CALL TO ARTISTS

TROY BLOCK PUBLIC ART PROJECT
SOUTH LAKE UNION NEIGHBORHOOD, SEATTLE, WA

ARTWORK BUDGET: $350,000
[BUDGET IS INCLUSIVE OF DESIGN, ENGINEERING, FABRICATION, INSTALLATION, & TRAVEL / APPLICABLE WA SALES/USE TAX WILL BE PAID BY THE DEVELOPER]

ELIGIBILITY: OPEN TO PROFESSIONAL ARTISTS LIVING IN THE UNITED STATES.

APPLICATION: SUBMISSION OF AN ONLINE APPLICATION IS REQUIRED; PLEASE REVIEW ALL GUIDELINES PRIOR TO STARTING AN APPLICATION.

DEADLINE: TUESDAY, FEBRUARY 17, 2015 BY 5:00 P.M. PACIFIC STANDARD TIME; ALL APPLICATION MATERIALS MUST BE RECEIVED BY THIS DEADLINE.

ARTWORK OPPORTUNITY
Touchstone and USAA are looking for an artist to create a site-specific artwork for the Troy Block development in Seattle’s exciting technology-centered neighborhood along South Lake Union. The developer and project team envision a signature artwork that interacts with the buildings, context and natural systems of the site, references the history of the place and neighborhood, or creates a memorable focal point and contemporary landmark within the pedestrian spaces of the development.

Up to three finalists will be interviewed for this opportunity. At the discretion of the panel, one or more of the finalists may be compensated to create proposals as part of the process to select one artist for the commission.

Touchstone has hired 4Culture to manage the public artwork development and integration from artist selection through dedication and building opening events.

BACKGROUND
The Troy Block is an 817,000-square foot, full-block development located on a sloped site in Seattle’s South Lake Union neighborhood. This neighborhood has been developing rapidly. Envisioned by the city as a diverse and sustainable urban center, the neighborhood is transitioning from industrial commercial uses to high-tech and social science campuses with vibrant mixed-use housing and retail investments.

Two, new 12-story towers will be integrated with two historic structures: the Boren Investment Building and the Troy Laundry Building. The 1-story historic structures will house new retail, potentially restaurants, with technology office space in the towers above. The Troy Block is located immediately to the east of the Amazon Block and both developments are designed with mid-block pedestrian
corridors linking across Boren Avenue N. Beside the technology businesses, South Lake Union is also home to internationally recognized science institutions such as the Fred Hutchinson Cancer Research Center.

Entries to the Troy Block buildings are distributed around the exterior of the block and in the courtyard, providing multiple points of access and passage. An extensive public open space bisects the site, addressing the city’s desire for mid-block pedestrian connections. The generous system of open space is designed to blend the public and private realms and provide amenities and attractions that draw pedestrians into the space with seating, lighting, landscaping and artwork that supports a welcoming experience throughout the day and evening hours. The open space system distributes the 28-foot grade change through an entry hill climb plaza, courtyard and covered corridor through the Troy Laundry Building. These connected courtyards as well as the accessible terrace overlooks on the Boren Investment Building are organized around a principle of “outlooks and overlooks,” framing dramatic views from the site to surrounding cityscape features like the Space Needle, Lake Union and the Harrison Street “heart.”

The neighborhood design review committee expressed a strong interest in referencing the previous uses of the site, particularly the Troy Laundry Building. Artifacts and building materials have been salvaged for use in the project and some of these elements may be available for the selected artist to re-use.

PROJECT LOCATION
The site for this public art opportunity is the Troy Block in the South Lake Union neighborhood of Seattle, Washington. The site is bounded by Boren Avenue N and Fairview Avenue N, Harrison Street and Thomas Street. Thomas Street is a City of Seattle designated Green Street. Harrison Street is a South Lake Union Neighborhood designated Heart Location – a place designed as a center for community life, fostering vibrant commercial and social activity. The artwork is envisioned as either a single intervention or a sequentially sited series of works that are part of the network of public open space that bisects the site. (Site photographs and project floor plans are available on-line at the Marketing website link below.)

RESEARCH THE CLIENT
Link to Touchstone: http://touchstonecorp.com/
Marketing website: http://troyblockseattle.com/

Link to South Lake Union Urban Design Framework:
http://www.seattle.gov/dpd/cs/groups/pan/@pan/documents/web_informational/dpds021898.pdf

ARTIST SELECTION SCHEDULE*
Deadline for Entry    Tuesday, February 17, 2015
Selection Panel Meeting  Friday, March 13, 2015
Finalist Notification  Monday, March 16, 2015
Finalist Orientation**  Thursday, April 2, 2015
Finalist Interviews **  Friday, April 3, 2015

Option for Competitive Proposal: Proposal Presentations will occur the week of May 11-15, 2015
ARTWORK PROJECT SCHEDULE*
Final Design Complete no later than July 2015
Artwork and On-site Installation Complete no later than December 2016

* Schedules are subject to change
** Applicants are expected to hold these dates in order to participate in orientation and proposal presentation sessions if selected as finalists.

ARTIST SELECTION PROCESS

SELECTION PROCESS
The artist for this commission will be selected through an open call process. A selection panel comprised of representatives from the developer, design team and arts community will review all eligible applicant materials received from this open call, and select up to three finalists to interview. Following the interviews, the panel may recommend proceeding with one artist for the commission, or the panel may decide to engage in a paid proposal development process with one or more of the finalists. If proposals are solicited, the panel will review the finalists’ proposals and select one artist for the commission.

All finalists will be expected to attend a project orientation session on April 2, 2015 and interview on April 3. These meetings will be conducted in Seattle, Washington. Finalists from outside of the greater Seattle region will be reimbursed for travel expenses and hotel accommodation.

In the event that the panel recommends using a competitive proposal phase, finalists asked to develop a proposal will be paid a fee of $2,500. Finalists developing proposals will also be reimbursed for travel expenses and hotel accommodation to present the proposal to the panel if the finalist lives outside of the greater Seattle area.

The panel reserves the right to make no selection from the submitted applications, interviews or finalist proposals.

SELECTION CRITERIA
Finalists will be selected based foremost on the following criteria:
- Quality and strength of past work as demonstrated in the submitted application materials;
- Evidence of experience with projects of a comparable scope and budget;
- Interest and experience creating site-specific artwork that reflects the natural systems or evolving histories of a place, and/or incorporates salvage or re-use materials;
- Command of dynamic spatial relationships and demonstrated understanding of complex sites with multiple viewing points and pedestrian interaction;
- Availability to begin design work immediately and complete the artwork by the end of 2016.

ELIGIBILITY
This project is open to professional artists residing in the United States.

Touchstone and USAA employees and board members, 4Culture employees, selection panel members, project personnel including design consultants, and immediate family members of all of the above are not eligible to apply.
APPLICATION MATERIALS

ARTISTS APPLYING FOR THIS PROJECT MUST SUBMIT THE FOLLOWING MATERIALS ONLINE USING THE APPLICATION-SPECIFIC LINK: HTTP://4CULTURE.ORG/APPLY

PROFILE — Applicant contact information.

RÉSUMÉ — Two-page (maximum) résumé. Artist teams should include two-page resumes for all members as one document. Keep the formatting as simple as possible. Pdf format is preferred; text (.txt) files will also be accepted.

Below are some suggested items to include in your resume:

- Contact Information: At the top of each page, include your name, address, phone number and email address.
- Education: List all academic degrees earned. Also include periods of study at schools or universities attended without completing a degree.
- Professional Experience:
  - Commissions: List commissions with details including the project or artwork title, location, commissioning agency, project partners, project budget and date of completion.
  - Exhibitions: List the title of the exhibition, the exhibition space, and the city and state where the exhibition was presented. You may want to indicate if it was a solo show, group show, juried exhibition or invitational exhibition, etc.
  - Collections: List private collections, corporate collections, permanent public collections, etc. You may want to ask permission to list a private owner of your work.
  - Experience: You may also consider listing experience that is relevant to your professional art-making career including teaching, technical experience, residencies and lectures.
- Honors, Awards & Grants: List honors and awards, grants or other recognition of merit.
- Bibliography: List books, magazines, newspapers and catalogues that reference your artwork.
- Professional Affiliations: List professional organizations, national, regional, and local, to which you belong.

STATEMENT OF INTEREST — 300 words (or less) that explain why the artist is interested in this opportunity, how the artist’s past work is appropriate for this project, and how the artist meets the eligibility requirements and selection criteria of this call. If applying as a team please address how team members work together in the statement of interest. Applicants are NOT asked to submit a proposal as part of the application.

WORK SAMPLES — Artists are encouraged to submit images of past work that best illustrate their qualifications for this project. Applicants must submit 10 work samples (no composites). Images will be projected one at a time during the application material review session. If applying as a team, the team also submits 10 work samples total.
Artists whose primary practice includes multi-disciplinary elements may submit up to 3 of the 10 work samples as audio and/or video samples with a cumulative run time of up to 3 minutes.

**DIGITAL WORK SAMPLES** — Upload JPG files only; images must be 1920 pixels on the longest side and at least 72 dpi. Files must be less than 2MB in size. Once uploaded, the system will automatically label the files with your last name, first initial, and a number indicating viewing order. Select professional quality images with interesting perspectives and strong color saturation.

**AUDIO WORK SAMPLES** — Audio samples must be submitted via SoundCloud, noting the specific URL (e.g. www.soundcloud.com/29523) on the corresponding Work Sample Upload page of the application. Timed excerpts are preferred, but longer samples may be submitted with specific notation of start and stop times included in the corresponding Work Sample Description.

**VIDEO WORK SAMPLES** — Video samples must be submitted via Vimeo, noting the specific URL (e.g. www.vimeo.com/2992575) on the corresponding Work Sample Upload page of the application. Timed excerpts are preferred, but longer samples may be submitted with specific notation of start and stop times included in the corresponding Work Sample Description.

Applicants will be required to list the title of the artwork/project name, completion date, medium and dimensions. Optional fields include project location, commissioning agency, budget, project partners (architecture, engineering, and/or landscape architecture firms, etc.), photo credit, and copyright owner. Applicants are encouraged to provide a brief description (75 words or less) of each work sample.

After the first entry, text fields will automatically populate with information from the previous work sample upload. This is meant to help expedite the inclusion of multiple images per artwork/project and can be easily changed by highlighting and typing over the text when you are ready to add a new work sample. All images and descriptive text can be reviewed, edited or deleted by clicking on the file name in the left hand progress navigation.

**APPLICATION PREVIEW** — Select the Application Preview link to save the entire application as a draft or submit it for consideration. By selecting "Save as Draft" you can continue to access and edit content through the "My Applications" tab until the deadline for submissions. Once you select "Save & Submit" you will no longer be able to make changes. All applications must be submitted to be considered.

**DEADLINE: REQUIRED MATERIALS MUST BE RECEIVED NO LATER THAN 5:00 PM [PACIFIC STANDARD TIME] ON TUESDAY, FEBRUARY 17, 2015.**

**QUESTIONS**

Please contact:
Cath Brunner     Ryan Feddersen
cath.brunner@4culture.org   ryan.feddersen@4culture.org
206.263.1596     206.263.1587

*Don’t wait until the last minute to apply! We strongly urge you to submit your application early to lessen the traffic load on the site. Remember you must choose “Save & Submit” to convert your application from a working draft into a final submission (see Application Preview above for more details).

IF YOU NEED HELP WITH YOUR APPLICATION OR HAVE QUESTIONS, PLEASE CONTACT US. PLEASE DO NOT WAIT UNTIL THE DEADLINE TO CALL OR START THE APPLICATION PROCESS.

4CULTURE