

Requests for Qualifications: Langley Park Traffic Box Art Wraps



REQUEST FOR QUALIFICATIONS: LANGLEY PARK TRAFFIC BOX ART WRAPS

PROJECT DESCRIPTION

On behalf of CASA de Maryland (CASA), the Hyattsville Community Development Corporation (Hyattsville CDC) is **seeking an artist, designer, or team to create the design basis for traffic box art wraps to transform select traffic signal and utility cabinets in Langley Park into public artworks.** This project will be conducted in close collaboration with the Hyattsville CDC and CASA, as detailed further below. It will also require substantial and innovative engagement with Langley Park residents despite the current, usual circumstances facing our communities.

PROJECT BACKGROUND

This project is part of a series of environmental enhancements CASA has developed to beautify Langley Park and reduce crime in various hot spots displaying high concentrations of crime in the Langley Park community. The strategy is based on the concepts of Crime Prevention Through Environmental Design, or CPTED, an approach to crime prevention by which spatial elements in the built environment are structured, supported, or manipulated in such a way as to reduce opportunities for crime and to reinforce positive, desired behaviors of the intended users of a space for that space's intended purpose.

An integral component of the interventions CASA has proposed through the CPTED process is community beautification and creative place-making through the use of public art. Public art serves numerous purposes in a community. While its benefits are invaluable and difficult to measure, public art is known to act as a source of wayfinding and landmarks, enhance community pride and cohesion, deter graffiti, help define a community's culture, and create opportunities for volunteerism, expression, recreation, and engagement.

To contribute to the creative place-making in Langley Park, CASA has engaged with the Hyattsville CDC to implement a public art program to mitigate/deter graffiti and its effects by installing vandalism-resistance vinyl art wraps on traffic and other utility boxes. Traffic signal and utility cabinets are frequent targets for placarding, graffiti and vandalism. This project will utilize a public art application to address these forms of community blight and, in turn, enhance the visual landscape.

DESIGN CRITERIA

CASA is collaborating with various artists and entities to implement their wider beautification and CPTED public art initiative. Emphasis in this RFQ will be on demonstrable ability to provide public-oriented design solutions for the traffic box art wrap applications. The selected designer/team will develop a core concept that represents the following core themes to be interwoven into all efforts to beautify Langley Park.

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The envisioned art wrap designs will aesthetically examine and capture the history and culture of Langley Park and reflect upon the changing nature of the community. We seek to develop the theme of “Nuestro Langley Park, Nuestro Futuro” (“Our Langley Park, Our Future”) and juxtapose it with a reflective insight which captures the essence of “Nuestro Langley Park, Nuestra Historia” (“Our Langley Park, Our History”). Utilizing traditional patterns, colors and narrative elements, the designs will connect the commonalities and shared histories of different immigrant groups that unite the Langley Park neighborhood. The various cabinets will be provided wraps that are variations on the final core design basis selected.

Additional design considerations:

1. Submitted designs must showcase original artwork and graphic design.
2. The art shall be a new, original design or a sufficiently departing variation on an existing work’s thematic basis and may not be on display in other public art programs.
3. Aesthetic use of the structures of the traffic boxes themselves as an integral part of the design is strongly encouraged.
4. Artwork will be deemed inappropriate which portrays: content which violates copyright or other known legal ownership interest, profanity, obscenity, indecency, violence, pornography; discrimination on the basis of race, creed, color, age, religion, gender, sexual orientation, or nationality; defamation or personal attacks.
5. Designs must not contain any representation of traffic signage, lights or signals.
6. This program in part aims to deter graffiti vandalism, so designs should not mimic or take the style of graffiti.

Based upon qualifications presented in response to the RFQ, our selection team will identify three respondents from the pool of artists, designers, or teams to work with before selecting a final design.

While we are not asking for realized designs at the first stage of review, we do request submission of a simple thumbnail concept sketch, a seeding impression, no larger than 3” x 5”, in order to better convey how the artist might approach a design, given the design goals delineated; and as a demonstration of the artists’ initial thoughts about the project. The inclusion of a highly rendered concept sketch will be grounds for exclusion from consideration.

BUDGET & FUNDING

Based upon the RFQ responses, three finalists will be invited to submit more detailed design concepts. **Each of the three finalists will receive a \$250 stipend.** The CDC staff will then work closely with each finalist to prepare for the final juried review of their proposed designs.

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The finalist selected will receive a commission of \$7,750.00; in exchange for which, unlimited licensed use of the selected art wrap designs will be delivered.

SUBMITTING QUALIFICATIONS

Respondents should submit the following materials in PDF or Word format by **Monday, April 13, 2020**, in order to be considered for one of the three finalist positions:

- Artist/Team Name, Point-of-Contact name, mailing address, telephone number, e-mail, address, and website
- A one-page résumé or curriculum vitae
- At least three current, verifiable references
- A one-page artist's statement
- A brief written expression of interest that articulates your motivation in responding to the RFQ: no more than one page in length
- Up to 5 images of previous work (2MB max per PDF/JPG/GIF/TIF/PNG image)
- A list of your images with your filename, title of artwork or description, media, size.
Please write your filenames as follows: *teamname_imagewidth_title*

Committee decision for final 3 artist/artist teams is anticipated for no later than **April 20, 2020**. All finalists will be asked to attend a proposal review meeting, tentatively scheduled for **April 22, 2020**.

Each finalist will have until **April 28, 2020** to prepare their final submission for the jury. Final jury notification of the awarded artist/artist team is anticipated for no later than **May 4, 2020**. Community engagements and final design basis and variants will be developed between **May 5, 2020 – June 1, 2020**.

PLANNED LOCATIONS

The traffic box art wraps will be installed on up to fourteen (14) traffic signal and utility boxes in Langley Park.

Exact locations are still being finalized, but will include traffic signal boxes on New Hampshire Ave and various utility boxes on several residential streets in Langley Park.

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SCHEDULE

Once selected by the jury, a detailed timeline will be developed with the selected artist for Community engagement and draft and final design delivery. The production and print process and installation will occur during June of 2020 and be completed before June 30, 2020.

JURY

A jury/selection panel will review all proposals. Panelists will include representatives of CASA, representatives of the involved utility companies, Langley Park community leaders, and local artists.

SUBMISSION

Please e-mail all application materials to our e-mail inbox: rfp@hyattsvillecdc.org

Subject: *Artist Name* – Langley Park Traffic Box Art Wraps

Receipt of submittals will be acknowledged, but cannot be returned. Hyattsville CDC reserves the right to amend the project scope and character as it develops, and will provide notice to all parties of interest. Hyattsville CDC reserves the right to reject any and all RFQ submissions and further reserves the right to re-issue the RFQ. Hyattsville CDC reserves the right to correct inaccurate awards. This may include, in extreme circumstances, revoking the awarding of a finalist already made to a respondent and subsequently awarding the opportunity to another respondent. Such action on the part of Hyattsville CDC shall not constitute a breach of contract on the part of the CDC once the CDC has made this determination.

Please send any questions and comments to:

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