

REQUEST FOR QUALIFICATIONS (RFQ) FIRE STATION 71



OVERVIEW

The Los Angeles County Arts Commission's Civic Art Program is seeking an artist or artist team to execute a permanent artwork for Fire Station 71 in Malibu, CA.

BUDGET

An all-inclusive budget of \$65,000 is projected. This budget includes artist fees, liability insurance, travel, and all costs associated with the fabrication, delivery and installation of the artwork.

FIRE STATION 71

The existing fire station will be replaced with a new, larger structure with a footprint of approximately 5,800 square feet. This new station will include an apparatus bay large enough to accommodate two fire engines and a paramedic squad. The project will provide access driveways to West Pacific Coast Highway (PCH) and to Wildlife Road. New landscaping will consist of native, drought-tolerant plants.

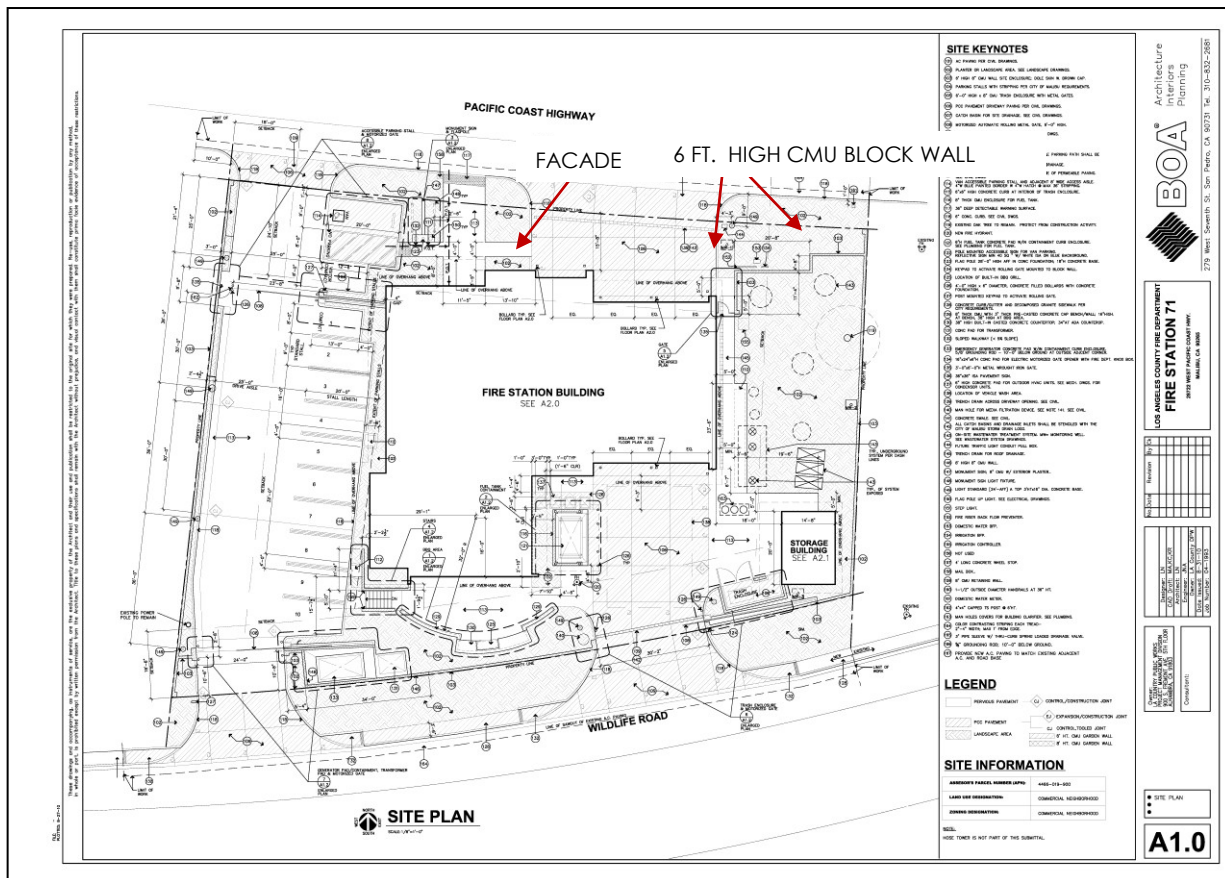
MALIBU POTTERIES

The construction of PCH in the early 1920's connected Malibu to a large labor force and ports in Santa Monica, Los Angeles and San Pedro. This new highway paired with Malibu's local red clay and abundant water supply, lead to the establishment of Malibu Potteries in 1926.

The 44,000 square foot plant had a production capacity of 30,000 square feet of finished tile per month. Although only in existence for six years, the talented artists and craftsmen, including Simon Rodia the famous builder of the Watts Towers, produced an amazing variety of designs that were distributed throughout the world. The majority of tiles can be found in homes and buildings that were built in Los Angeles during that time, including the Hollywood Roosevelt Hotel, Union Station in downtown Los Angeles, and the Adamson House located just east of the fire station in Malibu.

ARTWORK

Because of the area’s historic connection to tile production, one potential direction includes the addition of decorative tile and/ or mosaic to the building’s façade and exterior wall, but may also include other media that can be applied to flat surfaces. The artwork should go beyond the obvious, reflect a high level of craftsmanship, and offer a new, contemporary perspective on a traditional art form. The artwork should incorporate innovative ideas that are contextually aware and relevant to the local community, and must be of an appropriate scale to read to observers passing on PCH. A pdf of the site plan can be downloaded [here](#).



CRITERIA FOR SELECTION

The guiding principles of the Civic Art Program emphasize artworks which exhibit aesthetic and technical quality, innovation, site-specificity and civic engagement. The finalists will be selected according to the following criteria:

- Proven artistic merit and strong professional qualifications;
- Ability to work with a government agency, designers and local residents;
- Ability to create an artwork that is meaningful to the community;
- Ability to execute a high quality, easily maintainable artwork.

SELECTION PROCESS

A Project Coordination Committee (PCC) has been convened for this civic art commission opportunity. The PCC reviews artist applications, conducts finalist interviews, selects the artist (or artist team) and reviews the project from design development through completion.

The Fire Station 71 Project Coordination Committee is composed of:

- A representative of Supervisor Zev Yaroslavsky (3rd District),
- A representative of the Chief Executive Office,
- A representative of the Department of Public Works (project manager),
- A representative of the Fire Department,
- An Arts Commissioner from the 3rd District, and
- One or more arts professionals.

Civic Art Program staff serves as non-voting advisors to the Project Coordination Committee and will facilitate the selection process.

ELIGIBILITY

This commission is open to artists who reside in Los Angeles County. Two-dimensional artists, such as painters, printmakers and photographers with proven artistic merit and strong professional qualifications are encouraged to apply.

TENTATIVE SCHEDULE

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| January 25, 2012 | Deadline for RFQ submissions |
| February | Finalists Interviews/ Final Artist Selected |
| April | Artwork Conceptual Design |
| July | Artwork Final Design Complete |
| November 2013 | Fabrication of artwork complete |
| January 2014 | Installation of artwork |

TO APPLY

The following materials must be received by Wednesday, January 25, 2012 at 5:00 p.m.

1. Résumé including name, mailing address, phone number(s), fax, email and web page (if applicable). Résumé should not exceed three (3) pages.

2. A two-page letter of interest, addressing:
 - Why this project interests you;
 - Interest in or experience working with community facilities; and
 - Your connection to, or interest in, the Malibu community.

Only letters which specifically address these points will be considered.

3. Up to fifteen (15) images of your relevant work.
 - Submit digital images on a CD-ROM in JPEG format, PC compatible, no larger than 1920 X 1920 pixel resolution (do not zip or stuff your files). Each image must be unlocked and downloadable.
 - Label each image with artist's name and a number which corresponds to the annotated image list – for example 001JaneJones, 002JaneJones.
4. An accompanying annotated image list, including:
 - Title, date and location of artwork;
 - Very brief project description;
 - Medium and dimensions;
 - Budget; and
 - Commissioning agency or client, and project manager, if applicable.
5. Three professional references, with title, phone and email addresses.

For general tips on submitting a successful application, please visit the [Opportunities and Resources](#) page of our website.

DEADLINE FOR APPLICATIONS

Application materials must be received at or before 5:00 p.m., Pacific Standard Time (PST) on January 25, 2012. Any application materials received after the date and time specified above will be rejected and considered non-responsive, and returned to the Artist unopened.

Please submit materials to the address listed below. Please indicate whether you want your materials returned.

Los Angeles County Arts Commission
Civic Art Program, ATTN: Fire Station 71
1055 Wilshire Blvd, Suite 800
Los Angeles, CA 90017

ADDITIONAL INFORMATION

For questions about the Fire Station 71 opportunity, please contact Erin Harkey, Civic Art Project Manager, at 213-202-3985 or eharkey@arts.lacounty.gov. For additional information

about the Civic Art Program, please visit the Civic Art Program online at www.lacountyarts.org/civicart.htm.

- *Do not send original artwork.*
- *Late applications will not be considered and will be returned.*
- *If artists are applying as a team, the team must be declared at the time of application in the letter of interest. Include resumes for all team members with application. Please submit up to 15 images per team, not per artist.*
- *While every effort will be made to carefully handle applications, the Arts Commission cannot be held responsible for lost or damaged materials.*
- *The Arts Commission reserves the right to accept or reject any and all responses received, or commission an artist through another process.*
- *All artists who submit their materials for review will receive written notification of the results of the selection process, including identification of the selected artist(s).*
- *All information contained herein does not constitute either an expressed or implied contract.*
- *Artists will not be eligible for more than two county projects at any given time.*