



Martin Luther King Jr. Drive Innovation Corridor Improvement Project

Request for Qualifications

**Decorative Metal Wall Sculpture with Lighting Element on
Bridge Abutment/Façade at MLK Dr. and Atlanta BeltLine**



Deadline: May 18, 2022

Eligibility: Artists or teams should live or have businesses based in the City of Atlanta. Proof of residence or business within the city limits will be required.

Budget: \$170,000

OVERVIEW

- The City of Atlanta Mayor's Office of Cultural Affairs invites architects, artists and designers to submit qualifications for the design, production and installation of a laser cut metal wall sculpture and lighting element to be installed on MLK Jr. Drive underneath the Atlanta BeltLine bridge. The artwork will be part of the 7.2 mile east-west corridor that connects points of interest such as the new [Mercedes Benz Stadium](#), the [Atlanta University Center](#), the [Atlanta BeltLine](#), [Westview Cemetery](#), and several [MARTA](#) bus stops.
- The area's culture is internationally significant. It was home to intellectual leaders of human rights, including W.E.B. DuBois, Booker T. Washington, and the Reverend Doctor Martin Luther King, Jr.
- The Renew Atlanta initiative that is sponsoring this installation with several others along the corridor will address vehicular and pedestrian safety concerns, provide additional pedestrian and bicycle access through the implementation of new multi-use trails, and introduce a new linear park along the corridor in addition to several public art installations. The goal is to transform MLK, Jr. Drive into an art filled pedestrian and bicycle friendly corridor with improved access to the Atlanta BeltLine and MARTA bus service.
- Four of the eight public art projects have already been installed along MLK Jr. Drive. One of the goals of the Landmark Art Program was to create public art with a theme of Human and Civil Rights that reflected both the community's history and enhanced MLK Jr. Drive to make sure that the corridor named after Dr. Martin Luther King reflected his legacy.
- Years of community-driven planning, detailed analyses, stakeholder support, and political and financial commitment have come together and integrated social justice to transform the corridor in the heart of Atlanta into a world-class "boulevard." The goal of the coming together of these entities is to transform through tailored, multi-modal improvements and complementary workforce capacity building, business recruitment, socio-cultural preservation, and green infrastructure. This will not only honor the name of Atlanta's most famous resident, but further the City of Atlanta's vision to preserve its historical past, maintain the livability of the present, and transform its future through the highest quality of implementation to enhance the level of service it provides to all people of Atlanta. The initiative is a global showcase for the community-based deployment of recent innovations in transportation safety, delivery, and risk management practices, in a high visibility, internationally significant cultural context.
- **Mobility & Access:** The Martin Luther King, Jr. Drive corridor carries some 28,000 motorists a day and MARTA, which provides local bus service on and parallels the corridor with four heavy rail stations, provides 438,000 trips per weekday. Users of the corridor will benefit from improved operations, more multi-modal options and connections, and reduced conflict between modes.

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), [State Farm Arena](#), the new Mercedes Benz Stadium, Atlanta University Center ([Morehouse College](#), [Spelman College](#), [Clark Atlanta University](#) and [Morehouse School of Medicine](#)), historic Westview Cemetery, four MARTA heavy rail stations, 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 I-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 corridor is served by 14 local and one express bus route and is located near portions of regional multi-use trail systems that currently have limited connectivity. The eastern end of the corridor intersects with the [Atlanta BeltLine Southwest Trail](#) that is currently under construction.
- There are three [MARTA](#) Heavy Rail stations within one quarter of a mile of MLK, Jr. Drive and one located on the street. There are 14 MARTA bus routes and three core and secondary bicycle routes on the Drive. I-20 an east-west expressway and I-285 an interstate highway loop encircling Atlanta both intersect MLK, Jr. Drive.

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.
- The Office of Cultural Affairs' programming is executed in four key areas: Public Art, Arts and Education Services, Contracts for Arts Services and Performing Arts. The OCA also manages the Chastain Arts Center/City Gallery at Chastain and Gallery 72.

THE SITE

- The Atlanta Mayor's Office of Cultural Affairs is looking for qualified applicants to design, fabricate, and install a two dimensional or low-profile perforated metal wall sculpture to be installed on the bridge abutment for the Beltline intersection with MLK Jr. Dr. with integrated LED backlighting. The northern and southern wall are both 17.5 feet high x 72 feet wide. The site is located towards the end of the 1100 block on MLK Jr. Drive next to Pilgrim Travelers Baptist Church.
- The sculpture must stand at least 8' tall, be constructed of stainless steel and be free standing on its own next to the preexisting stone wall. The stainless-steel artwork can not attach to the bridge directly in anyway.

ARTIST ELIGIBILITY

- The City of Atlanta is seeking applicants who are architects, designers or artists with portfolios that demonstrate professional experience designing, fabricating, and installing contemporary public artwork. Experienced designers can partner with engineers and fabricators. The portfolio should demonstrate ability to execute architectural work with an artistic design.
- Artists or teams should live or have businesses based in the City of Atlanta. Proof of residence or business within the city limits will be required.
- All applicants, regardless of race, sex, religion, nationality, origin or disability will be considered.

BUDGET DESCRIPTION

- **The all-inclusive budget is \$170,000.**
- If awarded the project the artist will be responsible for engineering, fabrication, installation, electrical service, permitting, insurance, transportation and travel costs.
- Selected artist or team will be required to have proof of insurance with COA, and Atlanta BeltLine as additionally insured, additional bond and permitting may be required and is the responsibility of the artist or team.

Payment Schedule:

- First payment draw: \$50,000
- Second draw: \$80,000
- Third draw, complete: \$40,000

SELECTION CRITERIA

Artwork will be selected via an artist selection committee including professional artists, community stakeholders, and partnering agencies

Artwork will be selected based on the following criteria:

- Artist merit and technical expertise
- Demonstrated successful, innovative and effective approach to architectural, design and public art projects of a similar scope
- Ability to successfully execute project in a culturally rich and complex area
- Express interest in creating artwork for the opportunities presented by this request for proposal
- Designs must stand at least 8' tall, be constructed of stainless steel and stand on their own next to the preexisting stone wall. The stainless-steel artwork can not attach to the bridge directly.

REQUIRED APPLICATION MATERIALS

- **Résumé** that outlines professional accomplishments (maximum 2 pages per person).
- **References** for three (3) individuals with whom you have worked, collaborated, or who have commissioned your work in the past (name, affiliated organization, email address and phone number).
- **Images** (6 maximum) of previous artwork and/or commissions (not proposals) which demonstrate your qualifications for the project.
- **Annotated image list** which must include title, location, date completed/performed, media, dimensions, brief description of the project/conceptual information, and budget (if applicable).

We strongly recommend that you register as a City of Atlanta Vendor Prior to submitting a proposal. Register as a Spend Authorized Supplier for the City of Atlanta. Click [here](#) to register online anytime. It is the sole responsibility of each respondent to ensure all business information is correct and current in COA online portal.

TIMELINE

Questions:

- Questions and requests for clarification regarding this RFQ must be directed in writing to the contact person listed below. All responses that are material in nature will be shared with all registered firms/artist teams.

For Questions, Please Contact:

- Emily Sorgenfrei, Public Art Project Coordinator: esorgenfrei@atlantaga.gov

Qualifications due:

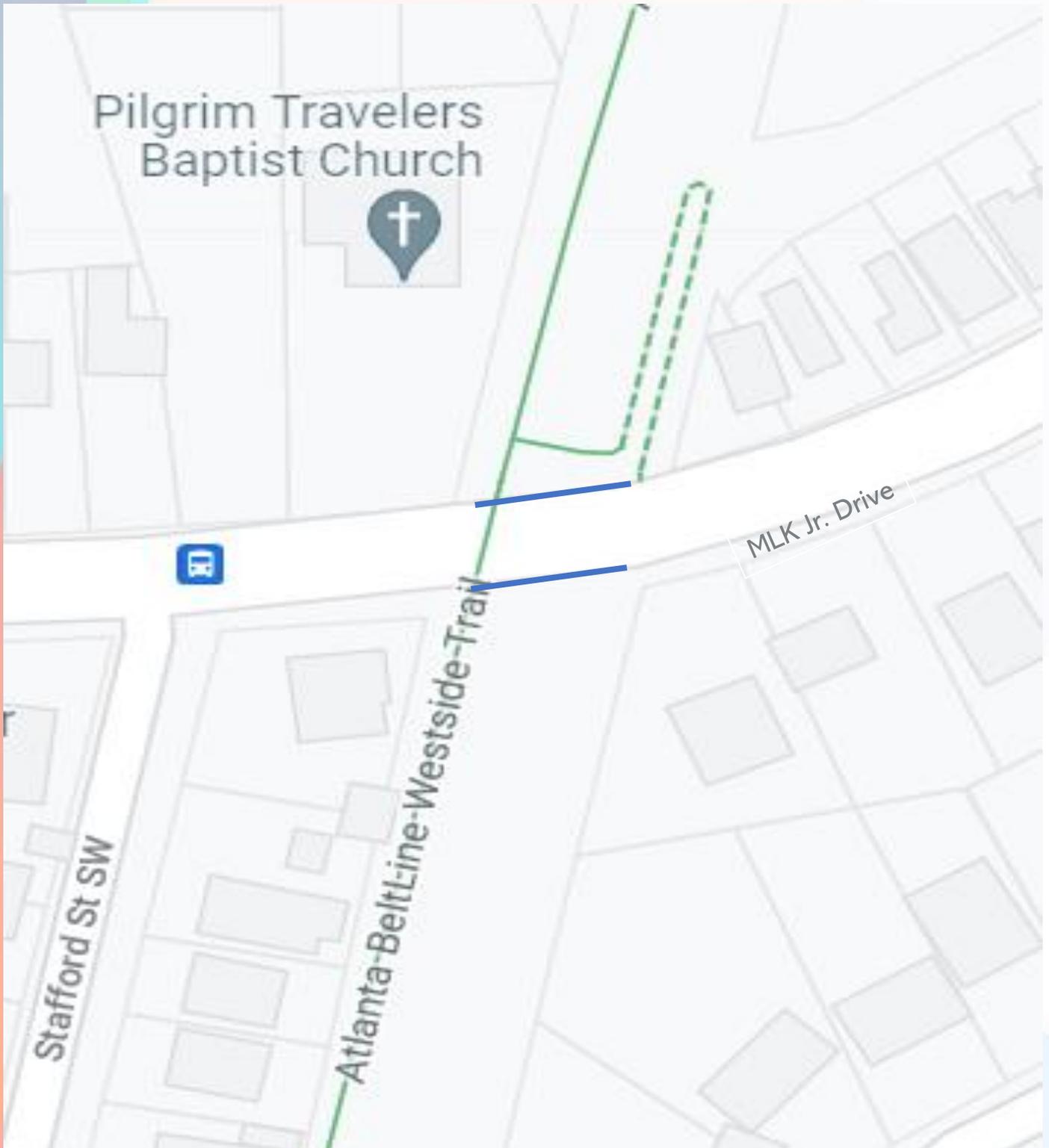
- Please send your qualifications in a single PDF to esorgenfrei@atlantaga.gov. The subject line should read ARTIST NAME: MLK Bridge Abutment/Façade Qualifications.
- Qualifications must be received no later than **May 18 at 5PM**. Qualifications received after **May 18 at 5PM** shall not be considered. Qualifications received after the scheduled deadline for filing will not be opened.
- The top three selected finalists will receive \$1,000 to create proposals.

Schedule Dates:

- **May 18** : Qualifications due
- **May 23 - 27**: Panel review of portfolios
- **May 31**: Finalists notified
- **June 28**: Finalists proposals due
- **June 30**: Team Presentation/Interviews via Microsoft Teams
- **July 8**: Artist or artist team selected and announced
- **Summer 2023**: Anticipated completion and installation of final artwork

**Dates are subject to change*

LOCATION ON MLK JR. DRIVE



SOUTHERN WALL ON MLK JR. DRIVE



NORTHERN WALL ON MLK JR. DRIVE

