, commercial, governmental and health-related enterprises. In addition, access to major transportation routes enabled people seeking a quieter life outside of Charlotte to make Concord their home. As a result, residential development began to spread into the former rural areas of the City. The Concord of today is a blend of progress and heritage, providing residents with the comforts of a metropolitan area while maintaining the charm of a small town.

PROJECT CONTEXT AND BACKGROUND

In 2003, the City partnered with the Cabarrus Arts Council and the Concord Downtown Development Corporation for a mural project in the subject location. During that time, a contest was held and murals were painted directly onto the wall in former window openings that had been bricked over and skimmed smooth with cement. Time and elements have taken their toll on the murals, causing visible deterioration and peeling. The City, Arts Council, and Concord Downtown Development Corporation are again partnering to reevaluate the site and coordinate a new replacement work of art for this location.

The current proposed mural project will be located in a pedestrian walkway connecting two downtown streets, Market Street and Union Street, South. The subject walkway is eight (8) feet wide with the topography sloping downward an entire



story towards Market Street, away from the City's main street. The narrow walkway and height of the building wall will provide for a unique visible perspective of the artwork.

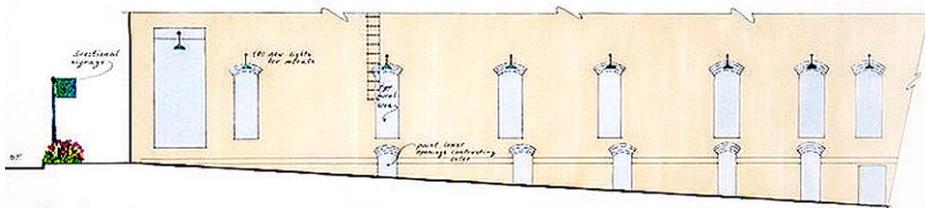
SCOPE OF WORK/PROJECT DESCRIPTION

The selected artist(s) is expected to collaborate with the Public Art Committee in order to produce a minimum of three (3) preliminary designs to be decided upon by the Committee. The artist(s) is expected to utilize the enclosed window areas which include: Five (5) bricked window openings of equal size (approximately 3'6" x 8'6"), one (1) approximately 3'6" x 10'6", and one (1) approximately 6'0" x 14'0". The City also asks the artist to consider using a "worm's eye view." The proposed artwork is to be completed off site by the artist(s) and the City will have the final product professionally photographed, printed, mounted, and hung on the subject wall. The dimensions of the original artwork must be as such that when photographed and printed, the image may be enlarged and reproduced proportionately to the indicated wall spaces. It is the responsibility of the artist(s) to visit the site, measure the application area, and prepare a precise and proportionately scaled work of art. The City is to retain the original artwork to be displayed in other City locations and retains the right to have the image reprinted and used at liberty.

The subject of depictions will be historically/architecturally significant buildings or structures throughout the City of Concord's creation and advancement. The essential goal is to represent the cultural significance and progression of Concord into a timeline.

CHALLENGES

The project's technical challenges include: (a) The space constraints of the walkway limit the viewing perspective. The artist(s) will need to ensure that not only the perspective is accurate for views below, but that the uneven space is filled appropriately. (b) A fire escape ladder is affixed to the wall, within part of the space occupied by one of the murals. The artist(s) should find a creative means to work around or incorporate the ladder into the artwork.



PUBLIC ART BUDGET

The total budget for the artist's portion of this project is \$10,000.00 and includes final artwork, materials, travel, lodging, etc (photography, printing, and mounting will be handled by the City and are not included in the subject budget). We anticipate furnishing an initial payment of up to 25% of the total contract. Depending on the situation, three or more periodic payments will follow over the course of the contract period and upon submission of invoices: one payment upon approval of final design documents; another during fabrication; and a final payment upon acceptance of the final presented and approved project. However, the exact payment schedule is contingent upon the nature and needs of the specific project and will be determined in the contract between the artist(s) and the City of Concord.

ARTIST QUALIFICATIONS

Preferred qualifications include experience with public art projects involving a similar budget, scale and scope; experience integrating public art into pedestrian-friendly walkways and streetscapes; as well as experience working with community stakeholders. Applicant artist(s) must be American citizens or legal residents aged 18 years or older.

SELECTION PROCESS

The Public Art Committee will consist of members of the Cabarrus Arts Council, Concord Downtown Development Corporation, City of Concord Planning and Neighborhood Development staff and Concord City Council members. The committee will review all submittals and make a selection of “finalists.” The committee reserves the right to reject any or all entries at any time in the review and selection process.

The artist(s) that are chosen during an initial review process as “finalists” will work with the Public Art Committee to develop a proposal including two or three sketches that show how the images will be rendered and will establish a timeline. “Finalists” that have submitted proposals but are not awarded a contract, shall be paid a design fee of \$200. Selected artist(s) will be subject to City Council approval.

APPLICATION MATERIALS TO BE SUBMITTED

Please submit two (2) printed copies of the following materials and one (1) digital copy:

1. Current resume (max. 2 pages) outlining your professional accomplishments as an artist.
2. A one-page artist statement describing the content of your work and your qualifications for this project.
3. Up to 12 images of art work created since 2006. Images should be no larger than 4x6”, 300 dpi.
4. A corresponding list including, title, media, dimensions, date, and description of the artwork for each image submitted.
5. Names and phone numbers for three (3) professional references.

HOW TO APPLY

All applicants should submit the application materials to:

City of Concord Planning and Neighborhood Development
Attn: Starla Rogers
P.O. Box 308
Concord, NC 28025

Or by email at :
Rogers@concordnc.gov

Staff/Contact Name and Information

- Starla Rogers – Planning and Neighborhood Development Planner

- (704) 920-5136 Rogers@concordnc.gov*

• Margaret Pearson – Planning and Neighborhood Development Director

(704) 920-5151 Pearson@concordnc.gov