

REQUEST FOR QUALIFICATIONS

CITY OF WORCESTER 'GIVE ME A SIGN' ARTIST CALL

The City of Worcester Cultural Division, in partnership with the Worcester Cultural Coalition and the Greater Worcester Community Foundation, is highlighting a relationship between local creative expression and mental health as a response to COVID-19. According to [Resources to Recover](#), artistic and creative outlets contribute positively to a community's well-being, and have proven valuable in treating conditions such as depression, anxiety, and post-traumatic stress disorder.

To assist our community and provide moments of inspiration, education, and optimism, the "Give Me a Sign" project will provide visual encouragement throughout Worcester using 12 in. x 18 in. metal street parking-style signage. Submissions should include an artist statement and up to five samples of their design work. Finalists will digitally design up to two images for their sign submission (as EPS or PDF files). The selection committee will select up to 19 designs, coordinate sign fabrication, and place signage throughout Worcester. Signs will stay in their locations for at least twelve months.

"Give Me a Sign" is an effort which furthers the [Worcester Cultural Plan](#), released in 2019. The Cultural Plan lays out 90 strategies to take place over the next 10 years. Of these 90 strategies, 20 were identified as actionable for 2020 by the City, Greater Worcester Community Foundation, and the Worcester Cultural Coalition. "Give Me a Sign" aims to specifically address multiple priorities including (1) shaping cohesive branding and imaging for the "Worcester Story" and (2) fostering neighborhood stewardship.

DEADLINE TO APPLY: May 26, 2020

BUDGET: Selected artists will receive an honorarium of \$1,000. The selection committee will facilitate all fabrication and placement and will incur all additional costs. The Greater Worcester Community Foundation is funding this initiative with its Creative Community Funding, which was developed through a partnership with the Barr Foundation to support and elevate the creative community of Worcester. These funds seek to propel the Worcester cultural community by energizing dynamic cultural institutions, empowering innovative creatives, and engaging community leaders.

PROJECT GOALS & OBJECTIVES: Projects commissioned through this RFQ process should:

- Bring new life to Worcester's public spaces and encourage new ways of interacting with or in public space;
- Inspire happiness and promote positivity for those that engage with it;
- Facilitate the activation, animation, exploration, and discovery of City-owned public property or land; and
- Aspire to the highest level of creativity and excellence in art making as practiced in the field of public art.

POTENTIAL PUBLIC ART LOCATIONS:

Abutting parks, hospitals, community health centers, wellness facilities, and more as identified.

PROPOSAL REQUIREMENT:

- Please provide a brief Artist Statement to introduce who you are as an artist and some of the themes and ideas you explore in your artwork. Please do not insert a resume or list of accomplishments here. (300 words maximum)
- Describe the theme that you would like to explore for this project. Tell us how your idea relates to the concept of mental health, community engagement, happiness, and/or neighborhood representation. (500 words maximum)
- Include a resume (3 page maximum).
- Include up to 10 images of previous work (may include a mix of JPEGs, websites, audio clips, and/or videos (60 seconds or less).
- Provide the name and contact information of two professional references.

SELECTION PROCESS:

Qualifying Artists will:

- Demonstrate artistic excellence, innovation and originality as represented in past work and supporting materials.
- Demonstrate clarity and thematic creativity within the proposal.
- Present feasibility of the proposal and ability of the artwork to be completed within the set timeline.
- Demonstrate interest in and understanding of the project.
- Utilize imagery or verbiage that is uplifting, inspiring, and/ or motivating. Messaging may include, but is not limited to the following phrases in any language for example (feel free to think out of the box):
 - Wash your hands
 - Call your grandma/grandpa
 - Tu salud es nuestra salud
 - Cuidado
 - Tomalo con calma
 - Breathe
 - Be Present
 - Love yourself
 - Take care of yourself
 - You can and you will

A selection panel will review concept proposals based on the following criteria:

- Meet the definition of a work of art,
- Meet the goals for the project as defined in the Project Plan,
- Demonstrate excellence in aesthetic quality, workmanship, innovation, and creativity,
- Bring diversity to the City's public art collection,
- Uplift, inspire and motivate.
- Preference given to creatives who live or work in Worcester.

PROJECTED TIMELINE:

RFQ Submission Deadline: May 26, 2020

Qualifications Reviewed and Finalists Selected: May 29, 2020

Artist Confirmed & Contracted: June 2, 2020

Concept Proposal Submitted: June 9, 2020

Fabrication/ Installation: June 16, 2020

HOW TO APPLY: Online applications are being accepted and tracked through a Google form, found at:
<https://tinyurl.com/yd6zzj8e>

QUESTIONS? COMMENTS? CONCERNS?

Contact Culture@WorcesterMA.gov

ABOUT THE CITY OF WORCESTER CULTURAL DEVELOPMENT OFFICE

The mission of the Cultural Development Division is to administer the cultural development agenda, support equitable access to arts and culture throughout the city, and to execute the programs and administer the affairs of the Worcester Cultural Coalition and the Worcester Arts Council as established and authorized under these ordinances. The office aims to build the creative vitality of the downtown core and neighborhoods, support and produce public art in all aspects of city design, connect entrepreneurs and property owners with creative space development, and marketing Worcester's creative assets to the region and beyond. For more information, visit <http://www.worcesterma.gov/cultural-development>.

ABOUT THE GREATER WORCESTER COMMUNITY FOUNDATION

Greater Worcester Community Foundation (GWCF) is central Massachusetts' leading community foundation dedicated to improving the quality of life in the region by connecting donors to high impact nonprofits and community partners. The Foundation employs its expertise and resources to address the region's most urgent needs. Since 1975, GWCF has worked in partnership with donors to build a \$167 million endowment and awarded close to \$125 million in grants that have helped transform communities and build a strong and vibrant region. We apply our knowledge, relationships and resources to our work every day, combining passion and discipline to pursue a vision of Worcester's success that works for everyone. For more information on GWCF programs and how to give, please visit <http://www.greaterworcester.org>

ABOUT THE WORCESTER CULTURAL COALITION

The Worcester Cultural Coalition (WCC) is a public-private partnership established in 1999 between the City of Worcester and 12 cultural organizations. In 2020, membership stands at 78 organizations, which host over 2.7 million visitors annually, from Worcester and beyond. Its mission is to draw on Worcester's rich and diverse cultural assets to foster economic revitalization, support active and creative engagement for all, and to promote a strong cultural identity for Greater Worcester. The WCC supports and encourages action that meets the creative goals of the Worcester Cultural Plan: promoting cultural equity and creative community engagement for all. Learn more at www.worcesterculture.org.

ABOUT THE CULTURAL PLAN

The City of Worcester, in partnership with Greater Worcester Community Foundation and the Worcester Cultural Coalition, is pleased to announce the completion of the City of Worcester Cultural Plan, "Becoming Worcester: The Evolution of a Creative City."

A year in the making, the Cultural Plan is a foundational document for municipal cultural planning and service delivery in Worcester. The plan is primarily funded by the Barr Foundation through its Creative Commonwealth Initiative, the Worcester Cultural Coalition, and is a fulfillment of the City's cultural compact with the Massachusetts Cultural Council, which was designed to "promote a shared vision for cities and towns to recognize the power of culture and make communities better places for people to live, work and thrive." Learn more at <http://www.worcesterma.gov/announcements/city-announces-completion-of-first-comprehensive-cultural-plan>