



CALL FOR PROPOSALS
Issued by River City Company
May 2014

Request for Proposal (RFP): Open Spaces Program, Chattanooga, Tennessee

River City Company is seeking proposals from artists, makers, engineers, and creative thinkers for the commission and installation of 30-40 Open Spaces storefronts.

Program Overview

Activating City Center one storefront at a time. In our ever expanding city, we have seen each district develop its own personality. As you travel through the eclectic Northshore, grass-roots grown Southside and art-inspired Bluff View, you can feel the energy rising. City Center is beginning to lay groundwork for their own identity, and Open Spaces will ideally aid in its revival and sustainability as a destination.

Open Spaces will take empty storefronts and enliven them with light, art, and interactive installations. River City Company will provide stipends to individuals or groups for installations and façade improvements. The objectives of the installations are to be bright, colorful, and interactive in order to positively change the perception of the district and improve the public realm. The stipends are open to tech, media, engineering, maker, and display art installations. Once completed, Open Spaces windows will create a bridge between the Southside and Riverfront allowing people to move through the district in an inviting and comfortable setting.

Open Spaces installations will run from 6th Street to Martin Luther King Boulevard and from Broad Street to Market Street including cross streets. The program will include around 30 ground level windows covering three city blocks. Click [here](#) for a list of available windows including photos and specs.

A goal of Open Spaces is to keep the community engaged throughout the length of the program, so we encourage installations that have unique interactive ability with each passerby. If options of changeability are possible, please include those in application.

Examples of similar programs around the country:

<http://xmarkstheheart.wordpress.com/>

<http://storefrontsseattle.com/>

<http://www.neuroproductions.be/arduino/arduino-video-game/>

<http://www.psfk.com/2012/10/interactive-flying-birds-store-window.html#!Gbgsl>

Eligibility

This RFP is open to all professional and amateur tinkerers, artists, and creatives over the age of 18, who currently reside in the United States. Installations promoting a product or public/private agenda will not be considered. School groups are permitted to apply.

The installations should meet the following:

- Invite interaction of passers-by
- Allow for people with all levels of technical expertise to interact with ease
- Fit within the public urban environment
- Activate a previously “dead” space to its fullest potential
- Incorporate lighting

Project Categories

Based on studies and community forums, lighting has been presented on multiple occasions as a need for City Center. All levels of installation should include some form of lighting.

Level 1- High Level Interactive: 3 Storefronts

1. Budget: \$10,000-\$15,000 (includes material & compensation)
2. Uniquely interactive for each passerby- ex. motion censored, touch screen capabilities, linkable social media, idea share platform
3. All media forms welcome
4. Provide examples for changeability if applicable
5. Preexisting works allowed

Level 2- Moderate Level Interactive and Light Animation: 17 storefronts

1. Budget: \$1,000-\$2,000 (includes materials & compensation)
2. Interactive for each passerby- ex. pedal-powered animation, projection, linkable social media, musical interaction
3. All media forms welcome
4. Provide examples for changeability if applicable
5. Preexisting works allowed

Level 3- Display Art: 17 storefronts

1. Budget: \$400 (stipend)
2. Original still art, lighting, modeled repurposed material, sculpture, lighting, 3-D printed material, digital
3. Non-traditional materials are encouraged
4. Preexisting works allowed

Application Deadline

Application must be received electronically by July 2, 2014, 5:00pm EST. Digitally submitted applications only; no exceptions. Application can be found at:

www.OpenSpacesChattanooga.com

Timeline

May 14, 2014	Announcement of RFP
July 2, 2014	Deadline for receipt of application materials
July 30, 2014	Recipients announced
September 22-27, 2014	Installation
October 4, 2014	Launch Event

*Artists will hopefully be available to participate in launch event

**Please note that applicants wishing to schedule a site visit will be at applicant's expense.*

Selection Process

A panel including representatives from Public Art Chattanooga, Association for Visual Arts (AVA), Lyndhurst Foundation, River City Company, and other invested partner groups will review applications and select finalists for each level based on application, an interview via conference call/Skype regarding experience and proposed installation, and references. Once recipients are selected, they will be notified by July 30, 2014.

Selection Criteria

The committee will use the following criteria in the selection process:

1. Experience- applicant has the expertise, skills, and capacity to implement the project (20 points)
2. Completeness- fully developed project plan, team members (if applicable), and budget (20 points)
3. Diversity- ability for all demographics, ages, and levels of expertise to interact (10 points)
4. Lighting & Interactivity- creative use of light and interactive ability (15 points)
5. Appropriateness- Must fit into the context of a public urban environment (10 points)
6. Feasibility- ability to complete project within specified budget and timeline (10 points)
7. Originality- creativity and uniqueness demonstrated in previous projects (15 points)
8. Maintainability- require little to no maintenance throughout the year (changeability aspects excluded) (10 points)

Insurance

All installations will be insured under River City Company's General Liability Policy at Line Item Budget value. **Any contract labor hired will be required to list River City Company and appropriate building owner as an additionally insured.**

Compensation

Stipend determined will be given in two installments; 50% with signed contract and 50% once successfully installed. Artists will be allowed an "About the Artist" display sheet, contact info, and sale price (if applicable) listed in their designated storefront. Content will be provided by artist and designed by River City Company.

Installation Period

Level 1 installations will remain up for one calendar year. Level 2 and 3 installations will last between three months to one year determined in the individual contract. By submitting a proposal, the applicant agrees to participate in the program for one calendar year only determined otherwise by River City Company. Items that are displayed as “For Sale” will only be removed after the agreed upon time frame. If installation fails or deteriorates and cannot be repaired through maintenance within seven days, the installation is subject to be removed from the window.

Terms

River City Company accepts no responsibility for costs incurred by the artist in responding to this Call to Artists.

Applicants selected for this program will be required to meet contract terms and scopes as well as lump sum budgets. It is further understood that all budgets include travel costs (dependent). Respondents to this Call to Artist agree to abide by the terms and conditions of this call.

For additional information, please contact:

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To learn more about River City Company, please visit: www.rivercitycompany.com