



## REQUEST FOR QUALIFICATIONS

### **World Day of Remembrance Banner**

Award: \$4,000.00 USD

Eligibility: Open to artists or artist teams residing in the State of Colorado

Deadline for Application: September 27, 2021, by 5 p.m. MST

Document Issued: September 13, 2021

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## 1. Introduction:

The City and County of Denver's Department of Transportation and Infrastructure (DOTI) and Denver Arts & Venues (DAV), with Denver Streets Partnership (DSP), are seeking to commission a graphic designer to create banner artwork to be installed in November 2021 along the pedestrian bridge at 3<sup>rd</sup> and the South Platte River outside the Denver Wastewater building, as part of Denver's Vision Zero program and the annual World Day of Remembrance.

### **About Denver Vision Zero & World Day of Remembrance:**

**Vision Zero** is a transportation safety philosophy to eliminate traffic deaths and serious injuries in the transportation system. Vision Zero recognizes that humans make mistakes, and therefore the transportation system should be designed to minimize the consequences of those errors. No one deserves to die just trying to travel on our streets. The city began laying the groundwork for its Vision Zero initiative in 2015, and during his 2017 State of the City address, Mayor Hancock announced the city's commitment to eliminate all traffic-related deaths and serious injuries on Denver's roadways by 2030.

Adopted by the United Nations in 2005, the **World Day of Remembrance** is an international day of reflection honoring victims of traffic crashes and their families. It takes place on the third Sunday in November every year (November 21, 2021). Locally, DOTI is working with our partners this year to create a temporary art installation and memorial event to honor and remember those who have lost their lives on our streets.

### **Project Snapshot:**

- The selected artist/artist team will create a graphic design to media specifications outlined in this RFQ
- The banner will be printed on vinyl and installed by DOTI
- The artwork will remain in place for approximately 3 weeks through November, and may be reused again in future years
- The artwork will be featured in press releases and a public event for the World Day of Remembrance on November 21<sup>st</sup>

### **Site/Location Details:**

The banner will be installed to fencing along the Pedestrian Bridge over the Platte River at approximately 3<sup>rd</sup> Avenue, adjacent to the Denver Wastewater Building. The artwork will be viewable from the Platte River Trail and I-25. See the sample/conceptual mockup below (final installation may vary).

### **WDR 2021 ART INSTALL DRAFT MOCK-UP**



## **2. Media Specifications:**

### **Media and Materials:**

The artwork will be delivered in a digital format directly to the City of Denver by the artist. The City of Denver will procure necessary permits, fabrication, and installation of the artwork. Required art specifications are listed below:

### **Vision Zero/City of Denver branding specifications:**

- Should feature (but not limited to) Color Palette & Fonts outlined in [Vision Zero Style Guide](#)
- Include Text with Vision Zero Messaging – Suggestions:
  - “Safer Streets Save Lives”
  - “Slow Down Save Lives”
  - “Denver Vision Zero”
- Include Denver x Vision Zero logo (will be provided to semi-finalists)
- While artwork should be in theme with traffic safety, it should not include uniform traffic safety devices such as stop signs or traffic lights that could be confused with actual traffic control

### **Semi-Final design specification requirements:**

If selected as a semi-finalist, artist/artist team will receive \$500 stipend to deliver a semi-final proposal to include:

- Draft outline or mockup of proposed design
  - Artwork should be fully colored and to scale
  - Artwork does not need to be 100% final but should be developed enough to fully represent the concept
- 15 minute virtual presentation, including:
  - Short description of proposed concept
  - Mockup of draft artwork to scale
  - Overview of your plan/schedule to deliver the project per the timeline
- 15 minutes to interview with selection panel

### **Final Graphic design print specification requirements:**

One selected artist/artist team will receive a \$4000 honorarium to deliver the final design to include:

- High resolution image file (Vector .AI preferred)
- Designs set up to 100% scale: 190 feet long by 4 feet tall
- CMYK color
- 5” Bleed

### **3. Application Process:**

#### **Who may apply?**

This project is open to anyone who is a resident of the State of Colorado. We are committed to working with and supporting a broad diversity of artists based on race, ethnicity, gender identity, sexual orientation, national origin, age, religion, or intellectual or physical disability. The selection panel is especially interested in artists who live or work in Denver and can demonstrate a deep understanding of the diversity of our City, and connections to the message of Vision Zero.

#### **Can a team apply?**

Applications can be submitted for a single artist or a multi-person collaborative group. If applying as a team, please submit one application. Please limit team statement of interest to 500 words.

#### **Application Guidelines:**

All applicants must reside full-time in the State of Colorado. artists/artist teams that can demonstrate their experience with the graphic design in a large media format are highly preferred. Applying artists must show experience executing commissioned public artwork on a timeline. Artists will be judged on artistic merit (50%), connection to Vision Zero (25%), and experience creating murals of equivalent size (25%). Please see the **Application Process & Materials** section for more details on requirements for application.

#### **Post Application Process:**

An Artist Selection Committee has been created specifically for this art project. The Selection Committee is comprised of employees from Denver's Department of Transportation and Infrastructure (DOTI), Denver Streets Partnership, Denver Arts & Venues, and other partner agencies.

Once an application is submitted; a selection panel will review applications and invite up to 3 applicants to submit a semi-final proposal and do a virtual interview in mid-October 2021. **Each of the semi-finalists will be provided a \$500 stipend** for the creation of their semi-final design and their time to interview/present their proposal. If the Selection Committee feels strongly about one applicant, or less than three RFQs are submitted, then there will be no interview process and an artist will be selected.

Ultimately, one artist or artist team will be invited to create a final digital art piece to be printed and installed on the pedestrian bridge. Once the artist/artist team is selected, the artist is expected to design the mural and submit all files to required specs by October 25, 2021. A tentative schedule is provided in the next section with an estimation of the project timeline.

#### **4. Project Budget**

Up to 3 artists/artist teams will be invited to submit a semi-final proposal and do a virtual interview/presentation of their proposal. Each semi-finalist artist/artist team will receive a \$500 stipend for their time.

One artist/artist team will be selected as the finalist and will receive an honorarium of \$4000.

The honorarium for the mural sites shall be inclusive of all costs associated with designing and delivering the final design files, including but not limited to: artist design fee, insurance, cloud storage, hardware/software expenses, and contingency to cover unexpected expenses and any other costs related to the project materials.

Upon procurement, the commissioned artwork and subsequent printed materials are owned by the City of Denver, and may be used in 2021 and in perpetuity for related programmatic and outreach initiatives, including in digital/online graphics, reports, and future events.

#### **5. Project Schedule**

*(Project Schedule is subject to adjustments as necessary, except for Application Deadline)*

September 13, 2021	Call to artists issued
September 27, 2021	Deadline for applications/qualifications, by 5 p.m. MST
October 4, 2021	Semifinalists notified, invited to interview (if necessary)
Mid-October 2021	Semifinalists interview with Art Selection Committee (if necessary)
October 18, 2021	Finalist selected; Artist notified of award, final design begins
October 25, 2021	Final digital artwork files delivered to DOTI
November 1, 2021	Installation (completed by Denver DOTI)

## **6. Application Process & Materials**

*Please read this section carefully. Incomplete applications will NOT be considered. The applicant's name must appear on all materials submitted.*

All applications for this project must be submitted via [this form](#), by no later than 5:00 pm MST on **September 27, 2021**. The applicant must submit the following items for their application to be reviewed.

1. **Your Contact information & availability:** your name, contact information, and availability to adhere to the project deadlines.
2. **Statement of Interest:** A statement of interest of 500 words or less briefly outlining your interest in this specific opportunity, including answers to the prompts below:
  - What is your connection to the City of Denver?
  - What is your connection to Vision Zero?
  - Do you have initial ideas for what your artwork proposal might include?
  - What is your experience with graphic design for large format printing?
  - In which state do you reside full-time?
  - Do you live in the City and County of Denver or surrounding neighborhoods?
  - Have you completed at least one mural located within the public realm? Who commissioned the mural? (Private, municipal, or state agency?)
  - This project requires a strict adherence to deadlines, planning to deliver final files to required specs by Oct 25, 2021. How will you meet this deadline?
3. **Résumé or Bio:** A current résumé that outlines your professional accomplishments as an artist. Please limit your submission to no more than 2 pages. If applying as a team, please submit a résumé for each artist, with the lead artist first. Please ensure the résumé is no longer than 1 page per artist.
4. **Digital Images:** 5 digital images of relevant, previously completed artworks. Please give preference to mural/large format design work that is in the public realm i.e., on vinyl banners, building façade, or roadway.

## **7. Questions:**

Questions regarding this Request for Qualifications must be submitted by e-mail to [calc@denvergov.org](mailto:calc@denvergov.org). Please allow at least 2 business days for response time.