

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



**Postmark Deadline for Application: June 27, 2008**



City of Middleton  
7426 Hubbard Avenue  
Middleton, WI 53562  
[www.middletonarts.org](http://www.middletonarts.org)

Contact:  
Abby Attoun, Associate Planner  
[aattoun@ci.middleton.wi.us](mailto:aattoun@ci.middleton.wi.us)

Phone: (608) 827-1043

## **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 Municipal Court and Police Station building, which is currently being designed. 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 regional artists.

### Project Description

The City of Middleton Municipal Court and Police Station is currently being designed by a Milwaukee-based architect. A concept plan for the building has been approved by the Plan Commission. Final designs have not yet been approved. The Public Arts Committee is considering artistic enhancements to the permanent structure of the building, including (but not limited to), exterior or interior wall reliefs, decorative flooring in public areas, enhancements to the expanses of windows shown on the plans, and interior or exterior lighting installations which may include LED lights or other computer generated imagery.

### 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 has not been secured.

### 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 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
- 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. The Arts Committee will host a public meeting to get feedback on the conceptual design proposals. The meeting will be held on a Saturday morning to encourage public participation. 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 June 27, 2008:

- 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  
7426 Hubbard Avenue  
Middleton, WI 53562

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

Tentative Timeline

**June 27** – Deadline to submit qualifications

**Week of July 14-18** – Selection of finalists

**Late July / Early August** – Project Orientation visit to Middleton

**September** – Presentation of Proposals in Middleton

**October / November** – Artist Selection