

**REQUEST FOR QUALIFICATIONS
CITY OF MIDDLETON PUBLIC ARTS COMMITTEE**



Postmark Deadline for Application: February 28, 2010



City of Middleton
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www.middletonarts.org

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REQUEST FOR QUALIFICATIONS: CITY OF MIDDLETON PUBLIC ARTS

Announcement

The City of Middleton is soliciting qualifications from individual artists and artist teams for artistic enhancements to the Parmenter Roundabout in the City of Middleton. The City of Middleton Public Arts Committee has identified the installation of public art for implementation in 2010-2011. The City is issuing a two-stage request for qualifications, and then proposals, to a select group of regional artists.

Project Description

The Parmenter roundabout has the potential of being a focal point in downtown Middleton and with the addition of a unique work of art will help to make this city an even more beautiful place to live, work and play. The recently adopted Public Art master plan states the following: “A unique opportunity exists to create a “spine” running north and south through downtown to the planned Tribeca Development along Parmenter. It can have a number of “ribs” emanating from it representing various historic, retail, service, residential, cultural, educational, and other amenities...**the roundabout at Discovery Drive indicates the center of that spine and itself is a prime location for an appropriate work of public art.”**



The interior of the roundabout is a circle with a diameter of 60 feet. The work of art must be fabricated in durable, permanent, outdoor media that is safe, easily maintained, and has proven its viability in public artworks. Work will also need to be coordinated with the Middle Public Works Department. The work should be designed in a way to improve the aesthetics of the area, maintain adequate sight distances, and clearly indicate to drivers that they cannot pass straight through the intersection. Also, the work should not distract drivers or interfere with the visibility of signs, and should be positioned clear of the required sight lines with a recommended clearance of at least 10' from the inside curb of the truck apron. Other than these restrictions, all creative ideas are welcome. Consideration will also be given to previously fabricated art pieces if they meet the requirements of this RFQ.

Eligibility

This project is open to artists residing in Wisconsin, Illinois, Indiana, Iowa, and Minnesota. Upon reception of qualifications, the City of Middleton Public Arts Committee will invite three artists to submit proposals. An honorarium of \$500 will be provided to each of the three selected artists.

Project Budget

The budget for this project is anticipated to be \$50,000. The implementation of this project is contingent upon contributions to the Middleton Public Art Fund from private sources. The funds have yet to be raised and that is why there may be a significant time gap between the issuance of this RFQ and the installation.

City of Middleton

The City of Middleton was named the “Best Place to Live” in America in the 2007 issue of *Money Magazine*, and the fourth “Best Place to Live” in the 2009 issue. With an outstanding quality of life, the “Good Neighbor City” is a dynamic hub of commercial activity, recreation, entertainment, dining/night life and environmental treasures on the western edge of Madison, the Wisconsin state capital. Unlike most other cities of its size (approx. 17,000 population), Middleton features the amenities and activity of much larger cities while maintaining its own unique small town charm with friendly and spirited people. Our community embraces a vast interest in and enhancement of quality of life amenities such as the following: the pristine treasure of the Pheasant Branch Conservancy, a vast and growing network of accessible bike/pedestrian trails linking the community, the Performing Arts Center at Middleton High School, the Middleton Municipal Airport, Pleasant View Golf Course, a nationally ranked Public Library, Capital Brewery and its Bier Garten, hosting numerous outdoor events, and outstanding neighborhoods, including the nationally acclaimed Middleton Hills.

Middleton benefits from close proximity to Madison, as well as the University of Wisconsin and the U.W. Research Park. Our business community features a strong cluster of high-tech, biotech, pharmaceutical, medical research and agri-businesses as well as emerging and expanding commercial enterprises. Key business centers include Greenway Center/Greenway Station featuring Wisconsin’s only “life style” shopping center; Airport Road Business Park; Middleton Business Park; Discovery Springs; Downtown Middleton; the international headquarters for homegrown Electronic Theatre Controls; and in 2008, the U.W. Medical Foundation Headquarters and the second Costco in the State of Wisconsin. With a superb collaborative partnership between the City, School District and the Chamber of Commerce, the City’s tax base has grown from about \$1 billion in tax valuation in 1998 to about \$2.5 billion in 2007.

Selection Process

Phase One: Selection of Finalists

1. Committee Review

The Public Arts Committee will review submissions and select three finalists who will be asked to prepare a detailed conceptual design proposal. Finalists will be selected based on the following criteria:

- Public art experience
- Design excellence in past work, including originality of concept, site context, and quality of workmanship and materials, as evidenced in images of completed projects
- Demonstrated ability in working with permanent materials appropriate for long-term exposure in a public outdoor setting
- Demonstrated ability to work collaboratively and positively with public agencies, public review processes, and/or community organizations

2. Project Orientation

Limited travel expenses will be provided for the project orientation to the three selected artists. The Public Arts Committee will provide a short tour to the selected artists and give more detailed information about the site.

3. Honoraria

In order to receive the honorarium, the three finalists will be required to submit a more fully detailed conceptual design proposal that includes the following:

- To-scale renderings of the proposed artistic enhancement, location, and orientation
- A written description and/or sample of the materials to be used and written substantiation of their appropriateness
- A timeline for the design, fabrication, and installation
- A written budget for all project costs (not to exceed)
- A brief written narrative describing the concept, theme, and intent of the proposal

4. Proposal Submittal

Limited travel expenses will be provided for the proposal submittal to the three selected artists (living over 100 miles away). Finalists will be paid an honorarium of \$500 for the successful submittal of the conceptual design proposal. All documents, including sketches, plans, specifications, reports, and all other materials submitted as part of the conceptual design proposal will remain the property of artist. However, the City of Middleton would like to display these materials for a period of thirty (30) days.

Phase Two: Selection of Artist/Artwork

After the finalists proposals have been presented to the Public Arts Committee, the proposals will be publicly displayed for a period of time. Upon selection and approval of the Public Arts Committee, the proposal will be brought to City Council for review and approval. **The City reserves the right to award a contract to more than one artist/artist team; to reallocate the project funds; and/or to not award a contract in response to this RFQ.**

Criteria for the final selection of artwork includes, but is not limited to:

- Artistic excellence, creativity and originality of concept
- Public response to the conceptual design proposals during the public exhibition period
- The artists response to the physical, social, and functional nature of the site and the relationship of the design to the site
- An evaluation of the proposed budget, including:
Feasibility for the nature and scope of the project, and
- Positive feedback from professional references

Deadline

Please note that this is a request for qualifications and not a request for proposals. The Middleton Public Arts Committee will select and notify 3 artists from whom to request proposals. At this time, the following application materials are being requested. These materials must be postmarked by February 28, 2010:

- Resume and 3 References
- Images and descriptions of previous work (submitted on a CD, with no single image exceeding 1mb in size) and a letter of interest

Public Arts Committee
c/o Abby Attoun
City of Middleton
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For further information, contact Abby Attoun at (608) 827-1043 or email: aattoun@ci.middleton.wi.us

Tentative Timeline

February 28, 2010 -Deadline to submit qualifications

February 28, 2011 -Deadline for finalists proposals