

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



Postmark Deadline for Application: July 31, 2009



City of Middleton
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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 City's new Municipal Court and Police Station building atrium. The building is to be completed by March 31, 2010. The City of Middleton Public Arts Committee has identified the installation of public art for implementation in 2009-2010 in conjunction with the construction of this building. The City is issuing a two-stage request for qualifications, and then proposals, to a select group of Wisconsin artists.

Project Description

The City of Middleton Municipal Court and Police Station is a Craftsman-style building designed by Milwaukee-based architect Kurt Zimmerman. The Public Arts Committee has commissioned an installation of stained glass on the exterior windows of the building and is now considering artistic enhancements to the atrium. Specifically, the Public Arts Committee is interested in incorporating a hanging sculptural feature in the atrium of the building.

Eligibility

This project is open to artists residing in Wisconsin. Upon reception of qualifications, the City of Middleton Public Arts Committee will invite up to three artists to submit proposals. An honorarium of \$250 will be provided to each of the three selected artists.

Project Budget

A budget of \$5,000 has been secured for this project. Proposals could be submitted for projects costing up to \$10,000. The Public Arts Committee will have to raise the additional \$5,000 required to install a \$10,000 project.

City of Middleton

The City of Middleton was named the "Best Place to Live" in America in the August 2007 issue of *Money Magazine*. 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 up to 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 setting

2. 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

3. Proposal Submittal

Limited travel expenses will be provided for the proposal submittal to the selected artists (living over 100 miles away). Finalists will be paid an honorarium of \$250 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

The following application materials must be postmarked by July 31, 2009:

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

Public Arts Committee
c/o Abby Attoun
City of Middleton
7426 Hubbard Avenue
Middleton, WI 53562

For further information, contact Abby Attoun at (608) 827-1043 or email: aattoun@ci.middleton.wi.us

Tentative Timeline

July 31 – Deadline to submit qualifications

Week of August 17-21 – Selection of finalists

October 1 – Presentation of Proposals in Middleton

Week of October 12-16 – Artist Selection

The atrium art ideally would be installed in time for the building's grand openings, which is tentatively scheduled for March/April 2010.