

# NORFOLK ARTS

## PROSPECTUS

City of Norfolk, Virginia Art Program  
Commission of Artwork for York Street Building  
SUBMISSIONS DUE: 11:59 PM EDT, July 15, 2024

The Norfolk Arts Commission  
and the York Street Building Planning Committee seek to  
commission an artist to design and create artwork.

### THIS IS NOT A LOCATION FOR A PAINTED MURAL.

**LOCATION/CONTEXT:** The York Street Building is a one story 3,760 square foot structure built in 1946 in the city's oldest standing neighborhood. The historic building currently operates as the Virginia Sinus Center. Located in downtown Norfolk it is a tangible link to Norfolk's history. The artwork will be highly visible from Brambleton Avenue, a major thoroughfare traveled by 31,000 cars a day.

The artwork will attract attention to the building inspiring a sense of calm and positive energy, humanizing, and personalizing the space. As the back and side of the building face Brambleton Avenue, the artwork could wrap the corner and down the windowed side creating a sense of motion and pulling attention to the front. The artwork should foster a sense of identity and belonging to serve as a landmark and contribute to the charm and character of Norfolk.



**SIZE/MEDIUM:** The artwork should be large enough to be seen by vehicular traffic both during the day and at night. There is electricity at the site. Artists may want to explore

kinetic materials. The artwork must be made of durable, permanent materials - NOT PAINT - that are safe and easily maintained and will stand the test of time. Located in the Downtown Historic District, artwork must be attached to the building through the mortar joints and be able to be removed without damaging the brick. This is not a location for a painted mural.

**THEME/STYLE:** The committee is open to a variety of themes and styles. The selected artist will develop the artwork design after research about Norfolk, its history, and interviews with members of the art committee and community. The final artwork could be abstract, symbolic, or could reference Norfolk's history telling the story of African American healthcare.

**PROJECT FUNDS:** This project is a public/private partnership with half of the funds coming from the doctor who owns the building. The total budget for the completed, delivered, and installed artwork is \$50,000. This will cover artist's honorarium, engineering, fabrication, installation, materials, shipping, insurance, and travel expenses necessary to complete the project, project plaque, final documentation, and any incidental expenses. The artist must hire a Virginia licensed contractor to install the artwork. The selected artist may be asked to present a community educational workshop or presentation.

Up to three finalists may be selected to be virtually interviewed by the Art Planning Committee. The finalists are not expected to complete a design at this stage but will be interviewed about past work and creative process. The committee reserves the right to select the final artist without a finalist process.

Please note that a city contract will be issued with a design phase requiring review and approval by the Norfolk Arts Commission prior to fabrication.

The selected artist must carry a Commercial General Liability Insurance Policy naming the City of Norfolk as an additional insured and must provide certificates of insurance to that effect guaranteeing thirty (30) days written notice before any changes to the policies become effective. Insurance can be purchased, and certificate presented after the first payment is made. If the artist employs anyone in connection with this work, the artist must carry a workers' compensation insurance policy and an automobile liability insurance policy, if appropriate. The artist shall also be responsible for assuring that subcontractors, if there are any, meet the same insurance requirements.

**CALENDAR:** This calendar is subject to change.

July 15, 2024, 11:59 p.m. EDT time, submittal due date and time

August/September 2024, selection announced

Spring 2025, completion of art

**SELECTION CRITERIA AND AWARD CONSIDERATIONS:** The commission will be awarded based on many factors such as the aesthetic value, creativity, and contemporary relevance of the proposed piece. The city will consider the diversity of beliefs and values and general standards of decency of the citizens who fund the commission and purchase public art for the City of Norfolk. The award will be made to the responsible offeror whose submission is determined in writing to be the most advantageous to the City taking into consideration the evaluation factors set forth in this Request for Proposal.

The following criteria will be used in the proposal evaluation process:

- Artistic merit (excellence, originality, creativity, and innovative approaches) as evidenced by submitted materials
- Professional artistic experience to fulfill the requirements of this project either in studio, educational, community, employment and/or art projects and the ability to undertake the design, creation, and installation of the artwork
- Appropriateness of materials, style, and concepts in relation to this prospectus.

**PROPOSAL REQUIREMENTS:** Submission must be submitted to <https://artist.calforentry.org> by 11:59 PM MDT on July 15, 2024. There is no application fee to apply or use the online application system.

The following materials are required:

1. **Statement of Understanding**, online agreement of compliance to all State of Virginia codes. By submitting your application, you agree to the Statement of Understanding.
2. **Letter of Interest**, outline your interest in this project and how you will approach the artwork design and creation. (2000 character max)
3. **Resume**, maximum of two (2) pages, outlining your professional accomplishments. If submitting as a team, please include resumes for each team member, with each resume not exceeding two (2) pages.
4. **Artwork Images**, selection of up to ten (10) images representing artworks most relevant to the scope of this opportunity. While not mandatory, you may include sketches of a proposed idea as one or more of your 10 images.
5. **References**, three (3) professional references, including name, affiliated organization (if appropriate), email address, phone number, and relationship to each reference.

**QUESTIONS/FOLLOW UP:** Questions about this project may be directed to Karen Rudd, Norfolk Arts, 757-284-8445, or [karen.rudd@norfolk.gov](mailto:karen.rudd@norfolk.gov).

This Request for Proposals is governed in all respects, including but not limited to the award decision, by the Code of the City of Norfolk, 1979, as amended, especially Chapter 33.1, the Procurement Chapter, and its associated regulations. For more information on doing business with the City of Norfolk or to become familiar with the City Code generally, its Procurement Chapter and regulations, or the ethics and non-discrimination sections of the Procurement please go to the city web site at <http://www.norfolk.gov/purchasing>. The City encourages women and minorities to submit proposals and for non-minority artist to participate with small businesses and women and minorities through partnerships, joint ventures, subcontracts and other contractual opportunities. Please describe any planned use of such businesses in fulfilling this contract.

**TO ALL OFFERORS: Statement of Understanding**

By submitting your application, you agree to the following.

All information submitted in this proposal is true and artwork represented is accurately attributed.

In the preparation and submission of this proposal, I did not directly or indirectly enter into any combination or arrangement with any person, firm, or corporation, or enter into any agreement or act in any way to conspire to rig bids.

In compliance with the Code of the City of Norfolk, Virginia Section 33.1-9, trade secrets or proprietary information submitted by Offerors in connection with a procurement shall not be subject to public disclosure under the Virginia Freedom of Information Act; however, the contractors must invoke the protection of this section prior to or upon submission of the data or other materials, and must identify the specific area or scope of data or other materials to be protected and state the reasons why protection is necessary. An all-inclusive statement that the entire bid is proprietary is unacceptable and will not be honored. A statement that costs are to be protected is unacceptable and will be disregarded.

This Request for Proposals is governed in all respects, including but not limited to the award decision, by the Code of the City of Norfolk, 1979, as amended, especially Chapter 33.1, the Procurement Chapter, and its associated regulations. I have read and am familiar with the City Code, its Procurement Chapter and regulations, and the ethics and non-discrimination sections of the Procurement.

Signature \_\_\_\_\_

Date \_\_\_\_\_