

PERCENT FOR ART COMPETITION

 SEPTA ART IN TRANSIT PROGRAM
CALL FOR ARTISTS

<i>33RD</i>	<i>&</i>
<i>DAUPHIN</i>	
<i>BUS</i>	<i>DEADLINE</i> AUGUST 6, 2012
<i>LOOP</i>	<i>BUDGET</i> \$85,000

INTRODUCTION

Southeastern Pennsylvania Transportation Authority (SEPTA) announces a juried public art competition, open to all artists living or working in the Greater Philadelphia area.

Individual professional Artists or Creative Teams are invited to submit qualifications for a permanent public artwork to be located within the 33rd and Dauphin Bus Loop.

A large scale sculpture will serve as a vibrant gateway, which will create a visual connection between Fairmount Park and the Strawberry Mansion community.

ART IN TRANSIT PROGRAM

SEPTA's Art in Transit Program is designed to incorporate art elements into renovation and reconstruction projects for selected stations and public transportation facilities. The program allocates approximately one percent of the construction budget of capitolly funded projects for the design, fabrication and installation of permanent artwork

The purpose of the program is to create a more welcoming and dynamic transit environment for regular and new riders and to foster a sense of pride within the surrounding community.

PROJECT SITE

The 33rd and Dauphin Bus Loop is a highly visible triangular 1/4 acre site, located between Ridge Avenue and 33rd and Dauphin Streets. The east side faces the residential community of Strawberry Mansion and the west side looks out on Fairmount Park. Over fifteen hundred SEPTA passengers enter, exit, or transfer between buses each day. The existing triangular corner building will undergo a major historical restoration to uncover its unique and original brick and ornamental designs. At the same time, the bus shed will be replaced to match the corner building while also making improvements to suit modern operations. The site will feature several sustainable practices including LED lighting throughout and the installation of a green roof. Paving areas and planting beds will line the streets surrounding the loop, softening its borders to the

community and several shelters will be installed for waiting customers. Additionally, a full signage upgrade will be implemented for safety and way-finding concerns.

ARTWORK

Finalists will be asked to propose a soaring sculptural form which may be envisioned within a wide range of styles and expressions. As an exuberant gateway to the urban environment on the east and the natural environment to the west, the artwork should creatively engage the imagination of riders and residents as well as occasional strollers crossing over from the park.

Artists may connect their work to the community's historic and architectural legacy, or capture the spirit of the current revitalization effort by providing a dynamic new identity. In either case, the artwork must be welcoming and respect the functionality of the site.

COMMUNITY

The neighborhood takes its name from a grand home known as Strawberry Mansion, which at one time included a restaurant known for strawberries and cream. The community of Strawberry Mansion was home to a number of Philadelphia's wealthiest families in the 19th century. Since the middle of the 20th Century, the neighborhood has been struck by economic decline. However, within the last few years, the southern and western boundaries of the area have shown signs of gentrification. . In the mid-1950's the economic stature of the community changed as many of the larger dwelling were converted to multi-family homes. Today, within Strawberry Mansion, there is active community commitment to revitalize the area and they are joined by neighborhood regrowth efforts in the blocks south and west of Strawberry Mansion.

MATERIALS

A full range of metals and various other permanent, indestructible materials should be considered, used either individually or in combination with each other. Materials may include stainless steel, granite, concrete, reinforced glass, mosaic tile and anodized aluminum. Metal may be cast, welded, forged or laser cut.

All materials and fabrication techniques must meet the challenges of a very active outdoor urban transit environment.

BUDGET

The Art-in-Transit Program has established a total art project budget of \$85,000. The budget includes the artist design fee, insurance coverage, costs of materials, fabrication, shipment, installation of the work and other project related expenses.

ELIGIBILITY

The competition is open to all professional artists and creative teams living or working within the Greater Philadelphia area. Demonstrated successful completion of a public art project similar in size and scope is preferred. It is expected that artists or teams have experience to execute their ideas from concept to completion.

Minority participation is strongly encouraged.

No proposal shall be from, or contract awarded to, any SEPTA or City employee or official who submits a proposal or solicits any contract in which he or she may have direct or indirect interest.

CONTRACT AWARD

Once an Artist is selected, he/she will be required to sign a contract with the A/E Consultant prior to commencing the work. No selection shall be considered final until the Artist and the A/E Consultant have properly executed that Agreement.

Selected Artists are expected to work with SEPTA's project manager to prepare construction documents and, in consideration of conceptual and technical concerns, to assure the full integration of the artwork into the specific requirements of the site.

Compliance with applicable rules, codes, permits, methods and procedures of all governmental boards, bureaus, offices, commissions and other agencies including SEPTA and the City of Philadelphia is required.

ARTIST SELECTION PROCESS

First Phase

All entries will be reviewed by a five-member Selection Panel, that will include SEPTA's manager of Art in Transit, a design team representative, a community representative, an artist, and an arts professional, who together will recommend a group of five Finalists based on written statements, digital submissions and previous experience.

Second Phase

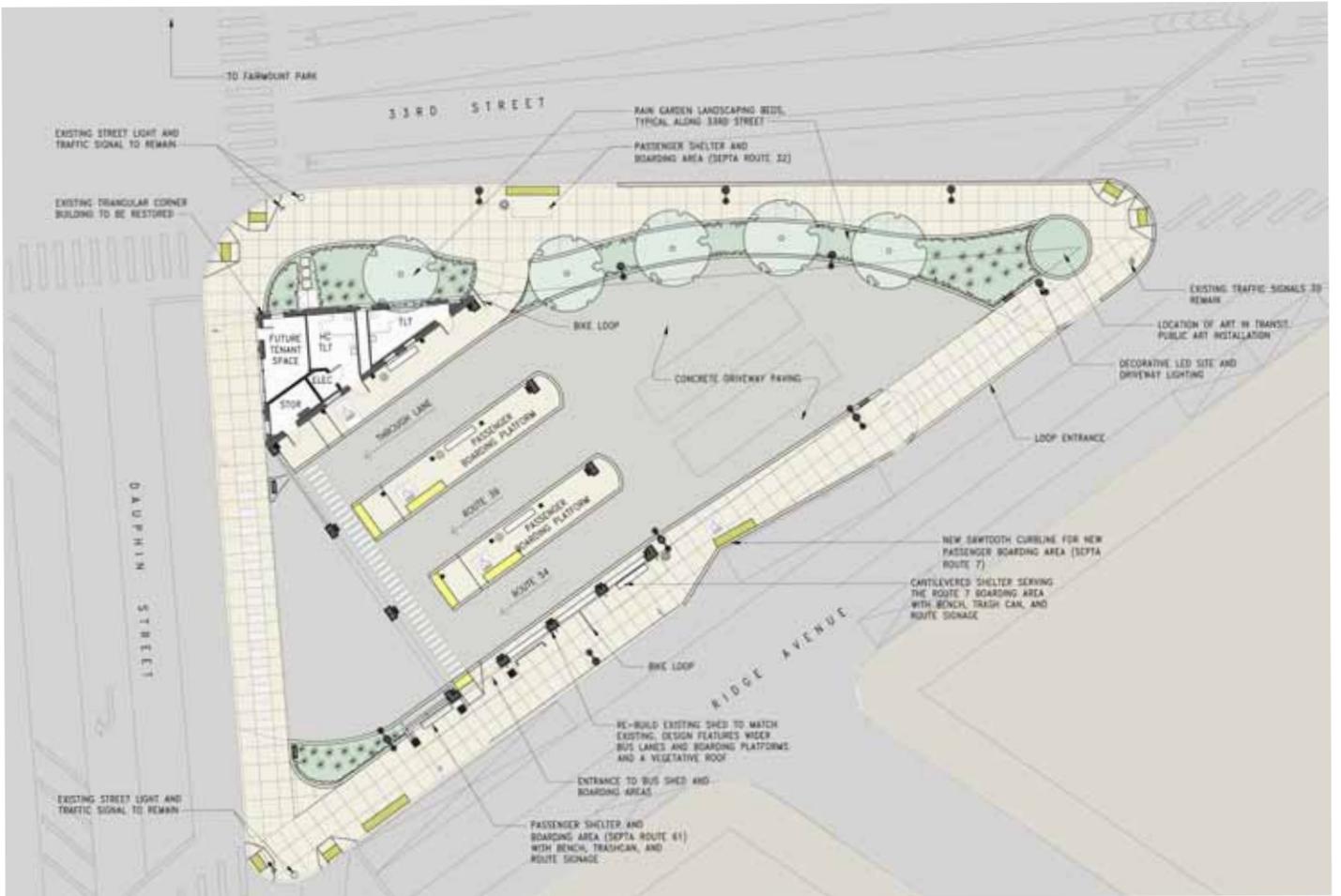
Finalists will be invited to an Orientation Meeting, which includes a site visit. Drawings and detailed information about the site, including dimensions and architectural requirements, will be provided at that time. Finalists will be requested to develop a detailed proposal for review by the Selection Panel. The Selection Panel will then make its recommendation to SEPTA. (The panel reserves the right to recommend none of the submissions.) A design stipend of \$1,000, which should cover all proposal expenses incurred prior to signing the contract, will be awarded to each Finalist or Team.

PROPOSAL SELECTION CRITERIA

Finalists' proposals will be evaluated based on aesthetic quality, innovative approach, sensitivity to community, feasibility and compatibility to the existing bus loop design. Other selection criteria include adherence to specific dimension and weight requirements, technical proficiency, durability of materials, resistance to vandalism, concern for public safety and minimum maintenance. It is most important that artwork not impede the operations and route of buses entering, exiting or maneuvering through the site.

AUG 6	Submission Deadline
AUG 20	First Phase: Panel Review of submissions
AUG 29	Finalist Orientation Mtg. & Site Visit
NOV 5	Second Phase: Proposal Presentations
JAN 2013	Community/Art Commission Meetings
FALL	Installation

SEPTA reserves the right to modify or revise the *Call for Artists* at any time.





AREA FOR
ART IN TRANSIT

HOW TO APPLY

1. Submit digital images of your Artwork

Submit a maximum of eight digital images of recent artwork with no more than two images of an individual work. A portion of the depicted work should relate in material and/or general approach to the 33rd and Dauphin Bus Loop project. Collaborative teams must include up to six images per member. Images must be saved as PC compatible JPG files on a CD-ROM at 72 dpi. The maximum pixel dimensions are 1000 in width and 1000 in height. The file size must not exceed 2MB. All images must be clearly labeled with the number (order to be viewed), Artist's last name, and first name. Example: smith_jane_01. Do not label images with characters, commas, periods or spaces. The Image Identification Form must correspond with digital images. Do not embed images in a Power Point presentation.

2. Submit two copies of the Image Identification Form.

The Image Identification Form must be used and all information should be typed or clearly hand written. Each item must correctly correspond to the numbered image.

3. Submit one copy of a current résumé.

If you are submitting a proposal as a collaborative team, each member must submit an individual resume.

4. Submit eight copies of an "Approach" Statement

Please provide a printed statement describing a general approach to the 33rd and Dauphin Bus Loop project. The statement should not exceed 150 words. A specific or detailed proposal is not requested at this time; however, we do expect the statement to relate to the proposed artwork, rather than to past work.

5. Include a self-addressed stamped CD envelope only if you want your CD returned.

We prefer to keep your CD in our files and notify you of your status by email. Every effort will be made to ensure the safe handling of your CD; however, we cannot be responsible for its loss or damage.

6. Additional guidelines.

- Incomplete or ineligible submissions will not be reviewed.
- All pages submitted must be 8 1/2"x11".
- Without a SASE, your CD will be retained in our registry.
- Send no more than the maximum number of materials specified.
- Do not send folders, cover letters, printed reviews, brochures or catalogues. They will not be reviewed in this initial phase of the process.
- Additional information and site plans will be distributed to the five selected Finalists at the Orientation Meeting.

DEADLINE

Submissions must be received by 5 PM on August 6, 2012. (We are unable to accept faxed or late entries.)

WHERE TO SUBMIT

All materials should be mailed or delivered to lobby desk:

Marsha Moss

Public Art Consultant

SEPTA 33rd and Dauphin Bus Loop Project

220 Locust Street 27-D

Philadelphia, PA 19106

IMAGE IDENTIFICATION FORM

33RD & DAUPHIN BUS LOOP

A **SEPARATE** IDENTIFICATION FORM SHOULD BE SUBMITTED FOR EACH MEMBER OF YOUR TEAM.

Name _____

Address _____

City _____

Telephone _____ Email _____

1 Title/Description _____

2 Title/Description _____

3 Title/Description _____

4 Title/Description _____

5 Title/Description _____

6 Title/Description _____

7 Title/Description _____

8 Title/Description _____