



SANTA BARBARA CENTER
— FOR THE PERFORMING ARTS —



Request for Artists Proposals (RFP)
PLAZA GRANADA MURAL

March 12, 2018
(revisions in bold 4/26/18)

Table of Contents:

- A. Overview
- B. Project Goal
- C. Mural site Location and Specifications
- D. Project Considerations
- E. Budget
- F. Eligibility
- G. Ownership
- H. Selection Process/Criteria
- I. Deadline
- J. Timeline
- K. Proposal Requirements

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A. Overview

The Jurkowitz Center for Community Engagement, a program of the Santa Barbara Center for the Performing Arts (SBCPA), seeks proposals for a public art mural project. Local artists are invited to submit a proposal for this exciting opportunity to provide a large scale work of art to be displayed on The Granada paseo wall, connecting State Street with The Granada Garage. Located in the heart of Santa Barbara's Historic Theatre District, this permanent outdoor installation will be highly visible to locals and tourists alike.

The Santa Barbara Center for the Performing Arts serves Santa Barbara by providing a vibrant, welcoming venue, The Granada Theatre, where world-class artistic performances are made available to the widest possible audience, promoting appreciation for the performing arts and enhancing the quality of life in our community. The theatre can accommodate dramatic, musical, dance and other arts presentations at the highest production levels, which is vital to touring artists as well as our eight resident companies: the Santa Barbara Symphony, Santa Barbara Choral Society, State Street Ballet, Community Arts Music Association, Opera Santa Barbara, Theater League, the Music Academy of the West, and UCSB Arts & Lectures. An architectural, cultural and historic treasure, The Granada Theatre is one of the most prominent edifices in the city and a vital presence in Santa Barbara since its original opening in 1924.

The SBCPA's Jurkowitz Center for Community Engagement, which is coordinating The Plaza Granada Mural Project, identifies unmet needs related to the performing arts and by appropriate fulfillment of those needs, ensures the community is actively engaged with, and inspired by, The Granada Theatre.

The Plaza Granada project manager is The Towbes Group.

The Plaza Granada project architect is the Cearnal Collective.

B. Project Goal

The goal of The Plaza Granada Mural Project is to beautify and enhance an area largely un-maintained and unwelcoming to pedestrians and theater goers. In order to increase safety for pedestrians, the project aims to improve the pedestrian connection between the existing Granada Garage and State Street by establishing defined walkways, automobile circulation patterns/parking, increased lighting (via bollards and/or possibly other means) and the exhibition of an engaging public art mural. The construction component to this project will include repaving/regrading the existing parking lot between the garage and the paseo, construction of two new residential garages, new trash and recycling enclosures and the enhancement of the public paseo.

With thousands of people utilizing this walkway every year as they come to and from State Street, and to offer patrons an exceptional experience before they even enter the theatre, the SBCPA has taken ownership of this project to benefit all who take this route.

C. Mural site location and specifications

The existing North facing site wall of 1224 State Street is approximately 91 feet long. It connects the sidewalk on State Street with the large open parking area in front of The Granada Garage via an alley between the addresses of 1224 State Street and 1226 State Street (see images #1 & #2). This alley provides only pedestrian traffic access to and from those areas. It is the North facing wall on 1224 State Street, as well as an extension to that wall by 46 feet (see image #3), that will embody the newly created artwork. There will be a doorway between the existing wall and the wall extension. The artists' 'canvas' on the existing wall will only include the 8 feet 10 inches from the ground - up to the visible ledge (see images #1 & #2) - plus the newly created wall, which will be 8 feet high. The wall surfaces are smooth exterior plaster over concrete block.

D. Project Considerations

- Develop a distinctive painted mural artwork that communicates and promotes the performing arts within the 'character and spirit' of Santa Barbara through the use of design, color and subject matter for public viewing of all ages.
- Generate a work that is artistically engaging and sufficiently stimulating to ignite conversation, foster interaction and evoke appreciation by the general public.
- Design a work that fits well within the context of the site (i.e., scale and theme).
- Use materials of the highest quality, designed and fabricated for durability of at least 20 years (**or as can be reasonably expected to achieve as much longevity as possible**), as well as for low maintenance – and including the application of an anti-graffiti protective coating/sealant.
- Complete project within the specified period of time and within budget.
- Given the expected attention that this project will attract, artist agrees to participate in any press/media related opportunities as they arise including, but not limited to, print, radio/televised interviews and discussions/presentations, as deemed necessary by the SBCPA, with the Santa Barbara Historic Landmark Commission (HLC).

Additional Considerations:

- Artist will not be responsible for the general maintenance of the mural.
- As part of the agreement, artist agrees to be available within 12 months after completion of services for consultation, if the need arises.
- No proposed artwork requiring mounting/drilling or similar requirements to affix the art will be considered.

E. Budget

No budget is proposed, however, the artist's proposed budget will be a significant consideration in the final selection process. This RFP seeks proposals inclusive of all costs associated with the mural, including, but not limited to, artist design fee, materials, installation labor, travel to and from the site, per diem expenses, project documentation, contingency to cover unexpected expenses and any other costs related to the mural.

Fundraising for this project will be the sole responsibility of The Granada Theatre, who will raise the funds needed to fulfill the creative vision of the artist whose work resonates the most with the stakeholders making the final decision.

Please keep in mind that, as a privately funded nonprofit institution, we rely on the generosity of individuals, corporations and foundations to help support all of our activities. Ticket sales and other earned income cover only half of the SBCPA's budget, which means we must annually raise private funds to deliver the level of excellence on our stage and in our many programs.

F. Eligibility

The RFP is open to all artists or artist teams with legal status to work in the United States who reside in Ventura, Santa Barbara or San Luis Obispo Counties without preference to racial or ethnic origins, gender, sexual orientation, religious affiliation, disability. Artists must be 18 years of age or older to submit a proposal.

G. Ownership

Artist will retain the ownership of design ideas submitted for consideration until a selection has been made and a contract signed between the artist and the SBCPA. At that time, 100% of the ownership of the artwork produced, in whatever stage of completion, shall become the property of SBCPA as a work made for hire as defined by the copyright laws of the United States. The SBCPA shall be the sole and exclusive owner and copyright proprietor of all rights and title in and to the results and proceeds of artist's services hereunder. In addition, artist will represent being the sole author of the Work and that all services are original by artist and not copied in whole or in part from any other work.

Sole credit for the final artwork will be that of the artist(s) and subsequent rights for use by those creators will be discussed in good faith at a later date.

H. Selection Process/Criteria

A selection committee has been assembled by the SBCPA for this project. Members of the committee are stakeholders of the neighborhood, the city of Santa Barbara, local business owners and the SBCPA. The selection committee will review all completed proposals and up to three semifinalists will be invited for an interview. One finalist will be selected for the commission.

The following criteria will be used in the selection process:

- Submittal of all requirements as outlined in the RFP
- Attention to the direction of a performing arts-centric work of art
- Proven ability to create distinctive artwork as exhibited by past work
- Quality/durability of product as exhibited by past work
- Originality, creativity and uniqueness of proposed artwork
- Artists proven track record/ability to complete the work on time and within budget

I. Deadline

All proposal materials must be submitted electronically by 6:00 PM on May 13, 2018. Submit materials via email to dgrossman@granadasb.org in a PDF format and in (1) single document. Please keep in mind that the maximum file size to this email address is 75MB, although outbound limitations by the sender may apply.

J. Timeline (subject to change)

March 12, 2018	Announcement and distribution of RFP
May 13, 2018	Deadline for receipt of proposal materials

**This deadline has been extended until June 17, 2018.
All subsequent dates will be adjusted respectively.**

May 14 – June 8, 2018	Review of proposals & identifying semifinalists
June 11, 2018	Communicate to semifinalists and those not selected
June 12 - 22, 2018	Interviews with semifinalists
June 25, 2018	Notification of winning proposal
June 26 – July 22, 2018	Contract phase
July 23, 2018 – TBD	Artwork design and final approval
TBD	Commencement of installation
TBD	Completion of installation

K. Proposal Requirements

By submitting a proposal for The Plaza Granada Mural Project, artist acknowledges that the information contained in this RFP will be used as the basis for any formal agreement between you and the SBCPA. In addition, the following is also required to be considered a complete proposal, as incomplete proposals may not be considered:

1. Contact information; name, address, telephone number and email address
2. Biographical information or resumes including previous experience
3. Maximum of (5) images (JPEG or PDF) of previously completed works
4. Minimum of (2) references
5. Optional additional support material (i.e. news articles or other relevant information on past projects)
6. Written narrative describing your artistic vision and proposal
7. Minimum of 3 sketches or images of the proposed work (JPEG or PDF) showing scale, dimensions and elevation
8. Proposed installation timeline
9. Line itemized budget

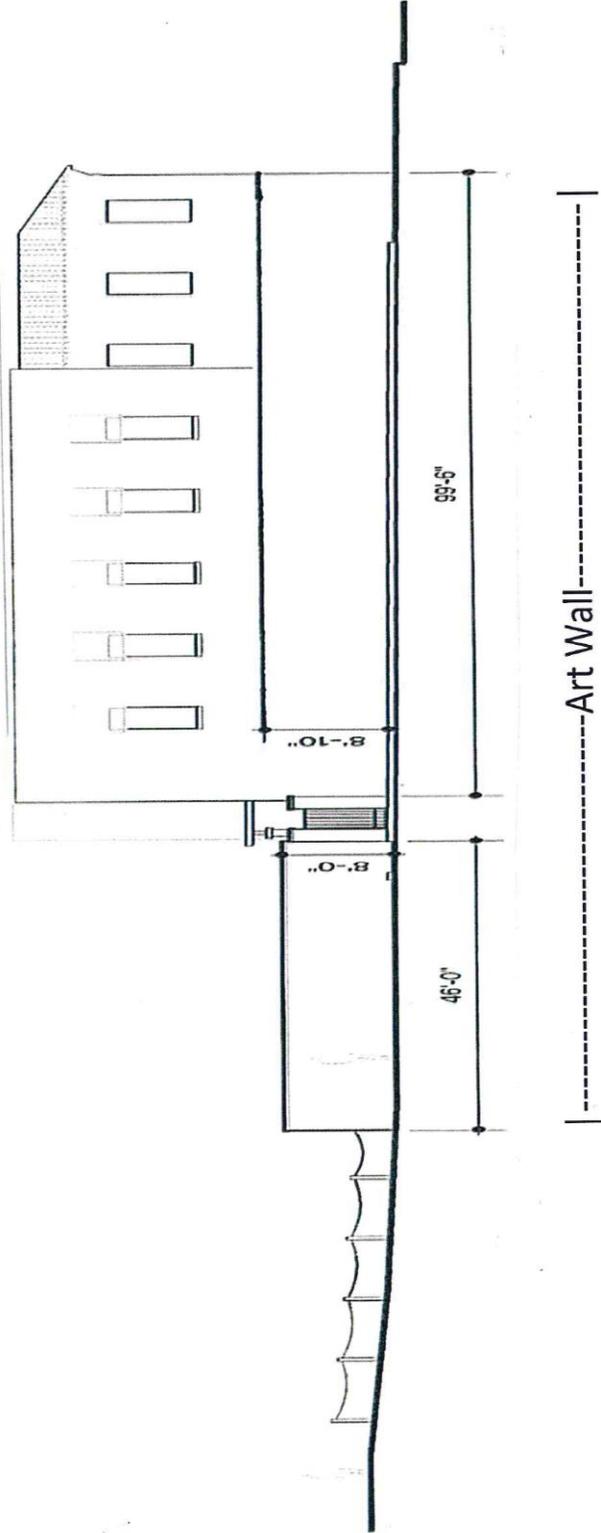
Image #1 - from State Street looking east towards the Granada garage with the North facing wall of 1214 State Street visible



Image #2 - from the outside parking area behind the Granada Garage looking west towards State Street with the North facing wall of 1214 State Street visible



1224 State Street



←to The Granada Garage

to State Street →

Art Wall - Elevation
1/16" = 1'-0"