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## **The Avenue Public Art Project**

**A Partnership between the City Of Huntsville, Alabama,  
The Arts Council, Inc., and Sealy Management Company**

### **Request for Qualifications**

The City of Huntsville, The Arts Council, Inc. and Sealy Management Company are seeking Statements of Qualifications from artists interested in creating artwork to be sited at The Avenue, a new development in the core of Huntsville's downtown and entertainment district. The Avenue Public Art Project has a total budget of \$71,000 to include design, fabrication and installation of the work. Qualifications are due January 19, 2015.

### **BACKGROUND**

#### About The Avenue

The Avenue development, a project of Sealy Management Company, is bounded by Spragins Avenue NW on the west, Holmes Avenue NW on the south, Jefferson Street N on the East and Meridian Avenue (new) on the north in downtown Huntsville, Alabama. The development will combine 193 loft residences with 21,000 square feet of restaurant and retail space, heightening downtown Huntsville's urban energy through its massing of people and activity. Through a dense, contemporary layout in conjunction with grand streetscaping, this development will attract pedestrian activity and gathering in the core of Huntsville's downtown and entertainment district. The lofts will provide living opportunities for those seeking a vibrant, engaging, and social atmosphere. The restaurants and shops will contribute to the urban experience and draw those seeking a walkable, modern environment. The Avenue will enhance the scale of downtown while providing desired elements such as large sidewalks, a plaza, and areas for outdoor dining and interaction. The location, architecture, scale, and mixture of uses present at The Avenue will create a significant, urban environment in downtown Huntsville.

## The Arts Council, Inc.

The Arts Council stimulates and supports community creativity and engagement by advancing the arts, entertainment and culture to enrich quality of life, education, and economic development in the greater Huntsville metropolitan region. Founded in October 1962 as a non-profit, 501(c)(3) organization, The Arts Council advances the arts in Huntsville and Madison County, Alabama. TAC's programs and services directly impact Huntsville/Madison County residents, and children and adults throughout the community benefit from **TAC's core programs**:

- Arts Community Support & Promotions
- Arts Education
- Galleries and Public Art
- Community Events

## **PROJECT DESCRIPTION**

The Avenue Public Art Project is a collaboration between the developer, Sealy Management Company, the City of Huntsville and The Arts Council, Inc. Funding for the project comes from the City, the developer and an Our Town grant from the National Endowment for the Arts. The Arts Council, Inc. is managing the project. The artwork will be owned by the City of Huntsville.

The site for the public art project will be in a courtyard being created along Jefferson Street N as part of streetscape improvements and public space development being done by the City in conjunction with the development project. The courtyard faces Jefferson Street N and is approximately 60' by 60'. The five-story Avenue development surrounds three sides of the courtyard. The developer anticipates restaurant uses on the ground floor with outdoor dining at the periphery of the courtyard. There is also an entry to the building's parking garage from the courtyard.

The artwork can be sited anywhere within the courtyard space so long as it doesn't interfere with the outdoor dining uses (see attached site plan for the general zone acceptable for installation). Artwork could also be suspended above the courtyard from the adjacent building, so long as it does not exceed the load bearing capacity of the structure.

The selected artist will be able to work with the landscape architect to coordinate the siting of the work, and to ensure that the surrounding landscape and hardscape are in visual harmony with the work.

With this public art installation, it is the goal of the City of Huntsville, The Arts Council, Inc. and Sealy Management Company to achieve the following:

1. Serve as an anchor to the new courtyard that can be enjoyed by people meeting, gathering, dining and just passing through.

2. Have a strong visual presence on Jefferson Street N., engaging pedestrians as well as being visible by passing vehicles.
3. Have a presence both day and night.
4. Serve as an accessible and welcoming gateway to downtown.
5. Be conscious and respectful of nearby uses, including the residential and retail tenants of The Avenue and St. Mary of the Vision Catholic Church directly across the street.

### **SCOPE OF SERVICES**

The anticipated services to be performed shall consist of, but not necessarily be limited to the following:

1. Developing and securing approval for a concept for the project.
2. Developing final design and construction documents stemming from the originally approved concept proposal. These documents may include stamped drawings, a detailed narrative description of the artwork, a description of materials and fabrication techniques, a comprehensive budget, and a project and funding schedule. These materials will be reviewed and approved by The Arts Council, Inc. staff and the architectural team before the artist may proceed with fabrication.
3. Performing all services and furnishing all of the supplies, materials, and/or equipment necessary for the fabrication and installation of the approved design. This performance must be in accordance with the mutually agreed-upon project schedule.
4. Arranging for the transportation and installation of the artwork in consultation with The Arts Council, Inc., the City of Huntsville and the contractor/construction manager for The Avenue.
5. Working cooperatively and maintaining effective communication with all parties involved in the project.
6. Attending all necessary design, construction, and installation coordination meetings.
7. Attending events, as requested, to celebrate, educate and inform the public about the project.

### **SUBMITTAL OF STATEMENT OF QUALIFICATIONS**

Please submit your materials on a USB flash drive, DVD or compact disk (CD). Written materials should be saved as a single PDF and images should be in JPEG format (at least 300 dpi).

Submittals should contain the following information:

1. A letter (2-pages maximum) describing your interest in the project and confirming your ability to meet the project timeline.
2. A CV/resume (3-pages maximum) and the name and contact information for 3-5 references.
3. An image list providing image number, title, medium, dimensions, brief description, date of work, commissioning entity and budget for each image submitted.
4. Up to 15 jpeg images of previous artwork on a CD or DVD, clearly labeled with the artist's name.

Image File Format: Images must be submitted as JPG files and be less than 1 MB each. "High quality" files at 300 dpi, no more than 1920 pixels on the longest side, are recommended for best viewing by the jury.

Image File Labeling: Files must be titled with a number indicating the viewing order, followed by the artist's last name. Use "0" in front of single digit numbers. Do not use more than 30 characters; use only letters, numbers and underscores. Example: 01\_Smith; 02\_Smith. Mac OS users: Image files must be in JPEG format and include ".jpg" at the end of each image title. Example: 01\_Smith.jpg.

**Note:** This is a request for qualifications only. Specific proposals will not be reviewed at this time.

**How to submit:**

Please send your Statement of Qualifications to the following address:

The Arts Council, Inc.

700 Monroe Street, SW, Suite 2

Huntsville, AL 35801-5579

Attn: Julie Hornstein

Responses received after the due date will not be accepted. The Arts Council, Inc. reserves the right to accept or reject any or all responses, or to cancel this request in part or in its entirety. All submittals become and remain the property of The Arts Council, Inc.

## SELECTION PROCESS

### Anticipated timeline:

January 19, 2015	Qualifications due.
First half of February, 2015	Committee reviews qualifications. Finalists selected.
Second half of February, 2015	Finalist site visit. Finalists begin work on concept proposals.
April/May 2015	Finalists present concept proposals to Committee.
May 2015	Artist award.
February 2016	Installation.

## QUESTIONS

Questions must be received by January 12, 2015. All questions and/or requests for additional information shall be directed to: Julie Hornstein, The Arts Council, Inc., by email at [jhornstein@artshuntsville.org](mailto:jhornstein@artshuntsville.org) (please reference project name "**The Avenue Public Art Project**" in the Subject Line).

## ATTACHMENTS

- A. Site Plan
- B. Elevation



