



# **REQUEST FOR ARTISTS PROPOSAL (RFP)**

## **PUBLIC ART PROJECT IN CENTURY CITY**

**MARCH 2022**

## **OVERVIEW**

The Century City Arts Foundation (CCAF) seeks proposals for a site specific original and durable public work of art. Artists are invited to submit a proposal for this exciting opportunity to transform a pedestrian walkway in a bridge underpass through the provision of a large scale outdoor art piece, as part of the Century City Art Trail. Located in a bridge abutment between Canal Walk Shopping Centre and the new Ratanga precinct, this permanent outdoor installation will be highly visible to the increasing number of pedestrians (residents, office workers, shoppers, walkers and joggers) who utilize the walkway.

The CCAF, which has Public Benefit Organisation status, was formed with the aim of making Century City a destination for art. It aims to preserve, foster and communicate the arts in Century City by providing facilities, opportunities, a platform and a forum for both established and aspirant artists across all art genres.

As part of its initiative to enrich the urban environment of Century City for both visitors and residents, the CCAF, in conjunction with the Century City Property Owners' Association and the Rabie Property Group, has embarked on a multi-faceted programme of outdoor art works and educational exhibits.

The Century City Art Trail at this stage comprises 30 different art exhibits, predominantly outdoor. Some of these exhibits have been commissioned by various corporate citizens of Century City and executed by community-based and other artists. It also includes a number of scientific and technological exhibits. Pedestrian level information plaques have been erected to explain each piece.

Additional exhibits and partnerships are being sought so we can continually add to the excitement and experience of the Century City Art Trail.

## **GOAL**

- To create a piece of original public art that recognizes and embraces the location's unique outdoor environment including the proximity to and interaction with water.
- To beautify and enhance a currently less interesting space for the benefit of all who pass by.
- To offer an interesting and exciting addition to the Century City Art Trail.

## **ARTIST ELIGIBILITY**

The RFP is open to all artists or teams of artists interested in creating the public artwork, for completion preferably in the second half of 2022.

Artists with public art experience and reviewable portfolios are eligible. Community groups, youth and student artists can work with an eligible artist on the project.

## SITE LOCATION AND SPECIFICATION

The space designated for the piece of urban art is the pedestrian underpass beneath Century Boulevard between Stay Easy Hotel and the new Ratanga Park.

With the redevelopment of the Ratanga Junction Theme Park into a new precinct with significant residential complexes and the new Urban Park, the underpass will become an important pedestrian thoroughfare with significant foot traffic. It is recognised that the area will over time become a gateway to the new precinct and there will be an opportunity for the whole underpass to be activated with buskers, vendors, an art gallery, etc.



The underpass comprises a wide brick paved pedestrian walkway flanked by a concrete bridge abutment with four panels on the one side and seven pillars/six arches and the Grand Canal on the other side. The dimensions are approximately as depicted in the images below. The face surface is concrete and will require appropriate surface preparation.



The space is well lit at night and is monitored 24/7 via CCTV cameras.



The work of art can be displayed on one or more of the four side panels of the abutment, the pillars and arches, and/or the roof itself. The brief is not restrictive and the whole area is available as long as it can still function as a pedestrian walkway with high foot traffic.

### **PROJECT CONSIDERATIONS**

- Develop a distinctive outdoor work of art that communicates and promotes the uniqueness of the site and the proximity to and interaction with water through the use of design, spaces, colour and subject matter for public viewing of all ages.
- Generate a work that is artistically engaging and sufficiently stimulating to ignite conversation, foster interaction and evoke appreciation by the general public.
- Design a work that fits within the context of the site (i.e. location, scale and theme).

- Take into account the activity on the water including passing small boats, canoes and SUP's as well as the impact of bird life in the area.
- Use materials of the highest quality, designed and fabricated for durability of at least 10 years, as well as for low maintenance – and include the application of a protective coating/sealant if required. All materials and work methods need to be approved by the CCAF prior to commencement of work.
- Complete the project within the agreed period of time and within budget.
- Given the expected attention that this project will attract, artist agrees to participate in any press/media related opportunities as they arise including, but not limited to, print, radio/televised interviews and discussions/presentations, as deemed necessary by the CCAF.
- Artist will retain the ownership of design ideas submitted for consideration until a selection has been made and a contract signed between the artist and the CCAF. At that time, 100% of the ownership of the artwork produced, in whatever stage of completion, shall become the property of CCAF.

Additional Considerations:

- Artist will not be responsible for the general maintenance of the artwork.
- As part of the agreement, artist agrees to be available within 12 months after completion of services for consultation, if the need arises.
- Upon completion, the CCAF will retain all rights of ownership to the artwork, including the right to alter, repair or remove the work as needed. A good faith effort will be made to consult the artist about repairs, if needed, but the CCAF is not obligated to work with the artist to make repairs.

## **BUDGET**

No specific budget is proposed, however, the artist's proposed budget will be a significant consideration in the final selection process. This RFP seeks proposals inclusive of all costs associated with the artwork, including, but not limited to, artist design fee, all materials, site preparation including scaffolding if required, installation labour, travel to and from the site, per diem expenses, project documentation, contingency to cover unexpected expenses and any other costs related to the artwork.

## **SELECTION PROCESS/CRITERIA**

The trustees of the CCAF will comprise the selection committee for this project. The selection committee will review all completed proposals and may invite shortlisted artists for an interview. One or more artists may be selected for the commission.

The following criteria will be used in the selection process:

- Submission of all requirements as outlined in the RFP

- Proven ability to create distinctive artwork as exhibited by past work
- Quality/durability of product as exhibited by past work
- Originality, creativity and uniqueness of proposed artwork
- Experience working in public settings and public process
- Experience fabricating and installing permanent artwork suitable for the outdoor environment
- References provided as part of this application may be contacted prior to final selection
- Artist’s proven track record/ability to complete the work on time and within budget

**TIMELINE**

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|---|------------------|
| • Announcement and distribution of RFP        | March 2022       |
| • RFP submission deadline                     | 27 April 2022    |
| • Review of proposals                         | May 2022         |
| • Possible interviews for shortlisted artists | Mid May 2022     |
| • Notification of selection                   | 25 May 2022      |
| • Contract signed                             | By end May 2022  |
| • Commencement of artwork                     | Early June 2022  |
| • Completion of installation                  | By end July 2022 |

**PROPOSAL REQUIREMENTS**

By submitting a proposal, artist acknowledges that the information contained in this RFP will be used as the basis for any formal agreement between you and the CCAF. In addition, the following is also required to be considered a complete proposal, as incomplete proposals may not be considered:

1. Contact information: name, address, telephone number and email address
2. Biographical information or resumes including previous experience
3. Maximum of (5) images (JPEG or PDF) of previous completed works
4. Minimum of (2) references
5. Optional additional support material (i.e. news articles or other relevant information on past projects)
6. Written narrative describing your artistic vision and proposal
7. Minimum of 3 sketches or images of the proposed work (JPEG or PDF) showing scale, dimensions and elevation
8. Proposed installation timeline
9. Line itemized budget

## **DEADLINE**

All proposal material must be submitted electronically by 27 April 2022. Submit materials via email to [tatum@centurycity.co.za](mailto:tatum@centurycity.co.za) in a PDF format and in (1) single document not exceeding a maximum file size of 20MB.

*The CCAF is under no obligation to award a Commission for artwork based on this RFP and the submissions received. Beyond formal notifications, the CCAF will not enter into any correspondence regarding their decision.*

**If you have any questions or need any additional information, please contact Tatum Sieni on [tatum@centurycity.co.za](mailto:tatum@centurycity.co.za)**

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