

CALL FOR ARTWORK

PURCHASE OF EXISTING ARTWORK FOR THE COUNTY'S ART COLLECTION

Application Deadline: Friday, May 15, 2015 (10:59pm Pacific Time)

\$100,000 is available to purchase artwork.

Open to Alameda County artists.

The Alameda County Arts Commission is a division of the County of Alameda and will administer this program with general improvement funds and Percent for Art Public Art Program funds generated by County of Alameda capital projects.

PROJECT OVERVIEW

The Alameda County Arts Commission is building a public collection of artwork created by professional Alameda County artists. Artwork purchased through the 2015 Purchase Program will become part of the Alameda County Art Collection and will be placed in County buildings for the benefit and enjoyment of the general public.

Through this program the County collects high-quality artwork and promotes the wide range of artistic talent and expression in Alameda County. The Collection showcases a variety of artistic styles, media, and concepts and celebrates the creativity, cultural diversity, environment, and history of the region.

Professional artists making 2-dimensional or low-relief, wall-mounted artwork are invited to apply. Artwork submitted for consideration must have a broad appeal and be appropriate for a variety of public spaces with visitors of all ages and backgrounds.

\$100,000 is available to purchase artwork for the 2015 Purchase Program. The artwork will be installed at the following County buildings:

- **County Clerk-Recorder's Building** (1106 Madison Street, Oakland): The many functions of the Clerk-Recorder include recording documents related to property transactions; providing birth, death and marriage certificates; and performing civil marriage ceremonies.
- **County Administration Building** (located at 1221 Oak Street, Oakland): The Administration building holds many County offices and services for the public including the Alameda County Board of Supervisors, County Administrator's Office, Auditor-Controller Agency, Treasurer-Tax Collector, and Assessor.
- **1111 Jackson Street Building** (located at 1111 Jackson Street, Oakland): This building will house County offices and services for the public related to the Social Services Agency, Probation Department, Registrar of Voters, and the General Services Agency.
- **Alameda County Crisis Residential Program:** This facility serves Alameda County residents who are experiencing a mental health crisis and who need additional support to avoid hospitalization, stabilize symptoms, and return to their previous level of functioning. With 16-bed capacity, the recovery-based program will provide voluntary, short-term services typically lasting 12-14 days, in a home-like environment to empower and support people and their families in their recovery journey.
- **Other locations throughout the County to be determined.**

Submissions will be considered for all sites described above.

BACKGROUND

The Alameda County Arts Commission administers the County's Public Art Program. One facet of the Public Art Program is the enhancement of the public areas in County buildings through the purchase of artwork that will become part of the County's art collection. Currently, the collection features over 600 two-dimensional, low-relief and sculptural wall artworks including paintings, drawings, prints, mixed-media collages, photographs, digital prints and new media, and quilts and textile/fiber pieces.

ELIGIBILITY REQUIREMENTS

This opportunity is open to professional artists who live, are permanently employed, or rent/own an artist's studio in Alameda County. The cities and communities of Alameda County include: Alameda, Albany, Ashland, Berkeley, Castro Valley, Cherryland, Dublin, Emeryville, Fremont, Hayward, Livermore, Newark, Oakland, Piedmont, Pleasanton, San Leandro, San Lorenzo, Sunol, Union City, and other unincorporated areas. Proof of residence, permanent employment, or business ownership within County borders is required. To qualify for this program, the artist must minimally live, own a business or be employed at least part-time and on a continuous basis within Alameda County for the duration of the entire project, from the point at which the application is submitted through the final purchase of the artwork. Artists must be professional, practicing artists and 18 years or older to apply. Professional artists including emerging, mid-career, and established artists are encouraged to submit artwork for consideration.

In an effort to provide opportunities to a wide range of artists and to diversify the County's Art Collection, artists who have an active/open or pending public art contract with Alameda County at the time this Call for Artwork closes are not eligible to apply for this program.

Based on County policy, Alameda County employees, Alameda County Arts Commissioners, Alameda County Public Art Advisory Committee members, and individuals who serve on the Purchase Program Selection Committees are not eligible to apply for this opportunity. Contact the Arts Commission office if you have questions regarding your eligibility.

PARAMETERS FOR ARTWORK

Artwork that does not meet the following criteria will be deemed ineligible.

- Artwork must be original and have been created within the last five (5) years.
- Artwork must be at least 11" H x 11" W. Artwork must not be larger than 45" in any direction. Artwork must not exceed 2" in depth.
- Artwork must not exceed 20 lbs.
- Appropriate imagery or style for public space. A broad range of imagery and styles will be considered, including figurative, representational, and abstract. Examples of non-appropriate imagery include artwork with religious content, nudity, or depicting violence.
- Artwork should have a broad appeal for long-term use in a variety of situations including spaces that offer a variety of services to people of all ages, backgrounds, and cultures.
- Artwork must be professionally created using archival media, must be frame-able, and must not require extraordinary handling. Extremely fragile should not be submitted.
- Two-dimensional and low-relief artwork including, but not limited to drawings, paintings, textiles, quilts, photography, and mixed media will be considered. (All artwork will be displayed on walls).
- Light-weight, low-relief artwork, that does not protrude more than 2 inches from the wall, will also be considered (ceramic, metal, glass, and other materials);
- Photographs and fine art prints (including, but not limited to digital prints, etchings, lithographs, woodblock, etc.) are eligible but must be signed and numbered and in a limited edition of 150 or less.
- No reproductions representing original artworks will be accepted. (This includes but is not limited to digital reproductions, giclée, iris, offset press, or inkjet copies). Only original artwork will be considered.
- The Arts Commission is interested in purchasing individual, stand-alone pieces and multiple pieces created within a series of work.

- Framed and unframed work will be considered for purchase.

Many artworks in the County's collection are on view at the County Clerk-Recorder's Building located at 1106 Madison Street in Oakland. Artists who are interested in seeing work in the collection may visit the building's public spaces during normal business hours; no appointment necessary.

SPECIAL THEMES

As described above, a broad range of imagery and styles will be considered. In some instances, the themes of the artwork can help support the goals of the programs offered at a particular site. One of the sites which will receive artwork through this year's program is the Alameda County Crisis Residential Program. (See the description in the Project Overview section for more information about this facility.) The selection committee for this site will be looking for artwork which helps create a home-like environment and provides a sense of hope, recovery, community, and wellness. Appropriate themes and imagery include but are not limited to: scenes of nature; inspirational, nurturing, fun-loving, and inviting themes; and images that elevate one's mood in a positive way.

ARTWORK FRAMING & INSTALLATION

The Arts Commission will be responsible for the costs and management associated with the framing and installation of the artwork. The Arts Commission will frame all purchased artwork with archival quality materials.

SELECTION PROCESS & SELECTION CRITERIA

- Phase One: Artwork selection committees appointed by the Arts Commission will review the artists' application materials. The committees will be comprised of local artists and arts professionals, County staff, and community members. The selection committee will review and rank the images in multiple stages. *Only submit images of artworks that are immediately available for purchase.* Following the review of images, the selection committees will identify artworks for possible purchase.
- Phase Two: Those artworks identified for possible purchase must be delivered to the Arts Commission office (or other location tbd) and will be considered on loan at no charge until the artwork is returned to the artist or purchased by the County. The artwork will be insured while on loan to the County. The selection committees will review the artwork and then recommend which works should be purchased. Artworks not identified for purchase must be picked up by the artists (or their authorized representative). The artwork identified for purchase must be reviewed and approved by Alameda County Public Art Advisory Committee and the Members of the Arts Commission before a purchase is made.

Depending on the number of applicants and any other conditions that may develop, a preliminary review may be added to the selection process.

The artwork selection committees will use the following criteria during all phases of selection:

- Artistic excellence and originality
- Professional technique and finished quality
- Appropriateness of imagery, style, and medium as they relate to the project goals and setting.

APPLICATION PROCESS

Applications for the Purchase Program must be submitted online through the CaFÉ™ website (www.callforentry.org). There is no application fee to apply or to use the CaFÉ™ online application system. Applicants must submit through CaFÉ™ to be considered; no slides or hard copy materials will be accepted.

Incomplete submissions will not be accepted. For complete entry requirements and instructions go to the CaFÉ™ website and register for a username and password, navigate to "View All Calls", and search the list for

“Alameda County Arts Commission 2015 Artwork Purchase Program”. For technical assistance using the CaFÉ™ system visit CaFÉ Help and the FAQ Index on the CaFÉ™ website or email cafe@westaf.org.

Applications must include the following:

- Artist Statement (2,000 character maximum including spaces);
- A minimum of five (5) and a maximum of ten (10) images of artworks available for purchase. (Review the Artwork Parameters above.)
- Annotated Image List: Descriptions of available artwork including title, dimensions, materials, year of completion, brief description of artwork if necessary, and retail value of unframed artwork.
- Current résumé outlining professional accomplishments as an artist.

Note for galleries and dealers: The Arts Commission Staff are happy to work with those designated as the contact representative for the artist during the selection phase. However, payments for purchased artworks will be made directly to the artist. Any agreement that an artist may have with his/her gallery or representative must be handled between the artist and the dealer. The Arts Commission will assume no responsibility for payment of fees or percentages to gallery dealers or other artists’ representatives.

All artists who apply will receive electronic notification of the results of the selection process. Notification will be sent to the email address associated with each artist’s CaFÉ™ account.

PURCHASE PRICE & AVAILABILITY

Artists must establish the retail price for the artworks they are offering for sale (do not add sales tax). The Arts Commission will purchase unframed artwork and then after it is acquired, professionally frame the work. Prices must be commensurate with the artist’s current/recent sales. Proof of current/recent sales may be required. Work must be available for immediate purchase. There is no minimum or maximum retail value restrictions placed on the artworks submitted. During the most recent Purchase Program, the artwork purchased most commonly ranged in price from \$300 - \$4,500.

ADDITIONAL OPPORTUNITIES

During or after the review process, the Arts Commission may invite applicant artists (who have met all requirements for this program) to submit information about *additional* works that are available for purchase. This information may be used to purchase or commission additional artwork for this program or other projects. Artists who apply for the Purchase Program may be added to the Arts Commission’s Artist Registry* or considered for other opportunities.

PROJECT TIMELINE (*exact dates to be determined, all dates subject to change*)

Publicize Call for Artwork: March - May 2015

Application Deadline: Friday, May 15, 2015 (10:59pm Pacific Time)

Pre-Selection Committee Review: June 2015

1st Artwork Selection Committee Reviews (Review Digital Images): June 2015

Delivery of Artwork to the Arts Commission Office: July 2015 (exact date to be announced)

2nd Artwork Selection Committee Reviews (Review Actual Artwork): July 2015

Public Art Advisory Committee Review & Approval of Purchases: July 2015

Members of the Arts Commission Review & Approval of Purchases: August 2015

DEADLINE

Application materials must be received as a complete application in CaFÉ™ before 10:59pm, Pacific Time on **Friday, May 15, 2015**. Incomplete, non-compliant and/or late submittals will not be accepted.

CONTACT

For more information about this public art opportunity contact:

Amy Stimmel

Public Art Program Coordinator, Alameda County Arts Commission

(510) 208-9646

artscommission@acgov.org

www.acgov.org/arts

The County of Alameda, through the Alameda County Arts Commission, reserves the right to alter any aspect of the selection process or overall project in any way for its own convenience at any time. This Call for Artwork does not constitute either an expressed or implied contract and these provisions are subject to change. Applicants to this program may be considered for opportunities related to other projects.

**The Alameda County Artist Registry is a prequalified artist pool that is used for upcoming public art opportunities. Future projects include the East County Hall of Justice in Dublin and other projects to be determined.*