

CALL FOR ARTISTS

REQUEST FOR ARTIST QUALIFICATIONS (RFQ)

NEW MURAL

At 107 Hamilton Street
Allentown, PA

Located on the façade of
the RB Collection, and
the start of the
Allentown Waterfront
Riverside Drive



July 7, 2021

INTRODUCTION

The Allentown Arts Commission, in partnership with Materials Conservation of Philadelphia, seeks artist responses via this Request for Qualifications (RFQ) to commission an original, site-specific work of art. The work of art will be located on the western side façade of the RB Collection at 107 Hamilton Street. The work of art may take the form of mural, low-relief sculpture or other appropriate forms of art (or a combination of these), and is open to artists with the demonstrated capacity to create a fully-realized work of art in any of those forms.

BACKGROUND

Since the early 2000's Allentown – the third largest city in Pennsylvania - has seen a wave of population growth, with the current population being the highest in the city's history. Allentown is a majority minority city: about 53% of the city population is Hispanic, 34% white, 8% black, and 2% Asian. Over 6,000 households in Allentown speak a language that is not English or Spanish. It is also an especially young city, with 16% of the population alone between the ages of 20 and 29. The City of Allentown values this diversity and how it makes for a more vibrant city and a stronger economy.

In Allentown Vision 2030, The City of Allentown's recently completed comprehensive and economic plan, public investment in the arts has been identified to highlight the city's diversity and create a more welcoming and unified city. To that end, Allentown has initiated a multi-year public art effort to create works of art across the city of Allentown, with this being the second project in that effort.

ABOUT THE RB COLLECTION

The RB Collection has been in the city of Allentown for over 30 years. RB Collection is a premier restoration shop and dealership that provides a complete range of services from minor tune-ups and detailing to parts sourcing and comprehensive frame-off restoration for classic, vintage, and exotic cars. RB Collection is not only a quality restoration shop but also a buyer, seller, and trader of classic automobiles. RB Collection is based on an unwavering commitment to deliver award-winning work in the cars they serve, providing clients with a sophisticated level of customer service prioritizing originality, authenticity, impeccable restoration, and "Concours-level" automobiles. The RB Collection is located near the America on Wheels Museum, together creating an area dubbed "The Automobile Corner of America"



ABOUT THE DEVELOPING ALLENTOWN WATERFRONT

The City of Allentown and development partners are working to convert a former rail bed to a three-lane street known as Riverside Drive. A walking and biking trail will run parallel to the street and connect to the D&L Heritage Trail, tying into Bucky Boyle Park and extending along the Lehigh River. The road will begin at Union Street and run alongside RB Collection before continuing approximately 3.5 miles over 30 acres to Race Street in Whitehall. The waterfront will have areas of active and passive recreation and be welcoming to Allentown residents and visitors. The mural will be a visual gateway to the future waterfront as well as a marker of the location of RB Collection and the America on Wheels Museum.



Image credit: Craig Larimer / The Morning Call



View of location for new work of art

PROJECT GOALS

The goals for the work of art include:

- Invites people to travel down the future Allentown Waterfront.
- Speaks to Allentown’s history while looking to the future.
- Creating an inspirational and a highly visually work of art at a significant enough scale to engage viewers.

BUDGET

The budget for the project is \$22,500 and is inclusive of ALL fees, including artist fees, supplies and materials, equipment, wall surface preparation, insurance, studio costs, assistant fees/production support, technical, travel and lodging, lift rental, time for municipal review and approval, community engagement activities, and all other costs related to the design and production of the work of art. Note: Artists are required to use professional, artist-grade paints (Golden Artist Color, Chroma, or equal).

SCOPE OF WORK

The artist will create a work of art on the grey block area on the side façade of 107 Hamilton Street, a 3-story building. The area for the mural is approximately 20’ wide x 33’ tall. The work of art should address all or part of that portion of the wall and must be visible from surrounding streets.

APPLICATION PROCESS

Artists who are interested in being considered for this project must submit their response to this RFQ by 1pm on August 3, 2021. Up to 3 artist applicants will be selected as finalists, notified, and invited to attend an in-person site visit. These artist finalists will be offered a \$500 honorarium in return for creating a proposal that they will present to Allentown stakeholders September 2021. Full proposal details and requirements will be released to artist finalists at the time that they are selected.

Artist responses to this RFQ must include:

1. Artist statement of interest in project (up to 250 words)
2. Artist statement about your work (up to 250 words)
3. Current resume (up to one page), including email and phone contact information.
4. Images of four past projects, with an identification sheet that lists the project location, client, date and budget.

PROJECT SCHEDULE

The anticipated project schedule is as follows:

RFQ Issued	July 7, 2021
RFQ responses due	August 3, 2021
Finalist artist site visit (finalists will be notified in advance of meeting)	August 11, 2021 (time TBD)
Finalist artists present proposals (virtual?), artist selected	September 1, 2021 (time TBD)
Selected artist begins work on project	Mid-September 2021
Work of art complete	Late September 2021

****The Project schedule is entirely dependent on the ability of all parties to safely work due to COVID-19. The project schedule may be changed at any point in the interest of public safety. ****

****Please note that the selected artist will be expected to begin work on the project soon after selection.**

ELIGIBILITY

The opportunity is open to artists or artist teams working in a variety of media in the United States. Artists must have successfully completed a work of public art in comparable scale or budget to be considered for the project. **Allentown and Lehigh Valley-based artists, female artists and artists of color are encouraged to apply.** The public art program is committed to reflecting the diversity of the City of Allentown in our selection process. Complete applications that meet threshold eligibility will be considered.

SUBMISSION INFORMATION

Artists applying to this RFQ must send in their materials by 1pm August 3, 2021. Materials can be submitted via email or mail.

If submitted via email:

-Materials must be sent as a single PDF document not to exceed 4MB in size, and emailed to jguerrero@mccollab.com. All emailed applications will receive an emailed receipt.

If submitted by mail:

-Materials must be submitted in a manilla envelope with all materials printed on 8 ½"x11" paper. Please do not bend, fold, bind or staple application materials. Materials must be received by due date – postmarks are not acceptable.

-Envelopes must be mailed to:

Materials Conservation Co.
1625 N. Howard Street
Philadelphia, PA 19122
ATTN: Julia Guerrero

OTHER INFORMATION

The selected artist will execute a contract with Materials Conservation, and the work of art will be owned by the City of Allentown and will be a part of their collection of permanent public works of art.

By submitting materials in response to this RFQ the Applicant acknowledges that Materials Conservation and/or the City of Allentown may at any time supplement, modify, or re-issue the RFQ. This may include rejecting all applications, cancelling RFQ, extending the time period of this RFQ, adjusting the schedule, soliciting new responses, or requesting additional information from applicants. Materials Conservation and the City of Allentown are not responsible for any cost or expense incurred by the Applicant in connection with this RFQ. All costs incurred in connection with this RFQ are the responsibility of the Applicant.

Questions may be directed to Julia Guerrero at Materials Conservation, at jguerrero@mccollab.com