



## REQUEST FOR QUALIFICATIONS

### Downtown Austin Wayfinding Project

Budget: \$32,000

Artist Information Meeting: 6:00 pm, May 7, 2014

**Deadline to Apply: 5:00 pm, June 5, 2014**

### Project Summary

The City of Austin Art in Public Places (AIPP) program of the Cultural Arts Division, Economic Development Department, seeks to commission a professional visual artist, or artist team, to design artwork that engages the public, via interactive guide or game, in the exploration and discovery of unique sites in downtown Austin as a component of the Downtown Austin Wayfinding Project.

The City of Austin requests qualifications from professional visual artists, or artist teams, **who live and work in the Austin metropolitan area which includes Travis, Williamson, Bastrop, Caldwell, and Hays Counties**. The total budget available for this project is \$32,000. Submission deadline is 5:00 pm on June 5, 2014.

### Project Background

The Downtown Austin Wayfinding Project is an initiative to make it easier for residents, commuters and tourists to find Downtown Austin destinations and attractions. The project, an action item outlined in the Downtown Austin Plan (see more below) adopted by City Council in December 2011, aims to integrate a range of navigation and communication tools for traversing the downtown area, such as signage, brochures, kiosks and smart-phone applications.

“Wayfinding” explores ways to navigate from one place to another, and focuses on highlighting the experience of the path and eventual arrival of the wayfinding user. The Downtown Austin Wayfinding Project will underscore downtown’s unique and eclectic identity, as well as improve movement for pedestrians, cyclists and motorists. For more information, visit:

[www.austintexas.gov/department/downtown-austin-wayfinding-project](http://www.austintexas.gov/department/downtown-austin-wayfinding-project).



**Red line:** original project limits  
**Shaded Area:** current project limits

## Downtown Austin Plan

The Downtown Austin Plan was created in an effort to capture and develop the community vision for downtown and to create the best implementation strategy for achieving that vision. The Plan establishes priorities for the next 10 years, to ensure long-term economic, social vibrancy, and sustainability for downtown. Its major goal establishes that, at its 2039 Bicentennial, downtown will be the heart of one of the most sustainable cities in the nation with:

- A dense and livable pattern of development that supports a vibrant daytime and nighttime environment;
- An interconnected pattern of streets, parks, and public spaces that instill a unique sense of place and community;
- A multi-modal transportation system that is convenient, sustainable, affordable, and provides a viable alternative to the automobile; and
- A beloved fabric of historic places, buildings, and landscapes that celebrate the unique journey Austin has taken over the past 200 years.

## 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 who can thoughtfully design an innovative artwork within the context of this project. The goal of the Downtown Austin Wayfinding Project is to select an artist, or artist team, who will, in collaboration with the project's design team, design artwork that:

- » engages the public in the interactive exploration and discovery of unique sites in downtown Austin;
- » fosters urban exploration for pedestrians and bicyclists;
- » complements the overall purpose and function of the Downtown Austin Wayfinding Project;
- » contributes to a local, regional and national contemporary art dialogue;
- » enriches or adds to the depth/breadth of the City of Austin's public art collection.

## Artwork Opportunity

This public art opportunity is open to a wide range of ideas to be proposed by the selected artist, or artist team, in consultation with the project's design team. **However, the artwork must engage the public, via interactive guide or game, in the exploration of downtown Austin.** The artwork should be dynamic, playful and appropriate for all ages. Multi-sensory experiences, "choose your own adventure", and web-based applications are possible formats for the interactive guide or game. The artwork can include permanently installed objects, though it is not necessary.

"Unique" sites can include iconic destinations, like the Paramount Theater or the Willie Nelson statue, however lesser known sites, such as unusual spaces or historically significant locations, are encouraged. The artwork should also encourage the public to explore downtown Austin on foot or bicycle.

It is possible for the artwork to integrate into the wayfinding system, which will include digital kiosks and dynamic signage. It is intended for the artwork to remain an active, participatory project after the artist(s)' scope of work is complete. This is not an opportunity for temporary or event-based artwork.

## 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 an artist contract is \$32,000, inclusive of design, fabrication and installation, including travel and shipping expenses, insurance and other project-related costs.

## Artist Information Meeting

An Artist Information meeting will be held on **May 7, 2014 from 6:00 – 7:00 pm in Room 1029 at Austin City Hall (301 W. 2<sup>nd</sup> Street, Austin, TX 78701)**. Parking is available in Austin City Hall parking garage which can be accessed from Lavaca St. AIPP staff and project advisors will present information on the project and answer questions from interested artists. The presentation from the meeting, as well as answers to questions asked, will be available on the AIPP website at [www.austintexas.gov/department/aipp-opportunities](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 in the Austin metropolitan area** are eligible to apply. This includes Travis, Williamson, Bastrop, Caldwell, and Hays counties. Full-time, permanent City of Austin employees and project consultants and their employees and sub-consultants are ineligible to apply.

## Evaluation Criteria

The selection of an artist, or artist team, shall be based on whose qualifications best meet the requirements contained in this Request for Qualifications.

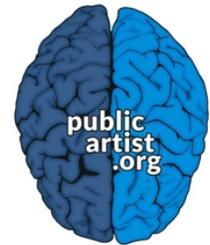
In addition to the standard AIPP project selection criteria found on the City of Austin's Art in Public Places website ([www.austintexas.gov/aipp/selectioncriteria.htm](http://www.austintexas.gov/aipp/selectioncriteria.htm)), the Selection Panel will review and consider the following evaluation criteria:

- » artistic merit and technical expertise;
- » expressed interest and experience in developing creative community engagement strategies;
- » demonstrated ability to successfully execute innovative public art projects in a complex design environment; and
- » demonstrated ability to successfully execute a collaborative art or design project on time and on budget.

## Selection Process

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

Art in Public Places will convene a Selection Panel to evaluate the submissions. The Selection Panel and Project Advisors will review the qualifications (images of work, resume, letter of interest, references) and select up to three finalists to interview. **Each finalist will be awarded a \$350 stipend to develop conceptual ideas for the interview.** The Selection Panel will then select one artist and one alternate. This recommendation will be presented to the Art in Public Places Panel and Austin Arts Commission for approval.



Project Advisors include:

- » Christine Freundl, senior planner, Planning and Development Review, City of Austin
- » Tonya Swartzendruber, senior planner, Planning and Development Review, City of Austin
- » David Taylor, project manager, Public Works, City of Austin
- » Chad Crager, project manager, Public Works, City of Austin (bicycle program)
- » Humberto Rey, Great Streets Program, Planning and Development Review, City of Austin
- » Melissa Barry, Arts & Parks Director, Downtown Austin Alliance
- » TBD, AIPP Panel Representative

## Schedule

[April 22, 2014](#)

Request for Qualifications (RFQ) released

[May 7, 2014](#)

Artist Information Meeting at Austin City Hall

[June 5, 2014](#)

**Deadline for RFQ submission**

[Week of June 16, 2014](#)

Selection Panel review of submissions and selection of finalists for interview

[Week of July 14, 2014](#)

Finalist interviews

[August 2014](#)

Approval of Artist and Alternate by AIPP Panel and Austin Arts Commission

[Late August 2014](#)

Negotiate/execute artist contract

Project Kick-Off Meeting

[December 2014](#)

Approval of Final Design by AIPP Panel and Austin Arts Commission

[Spring 2015](#)

Anticipated project completion

## Questions?

Carrie Brown, Art in Public Places Coordinator  
512-974-9310 or [carrie.brown@austintexas.gov](mailto:carrie.brown@austintexas.gov)