



REQUEST FOR QUALIFICATIONS

Project: Austin Studios Expansion AIPP Project

Budget: \$95,000

Artist Information Meeting: 12:00 –1:00 pm (CDT), October 9, 2014

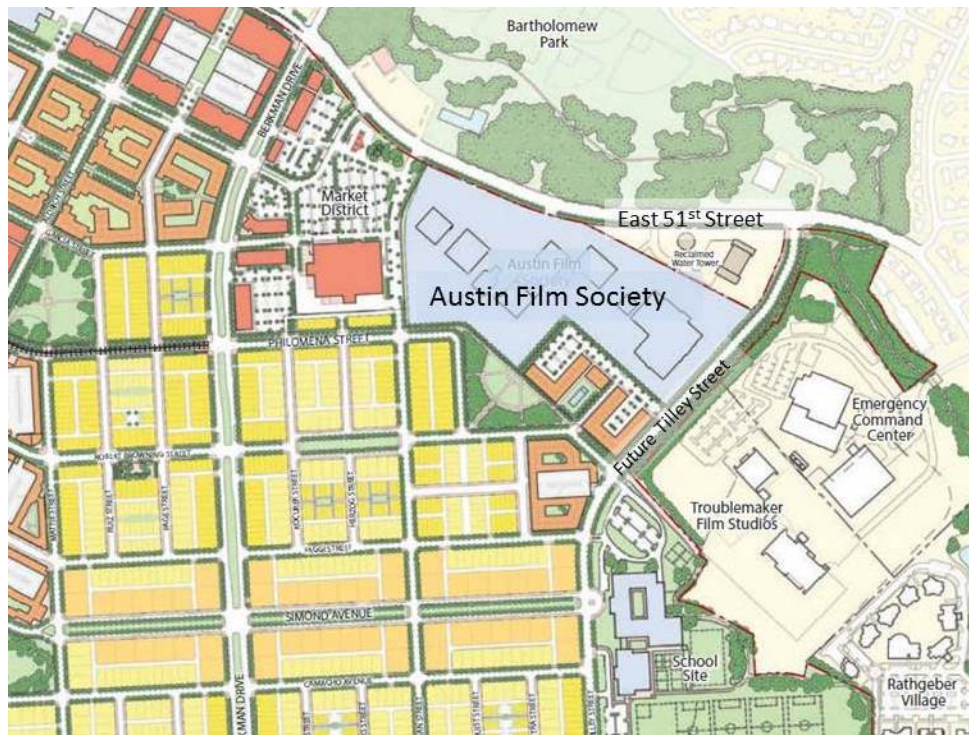
DEADLINE TO APPLY: 5:00 pm (CDT), October 30, 2014

Project Summary

The City of Austin Art in Public Places (AIPP) program of the Cultural Arts Division, Economic Development Department (EDD) seeks to commission a professional visual artist, or artist team, to design and fabricate artwork for Austin Studios Expansion project located at 1901 East 51st Street, District 9, in Austin.

The City of Austin requests qualifications from professional visual artists, or artist teams, who live or work in Texas. The total budget available for this project is \$95,000.

Project Background



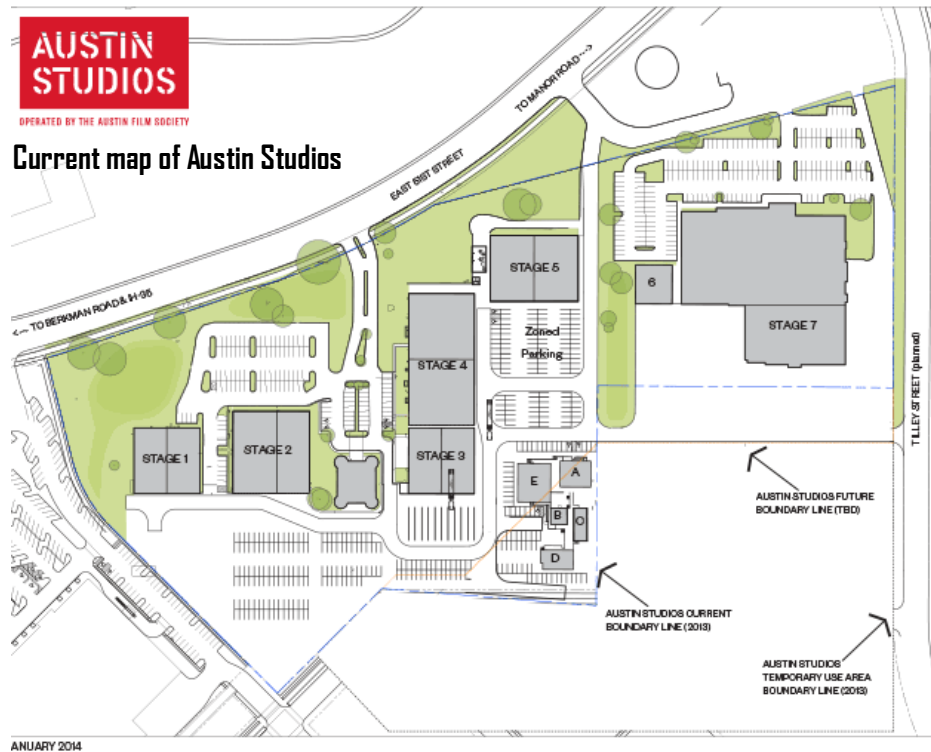
Austin Film Society/Austin Studios Location



Austin Studios, a 20-acre film and creative media production complex located at 1901 E. 51st Street in Austin, TX, was founded by the Austin Film Society (AFS) in 2000 as a part of the City of Austin's economic growth strategy. The goal of Austin Studios is to encourage Austin's growing creative media community and infrastructure. In 2006, AFS received \$5 Million in City of Austin bond funds and another \$1 Million from Austin Energy, Water, and Wastewater, in order to provide infrastructure throughout Austin Studios and outfit the two soundstages.

Austin Studios has been used for a number of film and creative media productions, resulting in over \$1.4 Billion in economic impact to the City of Austin. Austin Studios' production facilities currently feature two soundstages, one mill/wardrobe facility, production offices, and acres of back-lot for base camp, set construction, and parking. In addition to the 100,000 s.f. of production space, Austin Studios is home to

over 40 small businesses, filmmakers, and production vendors, including Richard Linklater's Detour Filmproduction, Chapman Leonard Studio Equipment, SoundCheck Austin, MPS Camera, and Rooster Teeth. AFS' offices, screening room, and meeting room are also located at Austin Studios, bringing over 4,500 visitors to the studios lot annually through exhibition, education, and artist services programming.



Austin Studios Expansion Project

In November 2012, City of Austin voters approved a \$5.4 Million bond package in order to renovate Austin Studios' facilities, including the 75,000 s.f. former National Guard Armory building (NGB) which will be transformed into the Creative Media Hub. The Creative Media Hub is envisioned as a collaborative and dynamic space for film and creative media makers, crew members, and film lovers. The Creative Media Hub will feature space for anchor tenants, small business suites and AFS offices, a

shared lobby, a 70-80 seat screening room, multi-purpose conference and meeting rooms, a co-working center and artist incubator, and a café and break room/crew lounge. Through the Community Connect program, Google Fiber will help make Austin Studios a hotspot for digital and convergent media.



The Austin Studios Expansion project will enable the renovation of the NGB's shell and core to make it suitable for tenant investment and AFS use. It will enhance functionality of Austin Studios by reorganizing uses and improving security, access, and way-finding. It will also expand critical site infrastructure (electrical, water, sanitary sewer, communications) to allow for increased capacity and future expansion opportunities. Some preliminary concept design options for the Austin Studios Expansion project are available for [review online](#).

About Austin Film Society

The Austin Film Society is a non-profit organization that empowers our community to make, watch and love film and creative media by:

- » showing great films and premieres;
- » managing Austin Studios;
- » awarding grants and supporting filmmakers;
- » teaching kids & adults about filmmaking; and
- » presenting the annual Texas Film Awards to raise funds and awareness for the above

AFS began in 1985 with a group of friends getting together to watch films that were not distributed to the general public. As word got out, that small group of cinephiles turned to hundreds and AFS was born, honoring classic and independent film with screenings in venues all over Austin. Over the years, AFS has grown from a primarily film-watching organization into an organization that offers exhibition, education, artist services and economic development programming, fully embodying its "make, watch, and love" mission.

Public Art Intent & Goals

The Art in Public Places program seeks to commission works of art of redeeming quality that advance public understanding of visual art and enhance the aesthetic quality of public places through the selection of a qualified artist or artist team who can innovatively and thoughtfully design within the context of this project. The goal of the Austin Studios Expansion AIPP Project is to select an artist/artist team who will design artwork that:

- » is a dynamic intervention, strengthening the visibility of the AFS campus;
- » explores the connection between various genres of visual and media arts;

- » creates an innovative, engaging and unique work of contemporary art for the public that reflects the Austin Film Society mission and personality; and
- » enriches or adds to the depth/breadth of the City of Austin’s public art collection.

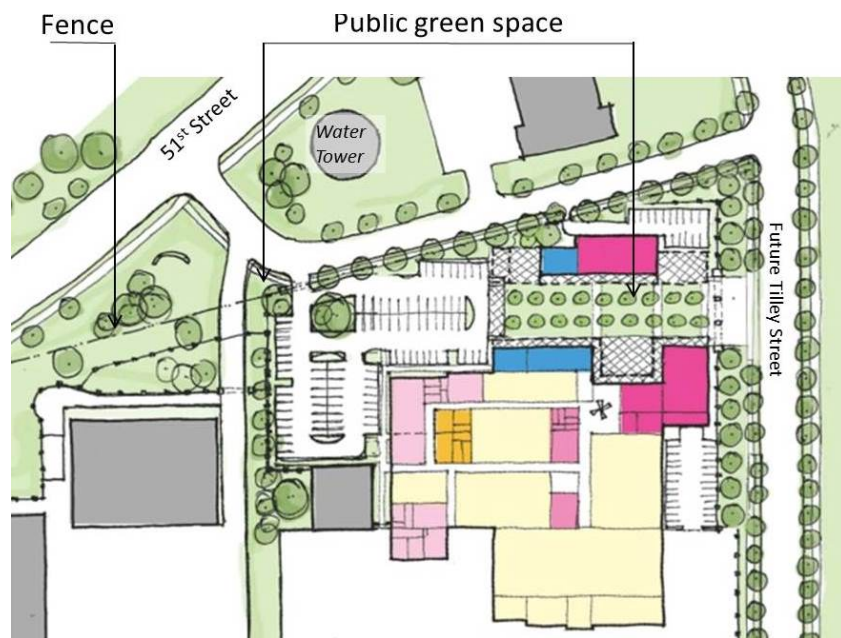
Budget

The funds for this project are derived from the 2% for public art portion of the City of Austin’s contribution to the estimated construction budget. **The total award for the artwork contract is \$95,000**, inclusive of project design team collaboration, meetings, design, fabrication, and installation of artwork (including shipping expenses and insurance), travel, and all other project related costs.

Artwork Opportunity

This public art opportunity is open to a wide range of ideas to be proposed by the selected artist, or artist team. A variety of media will be considered however the work should be durable, sustainable, and very low maintenance. The artwork will be located in an exterior location, within the public space associated with the expansion project. Possible locations for the artwork are identified in the graphic to the right. Since the design process is in the early stages, an as-yet-unknown space may

emerge as the artwork location. The artist will work with the project design team and project stakeholders to conceptualize the project, including determining the location for the artwork.



“Gateway Icon” Concept Plan, AFS’ Creative Placemaking Design Charrettes, October 2013

Artist Information Meeting

An Artist Information meeting will be held on October 9, 2014 from noon to 1 p.m. in the Screening Room at Austin Studios, which is located at 1901 East 51st Street, Austin, TX 78723. City of Austin staff, Austin Film Society staff and project advisors will present information on the project and answer questions from interested artists. A PDF of questions and answers will be available on the AIPP website at <http://www.austintexas.gov/department/aipp-opportunities> until the application deadline.

Artist Eligibility

Professional visual artists, or artist teams, at least 18 years of age who live and work in the state of Texas are eligible to apply. Full-time, permanent City of Austin employees and project consultants and their

employees and sub-consultants are ineligible to apply.

A professional visual artist is defined as “A practitioner in the visual arts with an original self-conceptualized body of work, generally recognized by critics and peers as a professional possessing serious intent and ability.” Applications not meeting all eligibility criteria will be withdrawn from consideration.

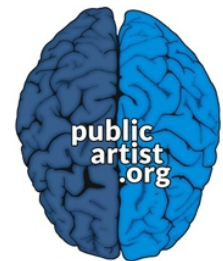
Evaluation Criteria

The selection of an artist, or artist team, shall be based on whose qualifications best meet the requirements contained in this Project Outline. In addition to the standard AIPP project selection criteria found on the City of Austin’s Art in Public Places website (<http://www.austintexas.gov/department/aipp-opportunities>), the Selection Panel will review and consider the following evaluation criteria:

- » artistic merit and technical expertise;
- » demonstrated successful, innovative and effective approach to public art projects of a similar scope;
- » ability to successfully execute a public art project in a culturally rich and complex area; and
- » expressed interest in creating artwork for the opportunities presented by this Request for Qualifications.

Selection Process

Applications must be received online via www.PublicArtist.org no later than 5:00 pm (CDT) on October 30, 2014. For technical assistance with your application, please contact info@publicartist.org or 210-701-0775 (9:00 am – 5:00 pm CDT).



Art in Public Places will convene a Selection Panel to evaluate artist qualifications. The Selection Panel will review qualifications (images of work, resume, letter of interest, references), interview finalists, and select one artist and one alternate. This recommendation will be presented to the Art in Public Places Panel and Arts Commission for approval. The contract will require authorization from City Council prior to negotiation and execution of the contract.

The Project Advisors to the Selection Panel may include:

- » Margaret Shaw, Project Manager, Economic Development Department, City of Austin
- » Catherine Sckerl, AICP, LEED AP / Interim Studio Director, Austin Film Society
- » Pam Hefner, PLA, Mueller Project Manager, Economic Development Department, City of Austin
- » Holly Herrick, Associate Artistic Director, Austin Film Society
- » TBD, Neighborhood Association representative (Windsor Park)
- » TBD, Neighborhood Association representative (Mueller)
- » Chris McCray, AIPP Panel Project Liaison

Schedule, subject to change

September 16, 2014	Request for Qualifications (RFQ) released
October 9, 2014	Artist Information Meeting from noon – 1 p.m. CDT
October 30, 2014	Deadline for RFQ submission
November 18, 2014	Selection Panel review of submissions (possible selection of finalists for interview)
December 10, 2014	If needed, finalist interviews; selection of artist and alternate by Selection Panel
January 5, 2015	Approval of Artist and Alternate by AIPP Panel
January 19, 2015	Approval of Artist and Alternate by Arts Commission
January 22, 2014	City Council approval of artist contract (confirm 2015 Council agenda dates)
Late January, 2014	Execute artist design contract
Early February 2015	Project kick-off meeting- work with project stakeholders and design team
April 6, 2015	Mid-Design presentation to AIPP Panel
June 1, 2015	Final Design approval by AIPP Panel Final Design approval by Austin Arts Commission
June 2015	Negotiate/execute fabrication/installation contract
February 2016	Artwork installed
Spring 2016	Construction of the Austin Studio Expansion project complete

Contact/Questions

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