

**SAN FRANCISCO BAY AREA RAPID TRANSIT DISTRICT**

**REQUEST FOR QUALIFICATIONS  
FOR A STATION ART PROJECT AT THE  
19<sup>th</sup> ST/OAKLAND BART STATION  
CONTRACT NO. 07EA001-ARTIST.001  
AMENDED OCTOBER 28, 2015**

**GEOGRAPHIC ELIGIBILITY: OPEN ONLY TO ARTISTS RESIDING IN CALIFORNIA**

**SUBMISSION DEADLINE: ~~NOVEMBER 4, 2015, 11:00 PM Pacific Time~~  
NOVEMBER 8, 2015, 11:00 PM Pacific Time**

Applications are available through CaFÉ; [www.callforentry.org](http://www.callforentry.org), an on-line application system for artist calls. There is no charge to artists for using CaFÉ. *If you are a first time user of CaFÉ, please allow adequate time to learn the use of this system. We recommend that artists complete their applications at least 48 hours prior to the stated deadline.*

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## **I. INTRODUCTION**

The San Francisco Bay Area Rapid Transit District (BART) is issuing Requests for Qualifications from **artists residing in the state of California** for art projects in stations that are being upgraded as part of a Station Modernization Program. BART is issuing Request for Qualifications for the Powell Street Station in San Francisco, the 19<sup>th</sup> Street Station in Oakland, and the El Cerrito del Norte Station in El Cerrito. **This Request for Qualifications is for the 19<sup>th</sup> St/Oakland Station only.** A Request for Qualifications for the Powell St Station or the El Cerrito del Norte Station may be found at Call for Entry (<https://www.callforentry.org/>) or by request at [AThorne@bart.gov](mailto:AThorne@bart.gov). Artists may submit applications for one or more stations, but will not receive a commission for more than one station art project. This particular RFQ will award three total installations of permanent backlit displays at three different locations, as described more fully below.

## **II. ART OPPORTUNITY**

There are three separate station projects at the 19<sup>th</sup> St/Oakland station that will be awarded through this call process. Each art opportunity consists of the production of original artwork that will be digitally produced and applied by means of a high-resolution printing process onto one of three permanent backlit displays made of 3 Form Chroma, a polycarbonate material, that will be placed in one of the station's stairwells. The art is intended to be permanent within the station and is not part of a temporary rotating display. A more detailed description of the art sites and the type of artwork to be commissioned are described below.

## **III. ELIGIBILITY REQUIREMENTS**

This RFQ is open **only** to artists residing in California. Artists must be U.S. citizens or have legal working status in the United States and be at least 18 years old. Bay Area artists are encouraged to apply. Applications will be accepted only from artists whose work is being submitted in response to this RFQ. Applications submitted by third parties, such as galleries, art consultants, family members, etc. will not be considered.

## **IV. PROJECT ASSUMPTIONS**

1. Selected artists or artist teams will be required to waive their rights of integrity (also known as the artist's moral rights) to commissioned artwork as pertains to its removal or repair as set forth in the California Art Preservation Act and the Visual Artists Rights Act. Due to the function and nature of the stations as busy transportation hubs BART will retain the right to remove or relocate the artwork as may be deemed necessary by BART in the future.

2. Selected artists or artist teams will retain copyright to their work, but will grant BART certain rights to reproduction. Neither party will retain the right to reproduce the artwork for commercial purposes.
3. Selected artists or artist teams will be required to adhere to the Model Agreement for Final Design, Fabrication and Transportation of the Artwork, which can be found at: [www.bart.gov/art](http://www.bart.gov/art). This agreement is provided in this RFQ for informational purposes and is subject to change based on the final scope of work with selected artists or artist teams.

## **V. PROJECT BACKGROUND**

### **A. Area Description:**

The 19th St/Oakland Station is an existing underground station serving the north end of Oakland's central business district. The station's architecture is defined by a long, lean and clean design reinforced by distinctive blue ceramic brickwork (Figures 1, 2, and 3). The station is located at the heart of "Uptown," Oakland's burgeoning arts and entertainment district. The area boasts a number of new large-scale office buildings, residential developments, retail shops and cafés/restaurants, beloved cultural venues such as the historic Fox and Paramount theatres and emerging destinations including a growing cluster of art galleries, restaurants and bars. In 2014 the Cultural Arts & Marketing Agency of the City of Oakland commissioned artist Dan Corson to complete *Shifting Topographies* at the 17<sup>th</sup> Street alley entrance to the BART station. The Uptown District has experienced significant growth in the last decade and is one of the fastest-growing neighborhoods in Oakland. On the first Friday of every month "Art Murmur" draws hundreds of visitors to the area to enjoy art galleries and other cultural activities. The district has a unique art-infused atmosphere that is valued and embraced by both the residents and visitors.

### **B. Site Description:**

Artwork in this station will be comprised of three permanent, backlit displays to be placed on the facing wall in stairwells between the upper and lower platforms as illustrated in Figure 7. One artist or artist team will be selected to produce artwork for each display, thus each display will have unique artwork establishing visual cues differentiating the east, central, and west areas of the station, and each is considered a separate station project. The backlit displays, as illustrated in Figure 5, will visually enrich the stairwell spaces with light and color, will serve as unique wayfinding elements, will enhance the sense of safety in the stairwells, and will draw riders to the ends of the platforms to alleviate center platform crowding.

### **C. Art Project Description**

The selected artists or artist teams will be tasked with designing artwork that can be digitally reproduced and applied directly to 3 Form Chroma (polycarbonate) panels by means of a high-resolution printing process, thus creating unique permanent artwork. Each display will have a light-diffusing polycarbonate layer and will be backlit by numerous small LED lights to create even lighting throughout the surface. Each display will measure approximately 9'-7" w x 9'-7" H x 5" D in total and will be configured of nine individual smaller square panels as illustrated in Figure 6. The display surfaces will be lightly textured for scratch-resistance, which will slightly reduce the sharpness and clarity of the artwork. Artists or artist teams may conceive of the artwork as multiple images that utilize the grid created by the panels, or as one large image that appears tiled by the panels. Visible chrome fasteners (4 per panel, 1" diameter) will slightly interrupt the image.

The design, fabrication and installation of the displays, and the application of the selected artists' designs to the Chroma panels, will be completed by contractors managed separately by BART staff.

The selected artwork must be produced as vector drawings (AI or EPS files) or photographs (TIFF or PSD files) at a resolution of 300 dpi at full scale. Selected artists must specify RGB colors to ensure accurate color representation and must supply artwork as full-scale files for each individual panel with a 1" bleed on all edges.

Selected artists will also be invited to collaborate with the BART design team to specify a color to be painted on the staircase soffit above and adjacent to the displays (Figure 4) in order to enhance the wayfinding aspect of the artwork.

### **D. Art Approaches:**

The theme of the commissioned artwork should complement planned architectural design elements that reinforce Uptown Oakland as an arts and entertainment destination. These elements include an etched theatrical curtain image for new glass railings at the concourse level as well as figures of dancers that will be etched into the 5' high glass panels on the fare evasion barriers that separate the paid from the non-paid areas of the station. The theme should also take into consideration the existing blue tile within the station, which will be restored and may be highlighted in certain areas with blue spotlights. The effect will be similar to the blue columns at the Münchner Freiheit station in Munich's U-Bahn system.

### **E. Art Budget:**

Each artist or artist team selected to create original artwork based on their conceptual design proposal will receive a fee of \$15,000 for the development and final design of the artwork, the production of professionally produced graphic files, and for conferring with

BART as needed during the fabrication of the displays to ensure that the artwork is correctly printed, placed and interpreted.

## **VI. QUALIFICATIONS**

Applicants must demonstrate a history of professional activity as an artist and must demonstrate appropriate skills or experience in designing and managing an art project relative to the scale and complexity of the art project described below. Selected artists must be available to work collaboratively with project teams consisting of BART staff, project architects and engineers, and community representatives throughout the design, fabrication and installation of the artwork.

Artist Teams: Two or more artists may apply together as a team, but each artist may submit only **one** application for one project (i.e. an artist may apply either as an individual **or** as a member of **one** team. Artists **may not** apply as a member of more than one team).

Qualifications that will be used to evaluate the applications in the Artist Selection Process (Part VII of this RFQ) are as follows:

### **A. Minimum Qualifications**

A minimum of five years of work as a practicing artist as evidenced by resume and professional recognition (awards, honors, exhibition record, etc.).

### **B. Desired Qualifications**

1. Experience designing and producing artwork at a large scale (minimum 6' width/diameter).
2. Experience working with public agencies or institutions, and engaging in community process.
3. Past work that demonstrates the artist or artist team's overall approach to art making and perceived ability to create artwork that is relevant to the station, the host community, and BART riders.
4. A minimum of 2 years of professional experience that illustrates the applicant's ability to design and manage the project as required (i.e. past experience with public art projects, project management, public art administration, studio experience, related work skills or experience etc). Desired skills may include budgeting, scheduling, communications with clients, and collaborating with third parties completing implementation, construction, or fabrication.

## **VII. ARTIST SELECTION PROCESS**

## **A. Selection of Finalists**

Step 1: Applications will be pre-screened by BART staff to ensure that all applicants meet the Minimum Qualifications described in Section VI of this RFQ, and that the applications are complete as described in Section X.

Step 2: If more than 200 applications are received, a screening panel comprised of 3 arts professionals will review the applications and will create a short list of artists whose work will remain under consideration. The screening panel will evaluate each applicant's work based on whether they meet the Desired Qualifications described in Section VI of this RFQ.

Step 3: A selection panel comprised of arts professionals, city staff, BART staff, and community stakeholders will review the short listed applications and will score them according to their ability to fulfill the selection criteria outlined in Section IV.

The applicants with the six highest scores, (hereinafter "Finalists"), will be invited to develop conceptual design proposals as described in Part B, below. At its discretion, BART may select up to nine Finalists who will be asked to submit conceptual design proposals.

## **B. Conceptual Design Proposal Submittal and Review Processes**

1. Finalists will be required to attend a project orientation with representatives from BART, the project design team and community members. Finalists who attend an orientation and who travel more than 90 miles to the interview site will receive a travel allowance of up to \$1,000, based on 2015 Federal reimbursement rates.
2. Finalists will be issued a Request for a Conceptual Design Proposal from BART and will be given 10-12 weeks to develop conceptual design proposals following a Notice to Proceed from BART.
3. Finalists may be asked to confer with local community members and with BART when developing the conceptual design proposals for the artwork.
4. Conceptual design proposals must indicate the Finalist's design intent for original artwork that will be reproduced for one of the illuminated displays, including proposed content, theme, color palette and scale. Finalists will be required to provide to-scale renderings and/or other visual materials to adequately illustrate the proposed artwork.
5. The selection panel will review the conceptual design proposals and will recommend the artwork to be commissioned (the "Selected Design") to the BART Board of Directors. The artists or artist teams recommended for the project will be required to enter into an Agreement with BART for the final design, to work with the contractors on production of the artwork to be reproduced for the backlit display, project

management to reproduce the artwork as a high-resolution digital file, and consultation during the fabrication of the artwork as may be requested by BART.

6. Finalists will receive an honorarium of \$1,500 for the successful submission of the conceptual design proposal (per artist or artist team).
7. All physical materials submitted as part of every artist or artist team's application and proposal will become the property of BART, unless otherwise agreed to in writing by BART. Except with respect to Selected Designs, artists or artist teams shall retain all intellectual property rights in their applications and conceptual design proposals.

## **VIII. BART'S RIGHT TO IMPLEMENT**

Finalists selected to submit a conceptual design proposal must agree to the following:

1. If BART approves the Finalist's conceptual design proposal as a Selected Design, BART shall have the irrevocable and exclusive right to enter into an agreement with the Finalist to implement the proposed artwork, as set forth in the document entitled "Model Agreement for the Final Design, Fabrication, and Transportation of an Artwork." (available at [www.bart.gov/art](http://www.bart.gov/art)). Agreement may be tailored as needed to suit the particular needs of a given artwork (i.e. scope of services will be finalized and attached, insurance requirements will be reviewed by BART's Insurance department to ensure that coverage is adequate for scope of services).
2. If an artist or artist team's conceptual design proposal is selected as an alternate choice for the Selected Design, BART shall retain the option of entering into an agreement for the final design of the alternate artwork within a six-month period following the Notice to Proceed.
3. If the conceptual design proposal is not approved as a Selected Design, BART is under no obligation to enter into a subsequent Agreement for the Final Design, Fabrication, and Transportation of an Artwork.
4. If a Finalist's conceptual design proposal is not accepted for implementation, BART will not implement, or authorize the implementation of, the same conceptual design by another party or parties.

## **IX. PROJECT SCHEDULE**

Winter 2015: Finalists Selected and Request for Proposal Issued  
Spring 2016: Conceptual Design Proposals Due  
Final Agreements Awarded  
Mid 2016: Station Modernization Construction Begins  
2017: Artwork Installed

## **X. APPLICATION REQUIREMENTS**

***Applications will only be accepted through the CallforEntry.org system. Registering and applying on CallforEntry.org is free for this RFQ. Please do not submit applications directly to BART.***

1. Images: A minimum of 4 and maximum of 8 images, per artist or artist team, of prior work relevant to this project.
2. Annotated image list with full descriptions including title, medium, dimensions, project budget, location and commissioning agency (if applicable).
3. Maximum 3,000 character letter indicating interest in and potential approach to the project. The letter should provide a description of how your professional background relates to the station art project. If applying as a team, include an explanation of your preference for working as a team.
4. A current resume, per applicant, not to exceed 3,000 characters that highlights professional accomplishments, particularly as relates to the station art project. Applicants working as a team will also be limited to 2,000 characters total.
5. Three professional references, including phone and email contact information per applicant. Please do not include letters of reference.
6. If applying as a team indicate the name and contact information of the team's representative.
7. **Do not send specific proposals;** the panel will not consider them. You may refer to completed artworks or projects submitted in your application that exemplify the aesthetic direction you might consider for the station art project if you are selected as a Finalist.

BART reserves the right to reject any or all applications or proposals and to modify or terminate the application process or the selection process for any reason and without prior notice.

## **XI. CONTACT INFORMATION**

Questions about the RFQ or commissioning process must be sent to Abigail Thorne-Lyman, Principal Planner at: [AThorne@bart.gov](mailto:AThorne@bart.gov) not later than 5:00 p.m. PST on October 16, 2015. Please include **07EA001.ARTIST.001** in the subject heading of your email. Responses to all inquiries and any addenda will be posted at [www.bart.gov/art](http://www.bart.gov/art) and via CAFÉ to artists who have submitted applications prior to the due date.

**ALL REQUESTS FOR INFORMATION MUST BE VIA EMAIL AS INDICATED ABOVE. BART WILL NOT ACCEPT PHONE INQUIRIES.**

For additional information, please visit BART's website:

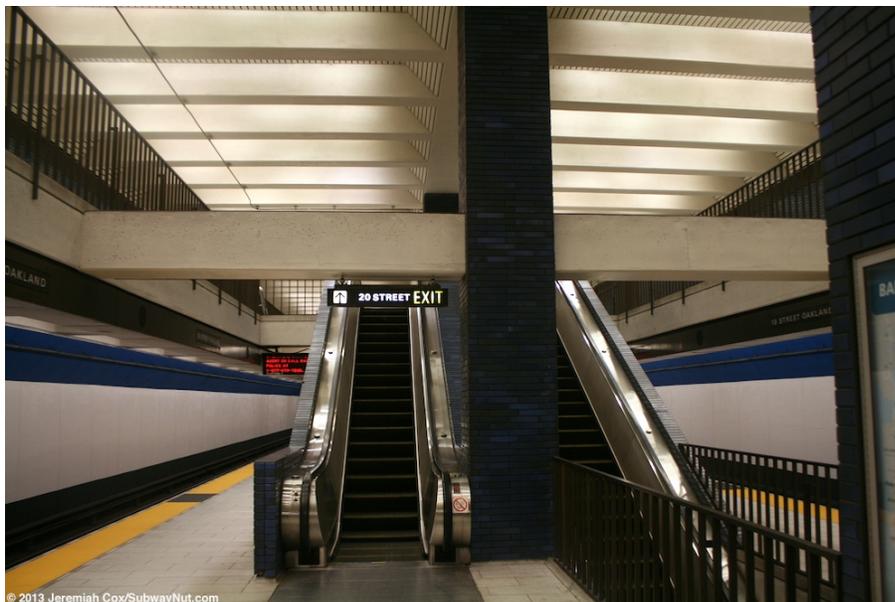
BART Art Program and Call for Artists Information: [www.bart.gov/art](http://www.bart.gov/art)  
19<sup>th</sup> St/Oakland Station Modernization Plan: <http://www.bart.gov/19th>

(CONTINUE TO NEXT PAGE FOR CONTEXTUAL PHOTOS AND ILLUSTRATIONS)

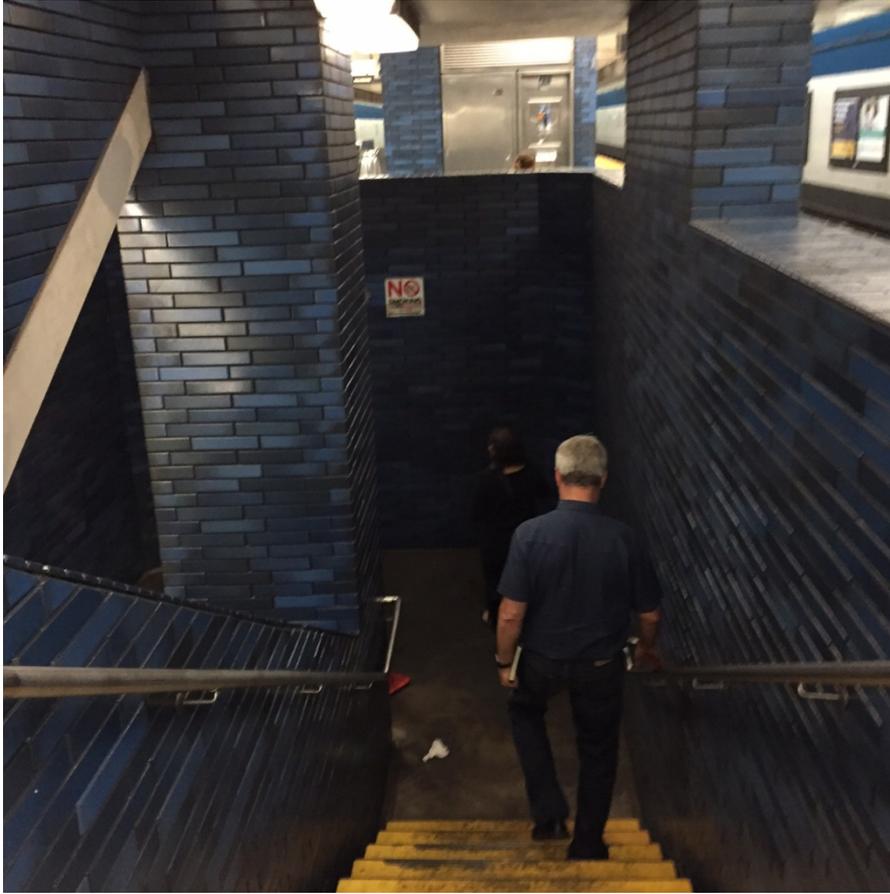
## **ATTACHMENT A: CONTEXTUAL PHOTOS AND ILLUSTRATIONS**



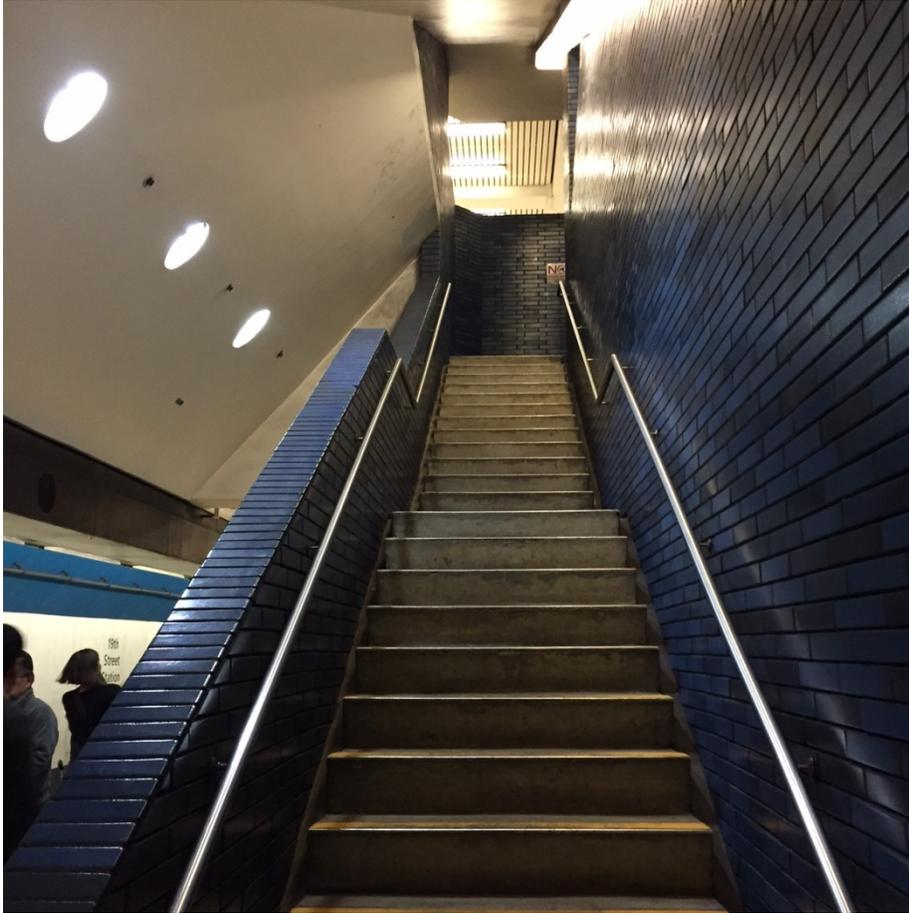
**Figure 1: 19th St/Oakland Station Concourse Level**



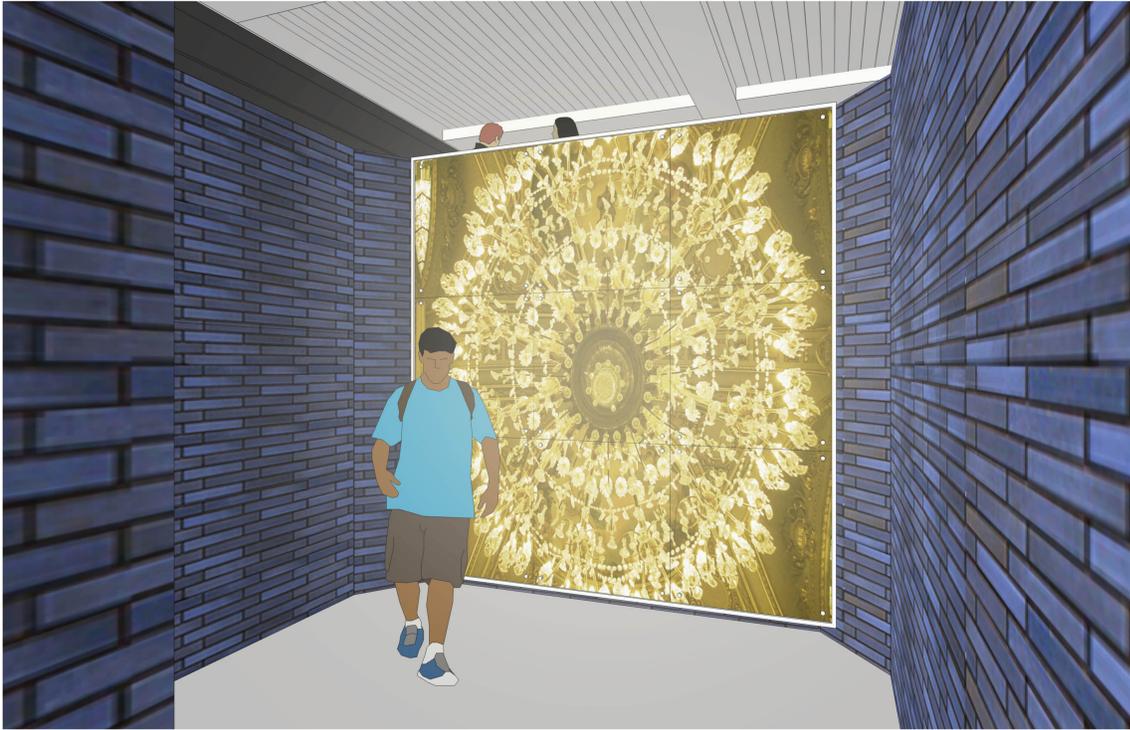
**Figure 2: 19th St/Oakland station platform level**



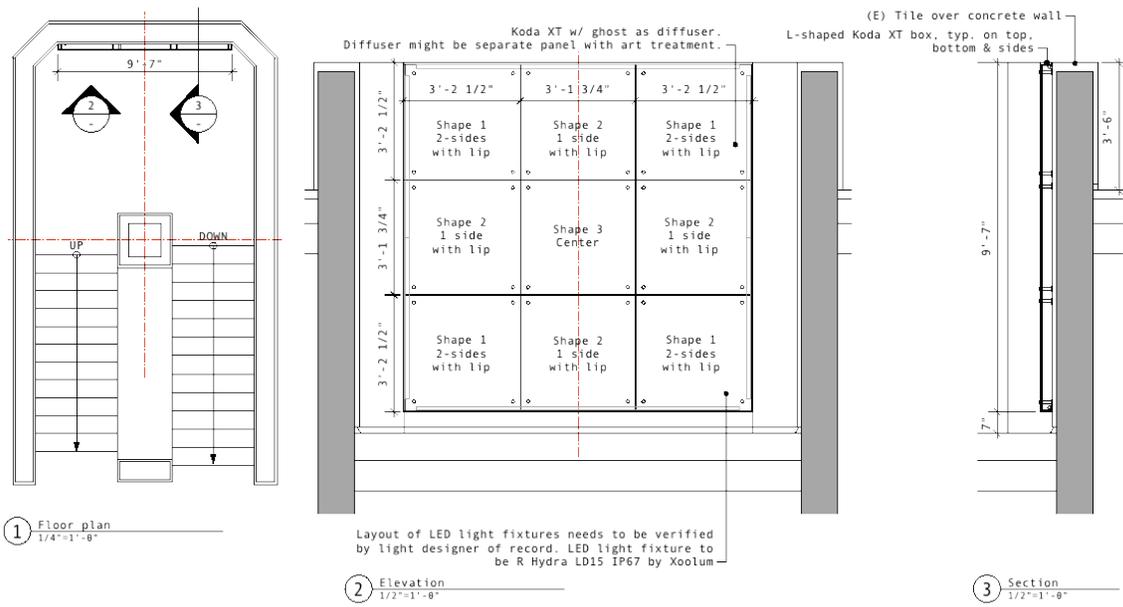
**Figure 3: View from the Upper Platform of the Stairwell Wall Where 1 of 3 Displays will be Located**



**Figure 4: View from the Lower Platform up to Stairwell Wall where 1 of 3 Displays Will be Located, and Partial View of the Soffit to be Painted an Accent Color**



**Figure 5: Rendering of Example Backlit Artwork Display in Stairwell**



SK 10

<p>merge conceptual design 216 pico blvd, suite 8 santa monica, ca 90405 p/f 310 581 5343</p>	<p>19th Street Station Modernization BART Oakland, CA</p>	<p>Preliminary design of light box at staircase pedestal</p>	<p>Date: April 07, 2015 Scale: as noted Page: 1 of 1</p>
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Figure 6: Display Construction Detail

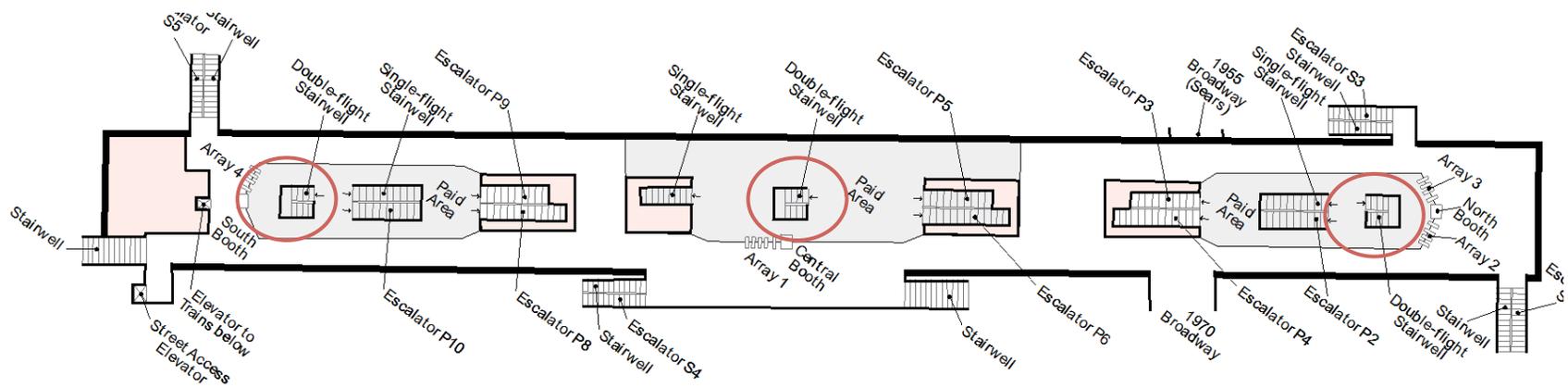


Figure 7: 19<sup>th</sup> St/Oakland Concourse Plan Layout Showing Three Double-Flight Stairwells where Art will be Located