

MARTIN LUTHER KING JR. DRIVE INNOVATION CORRIDOR IMPROVEMENT PROJECT

Request for Qualifications
Gateway Sculpture at I-285



MAYOR'S OFFICE
OF
CULTURAL AFFAIRS



OVERVIEW

The City of Atlanta Mayor's Office of Cultural Affairs in partnership with Renew Atlanta, invites Metro Atlanta artists and artist teams to submit qualifications for a site-specific sculpture to act as a gateway to MLK Jr. Drive at I-285. This sculpture should stand at least 30' tall.

This site-specific work of art should reflect the area's culture of international significance. This community was home to intellectual leaders of human rights, including W.E.B. DuBois, Booker T. Washington, and the Reverend Doctor Martin Luther King, Jr. This project, along with many others, will beautify the 7.2 mile corridor from North Avenue to Interstate 285.

The piece will be installed in the triangular landscaped area of the south-east side of MLK between I-285 and the north exit ramp. The sculpture foundation, design, engineering and construction costs must be integrated into the budget of the artist selected. See the images at the end of the document for the likely location of the artwork.



MARTIN LUTHER KING JR. DRIVE

- MLK, Jr. Drive is a heavily used east-west corridor linking points of interest such as [Downtown Atlanta](#) (which includes the government center), [Philips Arena](#), the new Mercedes Benz Stadium, Atlanta University Center ([Morehouse College](#), [Spelman College](#), [Clark Atlanta University](#) and [Morehouse School of Medicine](#)), historic Westview Cemetery, and the [Fulton County Airport-Brown Field](#).
- Suburban and historic urban neighborhoods line the corridor alongside notable parks such as [Mozley Park](#) and [Washington Park](#) and other community facilities such as the historic [Booker T. Washington High School](#), [Adamsville Recreation Center](#), [Atlanta BeltLine](#), and the [Lionel Hampton Multi-use Trail](#).
- The corridor also parallels Interstate 20, the region's major east-west freeway and crosses I-285, the region's perimeter freeway. At the intersection of Ralph David Abernathy Boulevard, MLK Jr. Drive becomes State Route 139 going westward past historic [Westview Cemetery](#), through the Adamsville community and eventually to the Atlanta city limits and Fulton Industrial Boulevard in unincorporated Fulton County. The eastern end of the corridor intersects with the [Atlanta BeltLine Southwest Trail](#) that is currently under construction.

CITY OF ATLANTA MAYOR'S OFFICE OF CULTURAL AFFAIRS

- The [City of Atlanta's Mayor's Office of Cultural Affairs \(OCA\)](#) was established in 1974 to encourage and support Atlanta's cultural resources. The initial mission was to solidify the role that arts and other cultural resources play in defining and enhancing the social fabric and quality of life of Atlanta citizens and visitors.
- Today the OCA understands that the arts play an essential role in defining the cultural vitality of the city and is working to enhance Atlanta's reputation as a cultural destination. The OCA aims to provide programs that contribute substantially to the city's economy and quality of life by providing cultural experiences.



THE SITE

- The sculpture will be installed in the area between I-285 the north exit ramp along MLK Jr. Drive. The site around the installation will be a grassy area assuring that it is accessible and complimentary to the gateway. The sculpture itself should stand on hardscape for ease of landscaping and maintenance. Due to the size of the location we are interested in sculptures 30' tall or larger. The gateway sculpture will be contemporary, innovative and transformative as an artwork that elevates the visibility of the intersection and speaks to the rich cultural history of the area.

ARTIST ELIGIBILITY

- The City of Atlanta is seeking applicants from the metro Atlanta area. This area includes the following counties: Cherokee, Fulton, Gwinnett, Dekalb, Rockdale, Henry, Clayton, Fayette, Douglas, and Cobb County. Artists or artist teams who are professional sculptors with portfolios that demonstrate monumental scale, contemporary, public art sculptures. The artist portfolio will demonstrate monumental scale sculptural architectural work. All applicants, regardless of race, sex, religion, nationality, origin or disability will be considered.

BUDGET

- The all inclusive budget is \$250,000.
- The all inclusive budget will include all artist fees, engineering, fabrication, foundations, installation, insurance, permitting and travel costs.

BUDGET DESCRIPTION

Payment Schedule:

- First payment draw: \$ 83,000
- Second draw, 50% complete: \$83,000
- Third draw, completion: \$84,000

SELECTION CRITERIA

Artwork will be selected based on the following criteria:

- Artistic merit and technical expertise
- Demonstrated successful, innovative and effective approach to public art projects of a similar scope
- Ability to successfully execute a public art project in a culturally rich area
- Express interest in creating artwork for the opportunities presented by this request for qualifications
- Able to create a non representational yet meaningful work of art specific to the area's history

APPLICATION CHECKLIST

- Statement of Interest:

In one page, using 12 point font, address the conceptual approach of your work; aspects of the area that are of interest to you; ideas on how you would engage the community before, during or after the project is complete.

- Samples of previous work showing your ability to work in this scale:

Submit samples of past projects within a similar scope. Images should be sent as attachments in jpg format. Include title, location, date, budget, timeline, and concept (when applicable).

- Résumé:

Outline professional artistic accomplishments (maximum 2 pages per person). Include three professional references (name, affiliated organization, email address and phone number).

TIMELINE

Questions:

- Questions and requests for clarification regarding this RFP must be directed in writing to the contact person listed below. The deadline for submitting such questions/clarifications is shown below. All responses that are material in nature will be shared with all registered firms/artist teams.

For Questions, Please Contact:

- Briana X. Camelo,

Cultural Affairs Outreach Specialist

bxcamelo@atlantaga.gov

How to Apply:

- Apply through Cafe <http://www.oaatlanta.com/oca-seeks-artist-rfqs-for-westside-mlk-corridor-gateway/>

Proposals due:

- Electronic proposals must be received no later than **11:59PM EST, January 1, 2019**. Proposals received after **11:59PM EST, January 1, 2019** shall not be considered. Proposals received after the scheduled deadline for filing will not be opened.

Schedule Dates:

- **December 1, 2018:** RFP issued
- **December 15, 2019:** Deadline for submitting questions
- **January 1, 2019:** Qualifications due
- **January 15, 2019:** Evaluation of Qualifications
- **January 25, 2019:** Top three artists will be notified and asked to make proposals
- **February 25, 2019:** Team Presentation/Interviews
- **March 1, 2019:** Artist or artist team selected
- **March 1, 2020:** Anticipated completion and installation of final artwork

GENERAL LOCATION ON MLK JR. DR.

MLK Jr. Dr. at I-285
South-east corner of intersection

