

# REQUEST FOR PROPOSALS

CITY OF WEST HOLLYWOOD  
ARTS DIVISION

## 9X9 MURAL

(West Hollywood Park)



Date Released: March 5, 2019

Deadline to Apply: April 5, 2019



[weho.org/arts](http://weho.org/arts)



@wehoarts

*The Persona (detail)*  
Yuri Boyko  
Temporary Vinyl Mural 2018

## PROJECT DESCRIPTION

The City of West Hollywood's Arts Division is seeking artist's proposals for a digital file of a 2D artwork (digital, photography, painting, etc.) in a square format. The image will be printed on a vinyl material at 9x9 feet and installed as a temporary mural in the West Hollywood Park's 5-story Parking Structure. The Artist will deliver the vinyl mural to the City (The City can recommend fabricators to the selected artist, if requested). The City will install the artwork. The artwork will remain on display for approximately 18 months.



To the left is an image of the current installation of Yuri Boyko's *The Persona*. The artwork is installed on an invisible frame system customized to accommodate the 9 x 9 foot vinyl mural. The stretched vinyl over the invisible framework provides a seamless and secure installation.

## ELIGIBILITY

The Request for Qualifications is open to professional visual artists eligible to work in the United States. Prior experience in public art is not required.

## BUDGET

The budget for the artist to provide the 9 x 9 foot vinyl banner with pockets is \$2,500. The project is intended to cover the cost of design + fabrication. The city will cover the cost of the mural installation.

## SELECTION PROCESS

City of West Hollywood Arts Division Staff will convene to review submissions through this request for proposals. Staff will generate a short list of artists to present to the Art on the Outside Subcommittee for final consideration. The artwork will be evaluated on the design quality, potential visual enjoyment, innovation/risk in concept and prospective social interaction, as defined in the Art on the Outside Review and Evaluation Criteria, taking into special consideration the following criteria:

- Ability to execute a high quality digital work and artist statement – conceptually, aesthetically and technically compelling.

- Artwork's ability to reflect the City's progressive values through original content.
- Capacity to complete the project described in this RFP within the schedule.
- Proven artistic merit and strong professional qualifications as demonstrated through previous exhibitions.
- Consideration of the social/cultural context of the site, scale of the artwork at the site, and audience that may encounter the work.

## TO APPLY

Applications must be submitted online: <https://form.jotform.com/90637221695158>

*The application will require the following information. Please read all of the information listed carefully. Incomplete applications will be disqualified from consideration.*

1. GENERAL CONTACT INFORMATION – Name, Address, Phone, Email, Website, Instagram (if available)
2. CV/RESUME (four page maximum).
3. PROPOSED MURAL
  - a. ONE IMAGE – Digital File of proposed artwork. Digital files must be in JPG format, 300 DPI, 5MB or smaller.
  - b. ARTWORK DESCRIPTION must include the artwork title, media, year of completion, and an artist's statement about the artwork (maximum 150 words).

## SCHEDULE

The following dates represent the schedule that will be followed. The City reserves the right, at its sole discretion, to adjust this schedule, as it deems necessary.

March 5, 2019	RFP released
<b>April 5</b>	<b>RFP deadline</b>
April 25	Art on the Outside Subcommittee meeting to select artist/artwork
June-July 2019	Fabrication + Installation

## DEADLINE

Complete applications must be submitted online by **5:00pm, April 5, 2019**.

## CITY OF WEST HOLLYWOOD

The City of West Hollywood, known as the “Creative City,” was incorporated in 1984. It is 1.9 square miles in area and is bounded by Beverly Hills to the west, Hollywood to the east, and Los Angeles to the north and south. West Hollywood serves many diverse communities and cultural traditions. Its audiences include older immigrants from repressive political environments, children, families, singles and a large LGBTQ population.

The City is home to approximately 37,000 residents and over 3,500 businesses. Sixty percent (60%) of adults are college-educated, and 54% are employed in managerial and professional occupations. Approximately 40% of the City’s residents are gay or lesbian, 10% are Russian-speaking immigrants, and close to 20% are senior citizens.

The City of West Hollywood delivers a broad array of arts programs through the City’s Arts Division, WeHo Arts (@wehoarts), including: Art on the Outside (temporary public art), Summer Sounds, Winter Sounds, WeHo Reads, Free Theatre in the Parks, Arts Grants for Nonprofit Arts Organizations, Library Exhibits and Programming, One City One Pride LGBTQ Arts Festival, and Urban Art Program (permanent public art). [www.weho.org/art](http://www.weho.org/art)

## QUESTIONS

For all questions related to this RFP contact Rebecca Ehemann, Public Art Coordinator, (323) 848-6846, [rehemann@weho.org](mailto:rehemann@weho.org).

*The City of West Hollywood reserves the right to cancel or postpone this RFP at any time. The City of West Hollywood reserves the right to photograph, videotape, and distribute images of the temporary artwork for non-commercial purposes. The City of West Hollywood reserves the right to retain, remove, and/or relocate all artworks commissioned as a result of this RFP.*



The City of West Hollywood  
Economic Development Department  
Arts Division  
[weho.org/arts](http://weho.org/arts)  
@WeHoCity @WeHoArts

