

**SAN FRANCISCO BAY AREA RAPID TRANSIT DISTRICT**

**REQUEST FOR QUALIFICATIONS  
FOR A STATION ART PROJECT AT THE  
POWELL ST BART STATION  
CONTRACT NO. 15IF003-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 Powell St Station only.** A Request for Qualifications for the 19<sup>th</sup> St/Oakland 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 is being issued to select three finalists to compete for a single art opportunity consisting of an artistic treatment on the ceiling and four columns near the Hallidie Plaza/Westfield Mall entrance lobby area at Powell St station, as described more fully below.

## II. ART OPPORTUNITY

The art opportunity at the Powell St BART station consists of the production of original artwork that will be digitally reproduced and applied by means of a high-resolution printing process onto a backlit circular sculptural form on the ceiling of the station (“centroid”), made of 3 Form Chroma, a polycarbonate material. The selected artist will also be asked to design complementary artwork for placement on four existing stainless steel columns surrounding the centroid. The column treatment may consist of a band of 3 Form Chroma to be fabricated by 3 Form, or a different treatment as proposed by the artist (e.g. sculptural, etched, painted). A more detailed description of the art sites and type of artwork to be considered 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**

Powell Street Station is a busy international hub and gateway to the city; it is often the first San Francisco and BART “experience” for visitors arriving on BART from San Francisco International Airport and for infrequent BART riders who are shopping or visiting nearby tourist attractions. Its positioning presents a unique opportunity to connect visitors, residents, and riders with the wealth of historic, cultural, environmental and social activities in the area.

Located at Powell and Market Streets in downtown San Francisco, the station is centrally located near San Francisco's most popular attractions including the cable cars, Union Square, Yerba Buena Gardens, the Moscone Convention Center, the Theater District and a host of museums and galleries. The station is one of the busiest in the BART system and carries roughly 60,000 passengers per day.

Powell St will be undergoing a series of Station Modernization projects using State Proposition 1B funds, and this call for artists is part of the BART Station Modernization program. Improvements include – but are not limited to - installing a new grid ceiling to cover the exposed structural beams and conduit, relamping the station with LED lights to improve lighting and reduce energy usage, relocating hardware such as ticket vending machines in the Hallidie Plaza/Westfield Mall lobby area to the walls to improve sight lines from the station agents’ booths for increased safety, and replacing outdated paid area barriers with higher glass barriers that will reduce fare evasion. The selected artist should consider these design improvements, the many destinations in the vicinity of Powell St, the iconic “bubble” wall tiles, and other elements that might influence the themes and designs incorporated in the final art. More information about Powell St Station Modernization can be found at [www.bart.gov/powell](http://www.bart.gov/powell).

### **B. Art Project Description**

The art will occupy the large circular area between the Hallidie Plaza entry and the main concourse level entry to the Westfield shopping center, as shown in Figure 1. It will

consist of a backlit circular image on the ceiling, as well as treatment of the four existing stainless steel columns surrounding the existing terrazzo concentric circle pattern on the floor (Figure 2). The site is currently occupied by ticket vending machines and a utility room that will be relocated to open up sight lines from the BART and Muni station agent's booths to less visible areas of the station (Figure 3). The intent of the art is to formalize the space as a key gateway to and from the City, offering a landmark to orient passengers to their surroundings. In the long term – but not as part of this current call for artists - BART intends to commission art for the other two lobby areas of the station concourse, at the “Bloomingdale’s” entrance to the Westfield Mall, and at the intersection point where the new Central Subway will connect to the Powell St station (Figure 1). Once all three areas have been completed, passengers will have a better sense of directionality within the underground station.

Site 1: Backlit circular sculptural form (“centroid”). The primary site for artwork is a large circular area in the ceiling between the Hallidie Plaza entry and the interior entry to the Westfield shopping center (Figure 1). The artwork will be a sculptural form (the centroid) that will measure approximately 16’ in diameter. The centroid’s circular form references the original concentric circle pattern in the terrazzo floor below that will be restored, the historic “Emporium” glass dome in the Westfield Center, and the original “City of Paris” glass dome now in the nearby Neiman Marcus building, both icons beloved to San Franciscans. An architect’s rendering of the full artwork is shown in Figure 4.

The centroid substrate will be fabricated from 3 Form Chroma, a polycarbonate material. The selected artist or artist team will be responsible for designing original artwork that can be scaled to the size of the centroid substrate and reproduced as a high-resolution digital file appropriate for integration into the artwork substrate by means of a permanent printing process. The selected artist or artist team will be required to confer with BART throughout the final design, fabrication and installation process. BART will oversee the application of the digital imagery to the substrate and will be responsible for the delivery and installation of the artwork (centroid) at the site. The centroid will have an interior light-diffusing polycarbonate that will illuminate the printed art imagery.

Because the centroid is roughly 16’ in diameter, it will be constructed of smaller panels that will be affixed to the ceiling with 1” diameter chrome bolts. The tentative design of the panels is shown in Figure 5 and will be revisited at the conceptual design proposal stage described in Section VII.

Site 2: Existing Columns. The second art site is comprised of four existing stainless steel columns closest to the centroid area. Selected Finalists may be asked to design artwork for the columns that relates to the centroid artwork. Materials for the column treatment may include 3 Form Chroma, etching, paint, or other materials that can be successfully applied to the existing columns. BART will accept designs utilizing a band of 3Form Chroma towards the top of the columns, to relate to the centroid (Figure 6). The total art budget will vary depending on the Artist Finalists’ proposals for treatment of the columns, as described in the budget section, below.

### **C. Art Approaches**

Artists may consider a variety of artistic approaches as long as they comply with the site restrictions noted in this section. Approaches for the centroid might include trompe l'oeil images, which would visually expand the viewer's perception of space, or images that evoke San Francisco as an international center for travel, arts, and culture. The artwork should appeal to an international audience and reflect the sophistication of the many art and cultural venues in this area.

### **D. Art Restrictions**

Due to its location in the ceiling, there are several conditions that affect the design of the centroid artwork. Conduit and pipes will be located above the ceiling work, and BART staff must be able to access all areas above the work for maintenance and replacement of the LED lights illuminating the area. Therefore, the artwork substrate will be made in multiple smaller sections that can be raised and lowered, requiring that the artwork design accommodate any seamed or conjoined areas and the bolts required to affix the work to the ceiling. Any proposed column treatments may need to be fabricated offsite and installed by the Station Modernization contractors, for insurance and other purposes that can be discussed at the Conceptual Design Proposal stage described in Section VII.

### **E. Art Budget**

The total art budget for this project will range from \$20,000 to \$50,000, as follows:

- The selected artist/team will receive a total fee of \$20,000 to create an original artwork for the centroid based on the conceptual design proposal and any modifications that may be required by BART. The original artwork must be in a scale large enough to be reproduced as high-resolution digital files that can be printed onto the Chroma substrate. As the substrate will be fabricated in sections, the artwork may need to be photographed and digitally reproduced in sections that correspond to the design of the substrate. It will be the responsibility of the artist/team to create the original artwork, and translate it to high-resolution digital files.
- An artist or artist team proposing to include column treatments on the 3Form Bands as shown in Appendix A will receive an additional fee of \$5,000. Artists or artist teams proposing to use the 3Form treatment must create an original artwork for the column bands that is compatible with their centroid design. BART's fabricators and contractors will install the work. It will be the responsibility of the artist or artist team to create the original artwork, and translate it into high-resolution digital files.

- An artist or artist team proposing an alternative (non 3Form) treatment on the columns may work with an additional \$30,000 budget for the design, materials and fabrication of the column treatment. This budget must include treatment of all four columns. In the conceptual design proposal stage described in Section VII, BART and the finalists shall determine whether the artist/artist team or contractor will be responsible for installation, depending on the artist or artist team's ability to meet BART's requirements for on-site installation.
- No alternative treatment may be proposed for the ceiling, as the aforementioned physical restrictions of the area limit the type of art substrate that is allowable in this space.
- All budgets described above must also include time for conferring and consulting with BART and its subcontractors during the design, fabrication and installation process, and for any required travel expenses pre-approved by BART throughout the duration of the art project. The artist finalists will provide a more detailed budget proposal in the conceptual design proposal stage of this call, described in Section VII.

## **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 above. Selected artists or artist teams must be available to work collaboratively with project teams consisting of BART staff, project architects and engineers, contractors, 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 or artist team 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.

2. Experience working with public agencies, institutions, and through community processes.
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 artist or artist team'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. This may be included within the 5 year minimum qualifications as an artist.
5. Optional: If an artist or artist team intends to propose a column treatment requiring their own fabrication, the artist must have a minimum of five years of work in the intended medium (e.g. metal etching, sculpture, etc.).

## **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, neighborhood stakeholders, City of San Francisco staff, and BART staff will review the short listed applications and will score them according to their ability to fulfill the selection criteria outlined in Section IV of this RFQ.

The applicants with the three highest scores, (hereinafter "Finalists"), will be invited to develop conceptual design proposals as described in Part B, below.

### **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 reimbursement 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 on the centroid, 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 artist or artist team 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 centroid, 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 finalist's application and proposal will become the property of BART, unless otherwise agreed to in writing by BART. Except with respect to Selected Designs, finalists 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 a 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 at: AThorne@bart.gov not later than 5:00 p.m. PST on October 16, 2015. Please reference **CONTRACT NO. 15IF003-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 this questions/responses 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)

Powell St Station Modernization: [www.bart.gov/powell](http://www.bart.gov/powell)

(CONTINUE TO NEXT PAGE FOR CONTEXTUAL PHOTOS AND ILLUSTRATIONS)

# ATTACHMENT A: CONTEXTUAL PHOTOS AND ILLUSTRATIONS

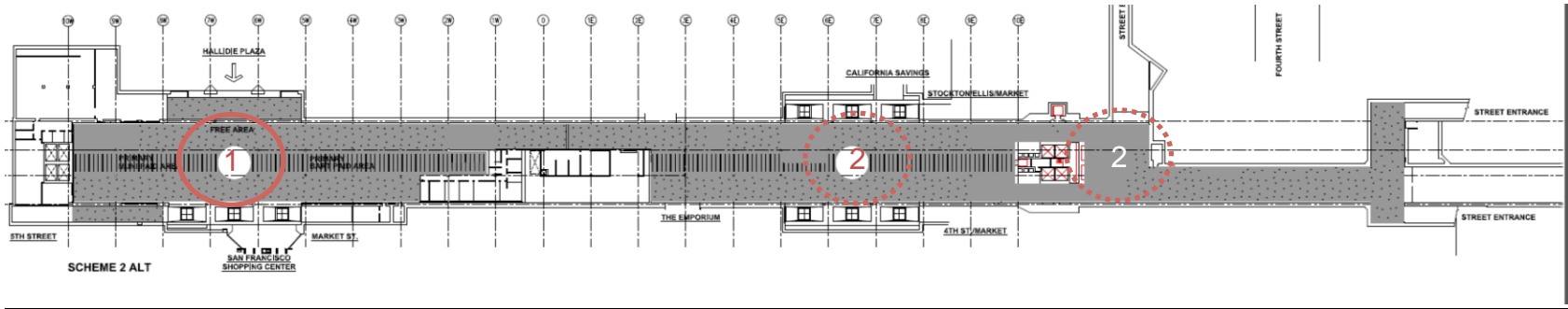


Figure 1. Concourse Level Site Plan showing current (1) and future envisioned (2) permanent art sites

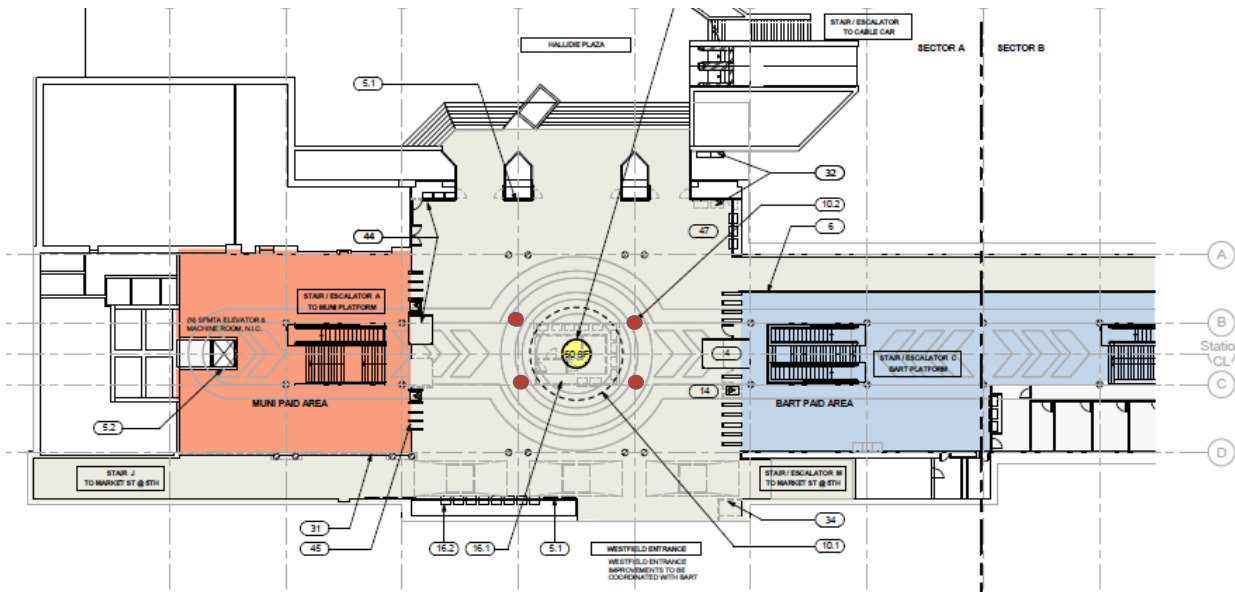
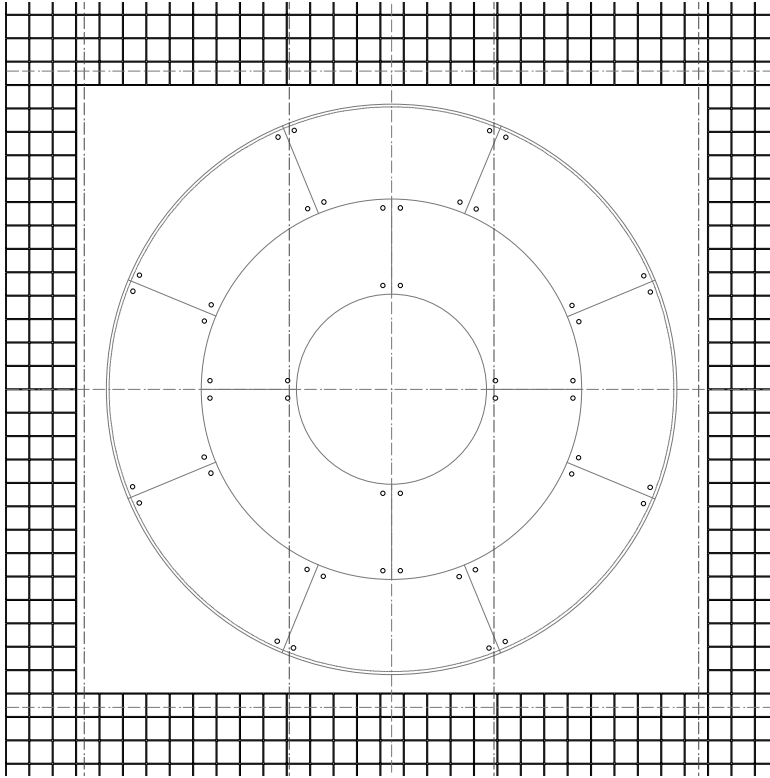
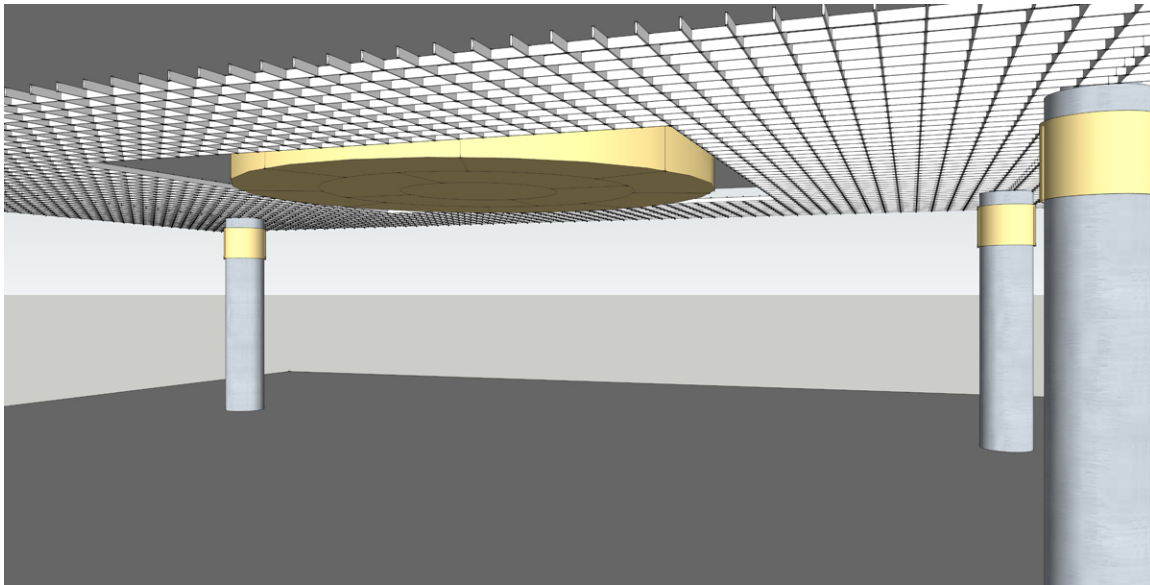


Figure 2. View of Hallidie Plaza/Westfield Entrance Lobby Area showing terrazzo pattern on floor, and location of columns (red)





**Figure 5. Centroid design showing sections to accommodate BART staff access to ceiling conduit**



**Figure 6. Image of Centroid and Placement of 3Form Column Bands**