



CALL TO ARTISTS

REQUEST FOR QUALIFICATIONS

San Diego County Regional Airport Authority (Authority) is inviting **San Diego artists** to submit qualifications to be considered for a collaborative mural project. The mural project will be created, at the School of Creative and Performing Arts, San Diego (SCPA) with the goal of the final product installed at Junior Achievement (JA) BizTown, 4756 Mission Gorge Place, San Diego, CA 92120. Artists are encouraged to visit JA prior to submitting their qualifications.

Project Description

The goal of the project is to provide an opportunity for a professional artist to work as a lead artist with a team of four to six student artists (ages 14 to 18) to create a mural representing the vitality of the airport as it relates to the San Diego region. Part of the artist's responsibility will be to train the student artists in mural design and production. A staff person from SCPA will act as a project coordinator supervising the workshop area and student involvement and will be present at all meetings involving the artist and the students. SCPA will facilitate the student selection process with participation from the lead artist. Students will be chosen on a competitive basis determined by the merit of their portfolio submissions. This project will teach participating students the process of public art and the discipline of creating murals for a public context, mural design and implementation as well as small business development. The finished mural will be installed at JA.

Background

JA is a 10,000 square foot mini-city in which kids discover how free enterprise really works. Nineteen life-size businesses, a non-profit organization and a city hall are included in a store-front format over two floors. Every day, 150 new students (usually 4th and 5th graders) become business owners, make financial decisions, explore philanthropy and pay taxes. Through daily lessons, hands-on activities, and active participation in this simulated community designed to support differentiated learning styles, students develop a strong understanding of the relationship between what they learn in school and their successful participation in a worldwide economy.

The Authority has built a storefront airport and sponsored a wall located on the interior of the 2nd floor open and visible from both floors of the JA facility. This wall will be the site for the mural project. The space measures approximately 27 feet by 20 feet. To arrange a visit to the JA facility, please contact Judy McSweeney jmcsween@san.org.

Budget: **\$36,000**

The budget for this project must cover all costs and expenses associated with design and completion of the mural, including but not limited to, artist's fees, insurance, materials and fabrication. There may be a small fee incurred to support the SCPA staff project coordinator. The fee will be negotiated with the selected artist and SCPA staff. The Authority will assume responsibility for transportation and installation of the mural from the production site to the project site.





ELIGIBILITY

This project is open to all professional artists living or working in San Diego County. Preference will be given to artists who have experience working with students. The artist recommended for this project must consent to a background check conducted by San Diego Unified School District.

Selected artist must be available to adhere to the project schedule and complete and install the project by January 28, 2011. Airport Art Advisory Committee Members, Authority employees, undergraduate students, individuals and firms currently under contract with the Authority may not apply.

SUBMISSION REQUIREMENTS

Required materials may be submitted on Compact Disk or hard copy. Contact information must be listed on all materials. (Artist name, address, telephone number and email address) **EMAIL SUBMISSIONS WILL NOT BE ACCEPTED.**

Submittal Materials:

1. **Artist statement:** One page: brief description explaining your work as an artist and your experience working with students
2. **Résumé:** One page: outline demonstrating professional history and skills or experience as a professional artist
3. **Images:** five images of work completed within the past three years – 8 x 10 color photographs or images on CD will be accepted.
4. **Image List:** titles, date, media and dimensions of artwork clearly labeled.
5. **Professional References:** Three references – include: Name, Organization/Title, Address, Phone Number and Email. List only. *No letters please*

Submission Deadline: 2:00 p.m. PDT, Friday, September 10, 2010

Partial submission of information will be considered non-responsive. Late Submissions will not be accepted.

Selection

This process is being undertaken to enable the Authority to identify and recommend the most qualified Artist who will provide the services that are the subject matter of this prospectus. A preliminary review of the basic responsiveness of the submissions will be conducted to ensure all requirements of the RFQ have been met. A panel comprised of Authority and SCPA staff will review submission materials.

EVALUATION CRITERIA

Ability to communicate concepts and ideas

Professional qualifications and experience

Ability to guide students to successfully complete large scale art projects

Quality, creativity and strength of past work





Lead Artist Role

1. Brainstorm mural ideas with the Authority and SCPA mural team
2. Guide research and facilitate design of the mural with mural team
3. Transfer mural design to appropriate substrate with the assistance of mural team
4. Instruct and aid mural team in painting the mural until its completion
5. Conduct weekly meetings to discuss mural progress and address any team or project-related issues

TERMS AND CONDITIONS

Artist's Rights

The recommended Artist will be required to enter into agreement with the Authority. Artist will be required to waive all rights to the federal Visual artist Rights Act (17 U.S.C. § 106A and 113(d)), the California Art Preservation Act (Cal. Civil Code §§987 et seq.) and any other local, state, federal, or international laws that convey rights of the same nature as those conveyed under 17 U.S.C. §§ 106A and 113(d), Cal. Civil Code §§ 987 et seq. or any other type of moral right protecting the integrity of works of art.

Reproduction and Distribution

Artist will maintain the copyright with the right to attribution and grant the Authority an irrevocable license to use and display reproductions of the artwork either in 2-dimension or electronically. The license granted hereunder does not include the right to create reproductions on commercial merchandise such as tote-bags, T-shirts, coffee mugs and similar items. Such reproductions may only be created pursuant to a separate license agreements with Artist.

Insurance Requirements

The Authority reserves the right to negotiate with any Respondent if the most highly ranked Respondent does not secure the insurance coverage in the amount and method required within 14 days following notification of award. The Authority may revoke the award and award the Agreement to the next highest ranked Respondent. Respondent does not need to provide proof of insurance with Submission. The insurance limits will be determined when the scope of the project is defined.

Mail submissions to:

SD County Regional Airport Authority
Attn: Art Program/JA BizTown Mural
PO Box 82776
San Diego, CA 92138-2776

Questions?

art@san.org

No submission materials will be returned.

