

CITY OF CORAL GABLES

ART IN PUBLIC PLACES PROGRAM

CALL FOR ART: TEMPORARY EXHIBITION, GIRALDA SKY

BUDGET: \$150,000

ELIGIBILITY: Professional artists residing in the United States or abroad



PROJECT BRIEF:

The City of Coral Gables requests concept proposals from professional working artists for consideration to create an inaugural artist designed temporary installation for the City’s Giralda Plaza. Artwork is sought that incorporates environmental sustainability in concept and design. Environmental sustainability for the purposes of this opportunity refers to concept, design, and/or material that addresses reuse without harm to the ecosystem.

PROJECT DESCRIPTION:

The City of Coral Gables’ Giralda Plaza just celebrated its one-year anniversary after an extensive streetscape construction project. As a result, sidewalks were removed and the street was transformed into a pedestrian-only block with outdoor dining. Pavers were laid in a pattern of concentric circles to mimic the ripple effect of raindrops. At the center of the block is a catenary light system designed to resemble falling rain. Due to the high concentration of dining establishments, the area is also known as “Restaurant Row.”

The site runs the length of the 100 block of Giralda Avenue with Galiano Street on the East end and Ponce de Leon Boulevard on the West. The block is six hundred (600) feet in length and is sixty (60) feet wide from property line to property line. Giralda Plaza is accessible twenty-four hours a day with restaurants and businesses open every day and into the evening.

In the summer of 2018, the City launched the highly successful “Umbrella Sky” at the site. The project was installed and designed by the company Sextafeira. The project used an overhead truss and cable system to fill the overhead space of Giralda Plaza with brightly colored umbrellas. The City desires to build on the success of “Umbrella Sky” with an artist-designed artwork worthy of global recognition and social engagement. The intention is to use the truss and overhead system for attachments, although other proposed means of installation will be considered. Details of the system are available in the Technical Information section of this call.

PROJECT GOALS:

The goal of Giralda Sky is to welcome residents and visitors, through art, to encourage a socially engaging experience that elicits discussion; is a gathering place for family and friends; is shared with others through social media; incites reflection; arouses curiosity and inspires repeat visits and further exploration of Coral Gables.

This first artist-led temporary installation has a further goal of incorporating environmental sustainability (see brief above) as part of the concept and design.

PUBLIC ART OPPORTUNITY:

- Overhead artwork installed during the months of June, July, and August, 2019
- Added beneficial use as shade structure encouraged (note technical information regarding uplift)

TECHNICAL INFORMATION

Plans for the available truss structure and possible methods of attachment are available through the on-line RFP at www.coralgables.com/GiraldaSky.

Two Sections are required for each end of the Plaza.

Length - East end: 150 ft.

Length - West end: 180 ft.

Width:

Truss width is forty feet (40') across the span of the plaza.

Height:

The vertical truss structure will rise above the tree canopy. Artwork may be positioned below the height of the canopy, provided the artwork and installation material does not interfere or present an opportunity to become tangled with the branches and leaves.

The truss + ballast is approximately eighteen feet (18') high with flexibility to increase height. The previous system used an “L” shape, right angle, at the top of the truss. However, an arched system may be possible and allow for an additional three to four feet (3'-4') in height.

Maximum Weight of the truss support system:

Span (in feet)	Weight (in pounds)
10	4,497
20	1,550
30	864
40	428

Installation of artwork must have porosity or other permeable aspect to avoid wind uplift.

In the event of tropical storm winds or higher, artwork must be easily de-installed by a vendor of the City's choosing. Most likely, this will be the team responsible for installing the truss system.

The Arts Advisory Panel encourages artists to be creative with design, materials, and placement.

ABOUT SUSTAINABILITY IN CORAL GABLES:

During the development of the City of Coral Gables, City founder George Merrick frequently used waterfront scenes to boast the city's 40 miles of waterways. More than 90 years later, the City leadership has been at the forefront of bold initiatives to protect and conserve its natural habitat. In 2017, Coral Gables became the first city in Florida to ban the use of plastic bags. Retail establishments and restaurants went through a twelve-month education campaign, during which the City focused its efforts on educating local businesses on the benefits of the new law and encouraging innovative ideas to eliminate single-use plastic bags, including during special events.

Additionally, the City Commission banned the use of expanded polystyrene (Styrofoam) in the best interest of the public health, safety, and welfare of its residents and visitors; and to reduce litter and pollutants on the land and in the waters of the City. The goal of the ordinance is promote replacing expanded polystyrene items with reusable, recyclable, or compostable alternatives whenever possible. To lead by example, the City has ceased purchasing products that are made of expanded polystyrene.

SELECTION PROCESS:

Members of the City's Arts Advisory Panel will evaluate artist concept proposals as set forth in the Coral Gables Art in Public Places Program: Funding, Goals and Implementation Guidelines. A short-list of artists will be asked to further develop their concept proposals for the City and will receive an artist Honoria of \$2,000 with the final selected artist entering into an agreement with the City to proceed with their design. Due to the expedited timeline, a site visit is encouraged, although not necessary and will not be reimbursed. Short-listed artist designs may be considered for future installations at Giralda Plaza.

Qualifying Artist Criteria:

- Meets the definition of professional artist, which is defined as "an individual generally recognized by critics and peers as a professional practitioner of the visual arts, as judged by the quality of that professional practitioner's body of work, educational background, experience, past public commissions, exhibition record, publications, receipt of honors and awards, training in the arts, and production of artwork."
- Demonstrates artistic excellence, innovation and originality as represented in past work and supporting materials.
- Demonstrates interest in and understanding of the project.

- Demonstrates interest and capability in creating public artworks in collaboration with the design team (if applicable) and other project partners.
- Demonstrates experience in successfully completing works of similar scope, scale, budget and complexity, or ability to articulate how he or she would be able to bring the necessary artistic and technical skills to this project.
- Demonstrates ability to communicate effectively with the City of Coral Gables staff, other project partners and the community.
- Demonstrates the potential to work in a public environment and animate public space.
- Demonstrates capacity for working in media and with concepts that are appropriate to the project goals and site.
- Is available to perform the scope of the work in a timely and professional manner.

A selection panel comprised of Arts Advisory Panel members, Cultural Development Board membership, members of the business community, and a representative of the Economic Development department will review concept proposals based on the following criteria.

The concept should:

- Meet the definition of a work of art, which is defined as “tangible creations by artists exhibiting the highest quality of skill and aesthetic principles . . .” and is one-of-a-kind or part of an original, numbered series.
- Respond to the City’s vision for public art as set forth in the Master Art Plan and Guidelines.
- Meet the goals for the project as defined above.
- Demonstrate excellence in aesthetic quality, workmanship, innovation and creativity.
- Demonstrate appropriateness in scale, form, content and is of materials/media suitable for the site.
- Acknowledge and inform the specific site and is sensitive to the City’s overall design traditions.
- Demonstrate feasibility in terms of budget, timeline, safety, durability, operation, maintenance, conservation, security, and/or storage and siting. Consideration is given to the City’s ability to provide ongoing maintenance and repair.
- Bring diversity to the City’s public art collection in terms of media, artistic discipline, and/or artistic approach.

The City encourages third parties, including gallery representatives, to notify their artists and submit proposals on behalf of an artist should they choose to do so. Following the RFP process, detailed proposal requests, follow-ups, and contracts will be communicated directly with the artist or their studio designee.

CONTRACT REQUIREMENTS OF SELECTED ARTWORK:

Proposed works will require engineering to withstand 48 mph wind loads.

Selected Artist will be required to enter into a separate agreement with the City.

Sample Agreement and Insurance requirements available online at www.coralgables.com/GiraldaSky.

In the event of extreme weather, installation must have a contingency plan for removal within 48 hours.

BUDGET:

The budget for the entire project will be an amount not to exceed \$150,000. This budget will include all costs of creating the artwork, including but not limited to: design, material and fabrication costs, artist fee,

travel, insurance, overhead, shipping and installation costs. *Site-work using an available truss system will be funded through a separate budget.*

TIMELINE:

Call for Art / Request for Proposals (RFP) Released	February 20, 2019
RFP Submission Deadline	March 15, 2019
Proposals Reviewed / Short-Listed Artist Proposals Confirmed / Artist recommendation	March 27 & April 2, 2019
Artist Recommendation to City Commission requesting confirmation	April 9, 2019 (Commission approval)
Artist enters into contract with the City	April, 2019
Fabrication	April – May, 2019
Installation	June – July – August, 2019
Close-out	Fall, 2019

CORAL GABLES ART IN PUBLIC PLACES PROGRAM:

When the City Commission established Coral Gables’ Art in Public Places program by ordinance in 2007, it set out the following overarching goal:

It is the intention of this program to preserve the City’s artistic heritage, enhance its character and identity, contribute to economic development and tourism, add beauty and interest to public spaces and increase opportunities for the public to experience and participate in the arts through the acquisition and installation of world-class art in publicly accessible areas.

The ordinance establishes a “percent for art” mechanism that applies to certain City capital projects and certain private development projects – mechanisms that generate resources for maintaining Historic Public Art, and for commissioning new artworks in the City.

More information about the Art in Public Places program may be found at:

www.coralgables.com/publicart

ABOUT CORAL GABLES:

The City of Coral Gables, The City Beautiful, is a progressive, international, coastal and historic City. Coral Gables has a population of 51,000 residents, has a vibrant downtown and is home to the University of Miami. It is proud to be ranked by Forbes.com ninth out of America's Top 25 Towns to Live Well, and America's sixth most successful walkable suburb by the Wall Street Journal.

The City of Coral Gables is unique among the communities of Miami-Dade County in that it can trace its beginning to the early 20th century City Beautiful movement. The spirit of the City Beautiful movement was rooted in the notion that if cities were to be the centers of American progress then the infrastructure of those cities should be something that was celebrated. From tree plantings, to a robust street construction program, to key infill investments in the downtown core, the City of Coral Gables carries on that legacy today in its approach to public works and planning.

In the past three decades, the City has experienced healthy growth, which bolstered the economic base. Growth in the commercial sector has brought in new activities for residents, including nighttime entertainment, live music, new retail options, and casual and fine dining. It has also helped maintain low property taxes. Today, Coral Gables is home to approximately 155 multinationals and 26 consulates and trade offices.

The City supports the residential and business sectors with excellent City services, having attained the highest possible standards in every field. In fact, Coral Gables is the only City in the State of Florida and one of only two cities nationwide to have a Class 1 Fire Department, a fully-accredited Police Department, and the highest awarded Building and Zoning Department rating. In addition, Coral Gables has been named a "Tree City USA" for 26 consecutive years, has an award-winning Communications Division, and offers a comprehensive Parks and Recreation program.

HOW TO APPLY:

On-line applications are accessible at: www.coralgables.com/GiraldaSky.

The cost of participating in the initial submittal is free; expenses are not reimbursable by the City.

Requesting:

- Brief Biography & Artist Statement
- Artist Resume/CV
- Professional References
- Ten Images of Completed Work
- Concept Title, Description, Medium
- Budget & Timeline
- Concept Sketch