

## CALL FOR PUBLIC ART PROPOSAL

The Management Team of MainPlace Mall located at 2800 N Main Street, Santa Ana, California is issuing a Call for Public Art Proposals to Santa Ana-based artists or artist teams for the design, fabrication, and installation of an original, durable, and low-maintenance indoor public artwork suitable for placement on this property. There are several mural opportunities in addition to sculptures and freestanding artwork. The budget for each project ranges between \$1,000 and \$5,000. The Management Team will review complete proposal submittals and award more than one artist/team the contract to execute their public art concept(s).

The deadline for proposal submission is **Sunday, September 13 at 11:59PM (PST)** and must be submitted via email to [akravitz@centennialrec.com](mailto:akravitz@centennialrec.com).

### **PROJECT OBJECTIVE**

This CFP is intended to engage Santa Ana-based artist to create interactive public art that will reflect the history and diversity of the surrounding community where MainPlace Mall is located. The Management Team wants to create selfie and instagrammable moments throughout the shopping center. They're open to a wide range of proposals as there is no set artistic medium (sculptures, murals, and art installations are acceptable).

### **SITE INFORMATION**

Sculptures will be placed in the common area of the shopping center on platforms that are 4'x4' or can combine multiple if needed to make it larger. Interactive murals will be placed over gates in various spaces located in the mall. The murals will be painted on panels provided by the shopping center that range depending on the location. The Management Team is open to any public art option proposed and are looking to engage more than one artist as there are multiple projects.

Site visits can be scheduled by contacting Ashley Kravitz at [akravitz@centennialrec.com](mailto:akravitz@centennialrec.com).

### **PROPOSAL SELECTION CRITERIA**

The developers will select one finalist based on:

- Artistic merit and originality
- Experience creating artwork for public spaces, preferred by not required
- If the proposal has technical design parameters, the ability to successfully execute
- Track record working within a timeline and budget, preferred but not required
- Availability and ability to work for the term of the project

### **DESIGN & INSTALLATION**

Design Criteria:

- Artwork should be designed to integrate well with MainPlace Mall and the local community
- With the exception of murals, no part of the artwork will be attached to the building

The artist/team will fabricate the artwork and install the piece(s)/mural within the agreed-upon time frame. The developers will be responsible for constructing the foundation for the art piece(s), if necessary.

The all-inclusive award between \$1,000 - \$5,000 for the artwork will include artist fees, design fees, travel expenses, fabrication cost, site-preparation costs and engineering expenses (if necessary), shipping and transportation, installation, and any other expenses related to the design. The artwork and all rights to it shall be owned by the developer.

### **HOW TO APPLY**

A complete submission must include all the information and materials described below:

*1. Application Cover Sheet:*

Please complete and submit the Application Cover Sheet, as provided at the end of this CFP. The form must be signed to be acceptable.

*2. Letter/Statement of Interest:*

Describe in a couple of paragraphs your interest in the project and preliminary ideas for how you would approach this project. The letter should demonstrate your understanding of the project objectives and a preliminary proposal on how they would be achieved.

*3. Concise 2D representation/drawing and/or 3D model of your artist concept:*

In a single or a series of up to five images, please present your idea(s) for your artwork.

*4. Current Resume(s):*

If submitted as a team, please identify the team leader and include resumes for each team member, with each resume being no longer than three pages. Resume(s) should reflect artist experience designing, fabricating, and installing artwork in outdoor public settings. Resume(s) should include information regarding past public art commissions, design team experience, exhibitions, awards, grants, and education.

*5. Images of Past Work & Annotated Image List:*

Artists/artist teams must submit up to five images of relevant work samples. Please submit pdf or jpeg files with a minimum 72 DPI resolution. Every image file must be titled first with the number of the image in the order to be viewed, followed by the artist's last name (for example: 01\_Smith; 02\_Smith). Number must correspond to an annotated image list. Images should be labeled with the title of the piece, the specific medium, the dates, and the dimension of the art. Artists applying as a team may include examples of existing collaborative work.

*6. (Optional) Two Professional References:*

References should have an intimate knowledge of your work and working methods in public settings. Please include name, affiliated organization (if appropriate), address, phone number, and email address for each. Please indicate relationship to each reference.

**The proposal must be submitted via email.** Emails, including all attachments, shall not be larger than 25 MB in size. If you wish to submit materials over this size, contact the developer. Hardcopy and/or handwritten materials will not be accepted. Application materials must be received by **Sunday, September 13, 2020 at 11:59 PM PST** and be addressed to [akravitz@centennialrec.com](mailto:akravitz@centennialrec.com) with the subject heading "MainPlace Mall: Open Call for Public Art Proposal"

*(Scroll down for Application Cover Sheet)*

## APPLICATION COVER SHEET

Date:

### **Artist/Artist Team Contact Information**

Name:

Address:

Phone(s):

E-mail:

Website:

If an artist team, please list all other members:

### **Please check the following items to indicate they are attached:**

Letter/Statement of Interest

Current Resume(s)

Images of Past Work & Annotated Image List

Two Professional References

Artist or Head of Organization Signature:

Type or Print Name:

Date: