

Town of Stratford
Request for Proposals: Public Art Installation
“STRATFORD’S CULTURAL MOSAIC”

1. RFP Project Summary

The Town of Stratford is seeking to commission 1 work of Public Art, to be installed in the Fullerton Creek Conservation Park. Artists, both individually and in teams, will be directed to explore a common theme, **“Stratford’s Cultural Mosaic”**. **The budget is \$12,000.00** (including HST). **Require 1 piece of work for design, fabrication and installation at \$12000.00.** The finished work of Public Art will become part of the Town of Stratford’s permanent art collection. The Stratford Arts and Culture Committee with assistance by Town Staff will administer the selection and installation process.

2. Project Background

The Town of Stratford, in keeping with its commitment to creating a sustainable community going forward, has recognized the integral value of celebrating, supporting and promoting arts and culture, in the Town, in a meaningful way. This project builds on a strong base of arts programming and initiatives undertaken over the past 9 years by the Stratford Arts and Culture Committee, including previously commissioned and purchased public art installations and enrichment programming developed for residents in general and our student population in particular. In this instance we seek to break down barriers to public art by bringing it almost to our citizens’ doorstep

3. Project Description

A) Overview

Due to the extraordinary growth experienced by Stratford over the past 20 years, our population is changing to encompass a wide diversity of cultures. From our original inhabitants the Mi’kmaq, through the early settlers and immigrants to today’s newcomers, all have contributed to the development of Stratford. Through this public art proposal we seek to celebrate the rich cultural mosaic that is Stratford today.

Artwork must be of high quality original design, and not reproduced artwork and must be vandal resistant. Guarantee that the work is of original design and the artist(s) owns all rights to what is used and does not violate the copyright of any other person(s)

The site specific works must be durable, low maintenance and appropriate to the location, and might include or can be: interactive, functional, stone, bronze, metal, and kinetic.

Art pieces must not pose a risk of injury to the public.

B) Specifications

The artwork should generate excitement, wonder and inspiration among adults and children, cause those who come in contact with it to ask questions, and above all, it should engender a sense of community ownership and pride. In addition to the aforementioned desired outcome the installation must meet the following specifications:

- 1) be safe, tamper resistant and easily maintained
- 2) be constructed of permanent materials that can withstand all weather conditions

- 3) The artist(s) will be responsible for all expenses related to production and installation costs.
- 4) All proposed materials should be durable and manageable from an operations and ongoing maintenance perspective.
- 5) Work in any medium will be considered and must be durable and suitable for outdoors with the ability to withstand the elements of a PEI climate as well as interaction with the general public for a reasonable number of years.
- 6) The art needs to be low maintenance and durable. It should meet all standards for sustainability in a coastal environment.
- 7) Artist must also submit information on the environmental sustainability of any artworks, including as a result of human interaction.
- 8) Due to the nature of this project and the possibility that the artwork may be vandalized, artists applying for this project must accept the risk that their artwork may be damaged, altered, or removed.
- 9) Please identify considerations undertaken to ensure longevity of the artwork, address any safety concerns and be structurally resistant to vandalism.
- 10) The artist further grants the Town of Stratford the following permissions:
 1. Re-production (including electronic images) for not-for-profit promotion and educational purposes.
 2. The right to remove the artwork (or section of the artwork) from the site for the following reasons:
 - a. endangerment of public safety
 - b. damage to the project site requiring repair or maintenance
 - c. documented significant adverse public reaction
- 11) Please provide method of installation.
-Provide notes on care of artwork(s) after installation
- 12) The artist(s) shall retain all copyrights in the artwork(s) but will grant the Town specific exclusive rights for various purposes including exhibition, loaning the artwork(s), reproduction for not-for-profit and educational purposes, re-siting the artwork(s), and/or de-accession of the artwork(s), as per the specific terms and conditions identified in the contract for services agreements.
- 13) The artist(s) will warrant that they are the owners of the copyright and have not transferred it to a third party.
- 14) The artist(s) will not reproduce the purchased work for any other person or client.
- 15) The Town will place liability insurance for artwork done on the site, the artist is responsible to insure and provide proof of such, for his/her artwork up to and including installation.

16) Part of the artist's proposal must include the artist's responsibility during installation. It is expected that the artist will do all that is necessary to ensure an easy and smooth installation of artwork.

17) It is strongly recommended that the artist(s) visit the site before submitting a proposal.

18) The Town of Stratford will be responsible for the maintenance and conservation of all public art in the Town's ownership, whether commissioned or donated.

4. Selection Process

The selection will be made by the Stratford Arts and Culture Committee. The decision will be made as a recommendation to the Stratford, Recreation, Culture and Events Committee. The Recreation, Culture and Events Committee will present to Committee of the Whole.

The following criteria will be used in the selection process:

- a. **Artistic merit, as to substantiated by an artist's past body of work, as well as, the inherent quality of the proposal in terms of its vision, design, aesthetics and excellence**
- b. **Appropriateness for the site**
- c. **Feasibility of construction**
- d. **Public Safety/Welfare**
- e. **Appropriate degree of durability**
- f. **Resistance to vandalism**
- g. **Ease of maintenance and repair**
- h. **Degree to which public input is invited and ultimately reflected in the proposal**
- i. **Degree to which the installation meets sustainability criteria**

5. Projected Timeline

-May 5, 2016 at 4:00pm: RFP Deadline

-May 5, 2016- Arts and Culture Committee will meet and review all public art RFP's.

-May 25, 2016- Stratford Recreation, Culture and Events Committee review and approval

- May 25, 2016 – Committee of the Whole

-June 6-10, 2016 – Contract signing and commencement of work.

50% First payment installment will be issued.

-October 28, 2016- Public Art Pieces installed.

Final payment will be issued once public art and installation has been approved.

6. Application Requirements

Deadline for submission: Thursday, May 5, 2016 at 4:00 pm

A) Delivery:

Mail or hand-deliver application to:
Stratford Arts and Culture Committee
Attn: Tanya Craig Stratford Recreation
Town of Stratford
234 Shakespeare Dr.
Stratford, PE C1B 2V8

B) Application:

- A one page cover letter that includes: contact information – name, address, phone numbers – home, work, cell, email address, web site
 - Proposal description, including concept statement (proposal must be for an original work and not previously exhibited), technical details, material selection and any other additional pertinent information. Include an explanation of how the project will be experienced by the public and how the project takes advantage of public art's ability to reach beyond the audience of traditional art venues and the public ownership it generates. The Committee understands and accepts that the concept presented is not a final design; rather it will be subject to further development/refinement.
 - One page Budget that lists the costs associated with the project and a list of the materials to be used
 - Artist resume
 - 10 digital images of your work
 - Self-addressed stamped envelope for returning submission materials, if required.
7. The Stratford Arts and Culture Committee reserves the right to reject all submissions if none are judged to be acceptable by the selection committee.
8. All costs associated with the preparation and submission of a proposal is to be assumed by the artist, or teams of artists, making the submission.

9. Project Contact

Tanya Craig
Recreation, Culture and Events Department
Town of Stratford
234 Shakespeare Dr.
Stratford, PE
C1B 2V8
902-569-6925
tcraig@townofstratford.ca