



CALL FOR ARTISTS PROPOSALS FOR THE GATEWAY AT UNIVERSITY TOWN CENTER

Deadline to Apply: May 14, 2015, 5:00pm

Introduction

The Hyattsville Community Development Corporation is accepting artist proposals for an interactive, permanent public artwork for the entrance gateway to the new Safeway development at University Town Center (UTC). Installation is to be complete by October 15, 2015. The sculpture will be sited east of America Boulevard, located in the outdoor pedestrian plaza / seating area beside the new "Lifestyle" Safeway, in clear view of entering and departing vehicular traffic and pedestrians. Artwork should be of an interactive nature; to enhance the pedestrian experience.

Thematically compatible pre-existing work will be considered, but original work, derived to be thematically consistent with the Call is preferred, and site-specific sculptures are encouraged.

Eligibility: Individual artists or artist teams from the greater metropolitan area or within 250 miles are eligible to respond. Locally established or emerging sculptors, woodworkers, metal-workers, and artists of any durable media are most welcomed. Prince George's County-based artists are strongly encouraged to submit their work for consideration.

Theme & Purpose

The artwork's thematic motif will highlight the new project at UTC as a vibrant, approachable locale for dining and urban activity. The Call seeks works whose thematic emphasis is upon healthy foods, healthy diet, healthful appearance, and healthy living. The aesthetic sensibility to be imbued into the UTC development's public space through the artwork is contemplative, thought-provoking, and will strike a formal mood.

Artwork should complement the UTC development's public space and architectural and landscaping designs, utilize natural materials in a distinctive manner, and may be iconographic, narrative, or stage-making. All types of media are welcome for submittal, including interactive, kinetic, multimedia, electronic and digital installations. Some non-traditional examples are attached to this Call.

Locale: A "lifestyle" Safeway will join UTC's current anchor Regal Royale 14 Cinemas: alongside new additions including Phenix Salon Suites, Unleashed by Petco, Town Center Wine & Spirits, Le's Nails and Spa, together with a yet-unnamed prominent corner restaurant. Additionally, Medstar will be locating at the Gateway with a major Prompt Care and medical facility. Existing UTC development assets include attractive condominiums, office buildings, student housing, and an outdoor plaza with fountain. The creation of Safeway as the newest major anchor at UTC, and the development of the adjoining shops and parking structure fronting East-West Highway form a conspicuous part of a multi-phase transformation of Hyattsville's Prince George's Plaza Transit District.

The new entranceway will be redeveloped at East-West Highway. New signage is planned to replace the existing.

Proceed to Next Page

Size Guidelines:

Sculpture Site: see attached Site Plan

Height: 12 feet to 15 feet high

Footprint: to fit within the attached pedestrian plaza section blocked off in the plan, preferably no more than 36 SF

Sculpture:

Artwork must not pose risk of injury to the public; must be able to withstand a reasonable degree of physical contact without degradation; must withstand the rigors of an outdoor installation; be durable year-long; and must require little to no maintenance over time.

Designs for landscaped artwork or for interactive lighting should generally be contained within the aforementioned footprint.

A detailed package can be found on

HyCDC.org > The Arts > Public Art > [University Town Center](#)

Artist Stipend:

A \$44,000.00 stipend will be provided to the chosen artist. The stipend is all inclusive of fees and costs. The selected artist is responsible for maintaining budget, keeping to production schedule, documentation of the installed work, transportation and installation, insurance, and any necessary technical engineering needed to install the sculpture.

Upon inquiry a detailed fabrication timeline will be provided. Fabrication of the artwork is to be complete by October 1, 2015, and installation complete by October 15, 2015. Upon jury selection, a work agreement will be provided for review, discussion and execution. Artist will work with the CDC to coordinate inspection of the work in progress, as well as the fabrication and installation process.

Selection Process and Criteria:

A jury comprised of representatives of ECHO-UTC LLC, Hyattsville CDC, and local artists will review proposals. Criteria will include:

- Qualifications and professional experience of the artist/team; including the quality of previous works
- Outstanding potential of the artwork concept
- Excellence in design, and appropriateness of artist expression to the proposed project;
- Demonstrated and assessed ability to execute the project under the criteria developed, while meeting the budgetary constraints within the performance period ending October 15, 2015.

Ownership Provisions:

Included in the Artist Contract will be the provision that the "Artist shall provide the Hyattsville CDC with a written Bill of Sale conveying the title of the Artwork to ECHO-UTC LLC, and a release of liens, claims or other encumbrances. Such documents shall be in a form acceptable to ECHO-UTC LLC and the Hyattsville CDC.

Included in the Artist's contract will be the provision that the Artists will advise ECHO-UTC LLC of any required or foreseeable maintenance of the artwork in written form.

The selected Artist will retain all rights under the Copyright Act of 1976, 17 U.S.C. §101 et seq., as the sole author of the Artwork for the duration of the copyright. Artist will grant to ECHO-UTC LLC, and HCDC and its assignees an irrevocable license to make two-dimensional reproduction of the Artwork for non-commercial, promotional purposes.

Application Details on Next Page

Application:

To submit a proposal, applicants must **first register their intent** by calling/e-mailing the Hyattsville CDC to be briefed on the project parameters. Please also review a detailed package [online](#) prior to doing so.

Please send your proposal and statement **by May 14, 2015**; notification of acceptance is anticipated no later than May 28, 2015. **Send all materials digitally via e-mail to the Hyattsville CDC's E-Mail Inbox:**

- **Your proposed design** (10MB max per PDF/JPG/GIF/TIF/PNG image)
- A **maximum** of 5 images of previous sculptures (10MB max per PDF/JPG/GIF/TIF/PNG image)

In PDF or Word format:

- Your name, mailing address, telephone number, e-mail address, and website
- A one-page résumé or curriculum vitae
- A one-page artist's statement
- Project budget, that will include any and all estimated and anticipated costs
- At least three current, verifiable references
- An image listing with your filename, title of artwork or description, media, size.

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

Subject: University Town Center RFP – *Artist Team Name*

Please send any questions and comments to:

Justin Fair, Economic Development Coordinator
Hyattsville CDC
jfair@hyattsvillecdc.org

(301) 683-8267
4312 Hamilton St. Hyattsville, MD 20781
<http://www.hyattsvillecdc.org>

Disclaimers:

The Hyattsville Community Development Corporation reserves the right to delay or reschedule the conduct of, cancel, or reissue this Call for Artists for any reason it deems fit or necessary to do so.

Applicants will be advised in the event of delay, cancellation, or reissuance.

The Hyattsville Community Development Corporation does not discriminate on the basis of race, color, age, ethnicity, religion, national origin, pregnancy, sexual orientation, gender identity, genetic information, sex, marital status, disability, or status as a U.S. veteran: and is an Equal Opportunity Employer.

Minority-owned Business Enterprises (MBE), Disadvantaged Business Enterprises (DBE), or individuals are encouraged to respond.

Examples of **interactive** artwork on following page.

The following are examples of interactive artwork. These are NOT examples of theme.



Hyattsville Horn Section: An Urban Musical Instrument by Christopher Janney, Christopher Janney, Hyattsville Justice Center, Hyattsville, MD Gateway Arts District 2002



Rotor Vane, Robert Perless, Roth Complex, Cedar Falls, Iowa 1990



A Tilt of Light, Elemental LED, Light in Winter, Federation Square, Melbourne 2012



Weave Mirrors, Daniel Rozin, bitforms gallery, 2007



Whirling Wheels, Dr. Alex Rodriguez, "Art on the Atlanta BeltLine", Georgia 2012



FLASH, Nathan Yong, Marina Bay iLight Festival, Singapore 2014