

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: Parking lot building wall mural 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 a site-specific wall mural. Artist(s) will complete the artwork off site. The City will then have the artwork photographed, printed, mounted and affixed to the building wall. The artwork will replace existing wall surface painted artwork located on the perimeter of a public parking area. Artwork should have aspects that reflect Concord's culture.

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

The proposed mural project will replace an existing mural, located on a privately owned, center city building wall, adjacent to public parking.

Time and elements have taken their toll on the mural, causing visible fading. The City, Cabarrus Arts Council, and Concord Downtown Development Corporation are partnering to reevaluate the site and coordinate a new replacement work of art for this location. Although the current mural expands along multiple building wall faces, the proposed mural will be limited to one (1) approximately ninety-three (93) foot long, single story wall (as shown). The wall is partially blocked by vehicular parking and parking lot trees.



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.

SCOPE OF WORK/PROJECT DESCRIPTION

The proposed mural should encompass the existing wall and use creative methods to utilize the space within constraints of area. Artist(s) should use the parking lot site to their advantage, creating trompe l'oeil effects that appear three dimensional. Use of contemporary imagery is encouraged, including references of the surrounding environment.

The selected artist(s) will collaborate with the Public Art Committee in order to produce a minimum of three (3) preliminary sketches. The Committee also asks that the artist use creative solutions to address the site's challenges listed below. 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 wall. 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 primary goal is to represent Concord's essence in the mural without indicating specific locations, events, or individuals. The City is to retain the original work of art to be displayed in other City locations and retains the right to have the image reprinted and used at liberty.

CHALLENGES

The project's technical challenges include visibility constraints. The artist(s) will need to ensure that not only the perspective is accurate for views below, and afar, but that the space is appropriately used for visibility. Artist(s) should use creative methods to utilize the site's hardships to inspire a one of a kind work of three dimensional illusion.



Parked vehicles and parking lot trees create the most significant challenges.

ARTIST QUALIFICATIONS

Preferred qualifications include experience with public art projects involving a similar budget, scale and scope; experience integrating public art into pedestrian-friendly 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 work and 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, Senior Planner
(704) 920-5136 Rogers@concordnc.gov
- Margaret Pearson – Planning and Neighborhood Development, Director
(704) 920-5151 Pearson@concordnc.gov