

## **RFQ Call for Artists - Edmonds International District Permanent Banner Design Project**

The City of Edmonds Arts Commission is requesting qualifications for artists/graphic designers interested in creating designs for permanent cut metal banners to be attached to 14 existing street light poles in the Edmonds International District on Highway 99. Up to 7 artists will be selected based on qualifications and compensated to create 2D graphic design-only proposals. Selected designs will be fabricated and installed by the City. Applications are due **Thursday, March 28, 2024**.

### **Eligibility:**

This opportunity is open to artists and other creatives, including graphic designers and artists working in 2-dimensional media who reside in the Pacific Northwest. Both established and emerging artists or students (must be 18 years of age or older) may apply. In addition to submitting their qualifications, applicants are required to provide a statement about why they are interested in creating designs for this neighborhood. Applicants, if selected, must be willing to work with the City to provide final design files which meet requirements for fabrication.

### **Budget:**

The finalists will be paid a stipend of \$600 to create 3 design concepts for initial review. Artists whose designs are selected by the selection panel for banner production will receive a fee of \$1,000 per selected concept for final design development (e.g. proposals, plus two final designs = grand total stipend of \$2,600). Detailed specifications will be provided to the finalists.

### **Purpose:**

Create designs for cut metal permanent banner panels to be attached to overhead light poles in Edmonds International District (approx. 220<sup>th</sup> to 230<sup>th</sup> SW) on the east side of Highway 99.

- The permanent banners replace original temporary banners, approximately 18" x 120", previously attached above the 7 art lanterns and above 7 standard light fixtures.
- The permanent banners should add visual identity to the Edmonds International District in keeping with existing artwork and cultural context of the neighborhood.
- The cut metal design must be visually effective from both sides. Banners will be viewable from both directions.

The project is for the art design only; the engineering, construction drawings, fabrication and installation of the banner panels will be contracted by the City of Edmonds.

### **Theme:**

The new permanent banners project builds on themes expressed by the community during planning for the Highway 99 Gateway Signs installed in 2023. The goal is to convey welcoming visuals reflecting the multi-cultural character of the area and/or referencing themes of nature and the local environment (e.g. water/waves and birds which frequent the Edmonds region), also reflected in the recently installed Gateway signage and highway median art elements.

The intent of the original Edmonds' International District enhancements project was to create a distinctive and welcoming landmark while improving street and pedestrian lighting. Artist Pam Beyette's public art installation, "Eight Paths of Light" (2013) included 7 pedestrian level lighting lanterns plus one stand-alone lantern. The art utilizes an international icon, the lantern, to evoke the shared cultural symbols of light, celebration, harmony and joy to create a welcoming visual along the highway. The district is home to a vibrant mix of unique international businesses and populations including Asian, Hispanic, Native American, Eastern European and other cultures.

Banner designs should work effectively with the existing lantern artwork, and with the recently installed Gateway signage and median elements.

### **Artist Selection:**

Submission of qualifications through the City of Edmonds Arts Commission's [Submittable portal](#) should include the following:

- 5-10 sample images of previously completed projects or concepts that represent your body of work. Information about each work sample image including title, year, location, medium and dimensions.
- A letter describing why you are interested in creating designs for this neighborhood, and general ideas you would like to explore.
- Resume or bio, 3 page limit.

**Please do not send specific designs or proposals at this time. Only selected finalists will be compensated to create design proposals.**

### **Submittal Review and Guidelines:**

The Edmonds Arts Commission and a selection panel including representation from the neighborhood will review artist submittals and select up to seven (7) finalists to create designs.

Review will be based on the following criteria:

- Quality and originality of work in the samples provided.
- Style or approach and/or opportunity for impact in a busy built environment.
- Experience in creating work that responds to the place, local environment and community.
- Connection to the Edmonds International District community and theme of international culture and/or local environment.
- Understanding of the project.

The selected artist's primary focus and scope is limited to the area of the panel design. The size of the flat metal vertical panel is approx. 18" width x 120"ht. with cut out negative space to create the design that will be cut with computerized machines.

**Application Deadline for the RFQ:**

March 28, 2024

Applications must be submitted through Submittable:

<https://cityofedmondsartscommission.submittable.com/submit/288396/edmonds-international-district-permanent-banner-design-project-request-for-qual>

For questions contact [eac@edmondswa.gov](mailto:eac@edmondswa.gov)

The City of Edmonds reserves the right to request additional information, select fewer applicants or no applicants if none of the applications are deemed acceptable, or revise or extend the call to artists.

**Additional Information:**

Additional information on design specifications will be provided to the selected artists. This will include requirements pertaining to the relationship in size of the open (negative) shapes, to the solid (positive) shapes, the single contour lines that define the edges between positive and negative shapes, the bracket system, materials, and color (black). There is no specific lighting element for the banners, and no guarantee on specific location.

Criteria for final selection of designs for fabrication includes:

- Interpretation and clarity of the theme to the viewer.
- Creativity and originality of the depicted theme.
- Quality of artistic composition and overall design based on the theme.
- Overall impression of the art in the built environment, e.g., is it visually compelling and legible in the busy highway setting.
- Adherence to design guidelines.

**Estimated Project Timeline:**

February 15, 2024 – Call for Artists RFQ Advertised

March 28, 2024 – Applications Due *(5 weeks)*

*(Review and contract with up to 7 artists by April 9)*

Week of May 13, 2024 – Design Proposals Due *(4 weeks)*

*(May 24 - Final Designs Selected)*

June 18, 2024 – Final Designs Development Due *(3 weeks)*

July - August 2024 – Fabrication and Installation *(2 months)*

Location in Edmonds WA: Highway 99, east side of street between 220<sup>th</sup> and 230<sup>th</sup> SW.



*Red light pole from Eight Paths of Light by Pam Beyette - with original fiber banner.*

*Photo rendering to show blank spaces for new permanent banners.*