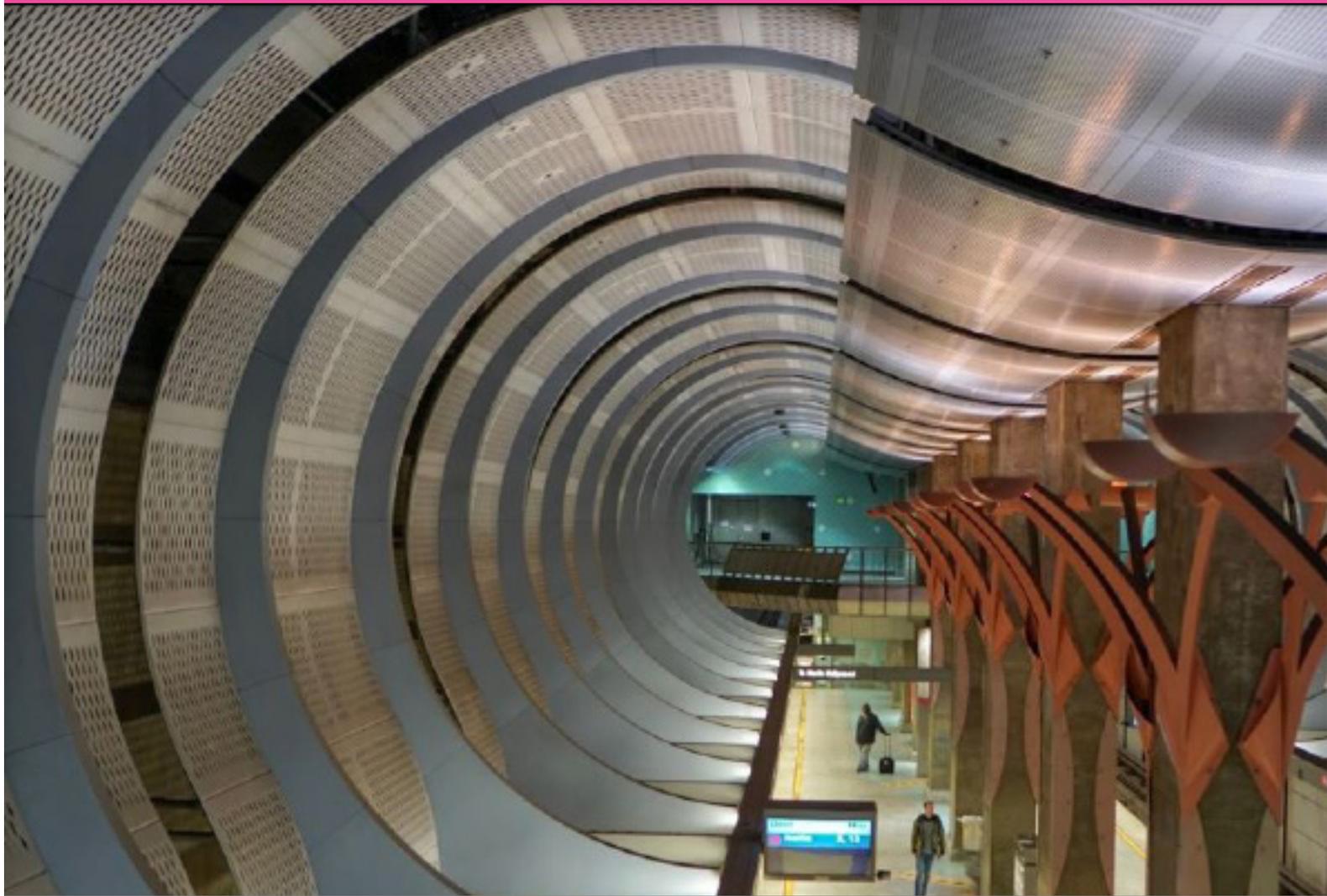


Los Angeles County  
Metropolitan Transportation Authority

# Call to Artists

## *Hollywood/Highland Station Artwork Design Services*

Applications Due: September 16, 2019



Metro Rail Hollywood/Highland Station, Sheila Klein, "Underground Girl," 2000



**Metro**

Los Angeles County  
Metropolitan Transportation Authority

One Gateway Plaza  
Los Angeles, CA 90012-2952

213.922.2000 Tel  
metro.net

# Hollywood/Highland Station Request for Qualifications (RFQ) Artwork Design Services

August 2, 2019

## Opportunity

The Los Angeles County Metropolitan Transportation Authority (Metro) invites visual artists residing in the United States to submit qualifications for an opportunity to create a 2D artwork for the entrance of the existing Hollywood/Highland Metro Rail Station. The Hollywood/Highland station, which opened in 2000, is served by the Red Line and offers multiple connections to Metro Bus Lines.

The selected artist will design a site specific and original artwork to replace the ceramic tiled walls at the station entrance. Artists who have a practice in painting, drawing, collage, printmaking, textiles, photography, still digital or other 2D media will be considered. The artwork design must be digitized and delivered as high-resolution files in full scale for translation into glass mosaic. In addition to developing the artwork, the artist will provide fabrication and installation oversight. The artwork will be executed on three adjacent walls. The primary wall, measuring approximately 70 feet long and 12 feet high, directly faces the escalators and stairs leading to the concourse. Perpendicular to each side of the primary wall are two additional wall sections, each measuring 25 feet long and 12 feet high. The total area is approximately 1,300 square feet. Final dimensions may be subject to change and are to be verified.

## Background

Metro's award-winning art program commissions artists to create artworks that transform the transit customer experience and add to the artistic vibrancy of the communities it serves.

Metro is unique among the nation's transportation agencies, serving as transportation planner and coordinator, designer, builder and operator for one of the country's largest, most populous counties. More than 9.6 million people – nearly one-third of California's residents – live, work, and play within our 1,433-square-mile service area.

The station concourse and platform ceiling was designed by the original artist, Sheila Klein, and architecture team, Dworsky Associates (now CannonDworsky), into a series of theatrical lights and telescoping, organic, sculptural forms. One has the sense of being in the depths of a giant creature.

The area's surrounding architectural legacy includes the former Grauman's (now TLC) Chinese Theater, the El Capitan Theater, the Egyptian Theater and the Hollywood Bowl: all influential landmarks for the original design team. Likewise, traditional early Hollywood musical extravaganzas influenced the creative collaboration on this station, resulting in a heightened sensory and theatrical experience for those passing through. The station represents a dramatic complement to Hollywood's cultural past as well as a prominent salute to its future.

*<https://www.metro.net/about/art/artworks/underground-girl/>*

## Eligibility

This call is open to emerging and established professional visual artists who are legally authorized to work in the United States (per U.S. Department of Labor). Please note that artists who have completed a permanent Metro Art commission may apply, but are ineligible for new commissions if they are currently working on a Metro Art commission or have completed a Metro Art commission within the last three years. Employees and contractors involved in constructing rail and bus lines for Metro are ineligible.

## Qualifications and Evaluation Criteria

Artists will be considered for a contract award based on:

1. Artistic Merit 60%
  - As evidenced by past examples of similarly scaled artwork commissions
2. Experience 20%
  - As evidenced by an advancing exhibition history and completed commissions
  - As demonstrated by responsiveness to site and understanding of project goals
3. Availability 20%
  - Commitment to meet the project schedule and willingness to collaborate with Metro
  - Commitment to work on a secure transit facility without impacting Metro operations

## Selection Process

A community-based peer selection panel with diverse backgrounds in contemporary visual art will review applicant submittals and, using the evaluation criteria above, recommend artists to present a preliminary concept proposal. In order to establish the competitive field within the criteria, Metro Arts and Design staff may screen candidates to present to the panel. Candidates developing proposals will be compensated \$2,900 to cover the cost of design, presentation materials and any associated travel.

## Budget

An all-inclusive, not to exceed budget of \$95,000 shall include the design fee, community engagement, insurance and other administrative costs associated with the development and delivery of the artwork design and oversight of fabrication and installation.

## Period of Performance

It is anticipated that the Period of Performance will be from winter 2019/20 through winter 2023.

## Special Conditions

- The station will be fully constructed, occupied and operational during Artwork installation
- Services are to be provided as a freelance, independent contractor and not an employee of Metro
- This procurement has no subcontract opportunities; one individual specialist will complete assigned tasks in a consistent manner over a three-year period of time

## Application Materials

- All application materials must be submitted online via SlideRoom at <https://metroart.slideroom.com/>. There is no charge to artists for using SlideRoom.
- Look for “Call to Artists – Hollywood/Highland Station.”

- Applicants should use the latest version of their web browser to ensure a smooth online submission experience when using SlideRoom
- Applicant must provide a permanent mailing address, e-mail and phone contact information.
- Applicant's name must be included on each page of each file submitted.
- Incomplete submittals will not be considered.
- Metro reserves the right to request supporting documentation of any submittal materials for verification purposes.

**Submit the following application materials to Metro via <https://metroart.slideroom.com/>:**

1. Letter of Interest (500 words max.)
2. Professional resume detailing your relevant professional experience (1-3 pages, PDF format)
3. Ten (10) images of relevant past work as digital files in JPEG format, 1400 pixels x 2100 pixels, 300 dpi.
  - Name your files using your last and first name followed by a number, no spaces or hyphens. For example, LASTnameFIRSTname01, LASTnameFIRSTname02, LASTnameFIRSTname03, etc. Images will be displayed in the naming order.
  - Submit only images of applicant's own original artwork.
  - Do not submit specific proposals for new artwork.
4. Annotated image descriptions (2 pages, PDF format)
  - Typed page listing of each digital image in the sequence above. Include thumbnail image, file name, title of the work, medium, dimensions, date and location (if applicable).
  - For previous public art projects list: the project location, commissioning body, budget, date of completion, subcontractors and/or fabricators and project manager.
5. Professional references (1 page, PDF format)
  - E-mail, phone and mail contact information for three references qualified to testify to applicant's artistic capabilities and accomplishments.

### **Submittal Deadline**

Application materials must be received by Metro via <https://metroart.slideroom.com/> by 5:00pm PST on **Monday, September 16, 2019**. Application materials received after this deadline will not be reviewed. Application materials that are not formatted according to the specifications provided herein will not be reviewed.

### **Additional Information**

- Hard copy application materials will not be reviewed and will be returned unopened
- Incomplete application materials will not be reviewed
- Proposal for artwork designs are not required as part of the initial application process
- All information contained herein does not constitute either an expressed or implied contract and these provisions are subject to change. Metro reserves the right to reject any or all applications, or to terminate the selection process for any project without prior notice

### **Questions**

Please forward any questions regarding this RFQ via e-mail to Mayen Alcantara, Senior Manager, Metro Arts and Design at [alcantaram@metro.net](mailto:alcantaram@metro.net). E-mail requests should include the subject line: *Hollywood/Highland RFQ Clarification*. Questions are reviewed, and answers provided per a schedule. Final questions must be received in writing, via e-mail, no later than 4:00pm PST **August 30, 2019** responses will be provided by **September 6, 2019**.

## Attachments

- A - [DRAFT Statement of Work](#)
- B - [Existing and Future Artwork Locations](#)
- C - [Station Images](#)
- D - [Metro Rail System Map](#)

## Schedule (Subject to Change)

August 2, 2019	Issue Request for Qualifications (RFQ)
August 30, 2019	Deadline for RFQ questions
September 6, 2019	Final RFQ responses
September 16, 2019	Artist applications due
Fall/Winter 2019	Artist selection
Winter 2019-20	Procurement (Contracting)
Summer 2020	Artwork design development
Summer 2021	Artwork final design
Fall 2022	Artwork fabrication oversight
Spring 2023	Artwork installation oversight
Winter 2023	Project completion