

Request for Qualifications: Ashland Common Art!



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Interested Artists are invited to submit qualifications to design art for Ashland Common, an upcoming public park in Ashland, California, on the corner of E.14th and 166th ave.

The chosen artist will design artwork for the front of Ashland Common's hub building. Mosaic artists, multi-media artists with experience working in grout, and visual artists whose work can translate onto tile, are all encouraged to submit qualifications.

A community based selection committee will choose the qualifying artist and work with them to create a unique art piece reflective of the community's aesthetic values.

MINIMUM REQUIREMENTS

PARTICIPATING ARTISTS MUST:

- Live in the San Francisco Bay Area
- Be experienced in public art installation
- Enjoy working collaboratively with community input
- If installing, carry \$1M/\$2M commercial general liability insurance, and \$100k/\$300k/\$100k auto insurance

TIMELINE

The dates outlined below may change.
Any changes will be posted
on the H.A.R.D. website at:

www.haywardrec.org/1964/Ashland-Common

PHASE I:

Qualifications Due!

OCTOBER 1st, 2021: 6:00 PM PST

PHASE II:

MID OCTOBER, 2021
Phase II Finalists notified

EARLY NOVEMBER, 2021
Interviews with Community Selection
Committee // Final Artist Selected

WINTER 2021-2022
Artist refines design through
community process -
3 remote meetings

SPRING, 2022
Detailed Design, Ordering, and
Preliminary Fabrication

FALL 2022
Installation to be Completed

RFQ SUBMISSIONS

STATEMENT OF INTEREST AND QUALIFICATIONS

Artists interested in participating should respond to this Request for Qualifications by submitting a PDF of the following to kira.maritano@tpl.org by October 1st, 2021:

1. COVER LETTER

Up to 2 pages expressing interest in the project, detailing how the artist(s) meet the minimum requirements and have capacity to complete the project.

2. PROJECT SHEETS

Description of up to 5 relevant projects completed or in progress, with photos.

For more information,
contact:

Kira Maritano
kira.maritano@tpl.org

or visit

[www.haywardrec.org/
1964/Ashland-Common](http://www.haywardrec.org/1964/Ashland-Common)

THE TRUST FOR PUBLIC LAND
RESERVES THE RIGHT TO:

1. Amend, modify or withdraw this RFQ at any time
2. Require supplemental statements or information from any prospective respondent
3. Accept or reject any or all responses
4. Extend the deadline for submission of responses
5. Negotiate or hold discussions with any respondent and waive defects and allow corrections of deficient responses that do not conform to the instructions



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SELECTION CRITERIA

Artists will be selected to interview by the following criteria as determined by a community-based committee:

- relevant experience
- community engagement
- aesthetic alignment
- minimum qualifications

ART SCOPE DETAILS

The Ashland Common art piece will enliven a building face and bring community expression to the park. Approximately 90 square feet of area is available to the artist. The material is somewhat flexible but should be a durable tile or mosaic, and could be a combination of off-the-shelf tile selected by the artist and a specialty material, e.g. handmade/digitally printed tile or recycled material installed with grout. The material will compliment the surrounding porcelain tile of the building facade.