



Alameda County Arts Commission
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3/23/11

CALL FOR ARTWORK

2011 Purchase of Artwork for the Alameda County Arts Commission

Approximately \$75,000 is available to purchase existing artwork created by Alameda County Artists

Application Deadline: Friday, June 10, 2011 (10:59pm Pacific Time)

The Alameda County Arts Commission is a division of the County of Alameda and will administer this program with general improvement funds and "Percent for Art" Public Art Program funds generated by County of Alameda capital projects.

PROJECT OVERVIEW

The Alameda County Arts Commission is building a public collection of artwork created by Alameda County artists that recognizes the artistic talent and cultural diversity in Alameda County. The artwork is placed in County buildings for the benefit and enjoyment of the general public. The goals of this program are to collect artwork that:

- Is high-quality and original in design and idea;
- Showcases the wide range of excellent artwork created by Alameda County artists with diversity in style, medium, and concept;
- Illuminates the history, culture, and traditions of this region;
- Engenders a sense of belonging among the members of our community; and
- Promotes understanding of cultural values and perspectives of all people.

Approximately \$75,000 is available to purchase for the 2011 Purchase Program. The artwork will become part of the *Alameda County Art Collection: Artwork by Alameda County Artists* and will be installed at the following County buildings:

- **Clerk-Recorder's Building**, located at 1106 Madison Street, Oakland. The many functions of the Clerk-Recorder include recording documents related to property transactions; providing birth, death and marriage certificates; and performing civil marriage ceremonies.
- **County Administration Building**, located at 1221 Oak Street, Oakland. The Administration building holds many County offices and services for the public including the Alameda County Board of Supervisors, County Administration, Auditor-Controller Agency, Treasurer-Tax Collector, and Assessor.
- **Other locations throughout the County to be determined.**

BACKGROUND

The Alameda County Arts Commission administers the County's Public Art Program. One facet of the Public Art Program is the enhancement of the public areas in County buildings through the purchase of artwork that will become part of the County's art collection. Currently, the collection features over 400 two-dimensional, low-relief and sculptural wall artworks including paintings, drawings, prints, mixed-media collages, photographs, digital prints and new media, and quilts and textile/fiber pieces.

ELIGIBILITY REQUIREMENTS

This opportunity is open to professional artists who live, are permanently employed, or rent/own an artist's studio in Alameda County. The cities and communities of Alameda County include: Alameda, Albany, Ashland, Berkeley, Castro Valley, Cherryland, Dublin, Emeryville, Fremont, Hayward, Livermore, Newark, Oakland, Piedmont, Pleasanton, San Leandro, San Lorenzo, Sunol, Union City, and other unincorporated areas. Proof of residence, permanent employment, or business ownership

within County borders is required. To qualify as an “Alameda County artist” for this project, the artist must minimally live, own a business or be employed on a continuous basis within the County of Alameda for the duration of the entire project, from the point at which the application is delivered through the final acceptance of artwork. Based on County policy, Alameda County employees are not eligible to apply for this program.

In an effort to provide opportunities to a wide range of artists and to diversify the County’s Art Collection, artists who currently have 4 or more wall-hanging, framed artworks in the County’s Art Collection are not eligible to apply for this program.

PARAMETERS FOR ARTWORK

- Artwork must be original and have been created within the last five (5) years.
- Artwork should have a broad appeal for long-term use in a variety of situations, since as part of the Alameda County Art Collection, the work may move from one location to another including spaces that offer a variety of services to all ages and cultures.
- Artwork must be professionally created using archival media, frame-able, and must not require extraordinary handling. Extremely fragile work may be excluded; the work in the collection must be able to be easily moved and re-installed periodically.
- Two-dimensional and low-relief artwork including, but not limited to, drawings, paintings, textiles, quilts, photography, and mixed media will be considered. (All artwork will be displayed on walls).
- Low-relief artwork, that does not protrude more than 2 inches from the wall, will also be considered (ceramic, metal, glass, and other materials);
- Photographs and fine art prints (including, but not limited to digital prints, etchings, lithographs, woodblock, etc.) are eligible but must be signed and numbered and in a limited edition of 250 or less. No reproductions (including, but not limited to digital reproductions, giclée, iris, offset press, or inkjet copies) representing original artworks will be accepted. Only original artwork will be considered.
- The Arts Commission is interested in purchasing individual, stand-alone pieces and multiple pieces created within a series of work. Artwork with a minimum size of 11" H x 11" W. Artwork with a maximum size of 50" H x 50" W x 2" D and maximum weight of 25 pounds.
- Framed and unframed work will be considered for purchase.

ARTWORK FRAMING

The Arts Commission will be responsible for the costs and management associated with the framing and installation of the artwork. The Arts Commission will frame all purchased artwork with archival quality materials. Artworks made out of extremely durable materials may be installed without a frame or Plexi-glas box (to be determined by the Arts Commission staff); other low-relief artwork will be framed in a Plexi-glass box provided by the Arts Commission.

SELECTION PROCESS & SELECTION CRITERIA

Phase One: Artwork selection panels appointed by the Arts Commission and comprised of local artists and arts professionals, County staff, and community members will review the artists’ application materials. Submissions will be considered for all building locations described within the Project Overview section. The selection panel will review and rank the images in multiple stages. *Only submit images of artworks that are immediately available for purchase.* Following the review of images, the selection panels will identify artworks for possible purchase.

Phase Two: Those artworks identified for possible purchase must be delivered to the Arts Commission office and will be considered on loan with no charge until the artwork is returned to the artist or purchased by the County. The artwork will be insured while on loan to the Arts Commission. The selection panels will review the artwork and then recommend which works should be purchased. Artworks not identified for purchase must

be picked up by the artists. The artwork identified for purchase must be reviewed and approved by Public Art Advisory Committee and the members of the Arts Commission.

Depending on the number of applicants and any other conditions that may develop, a preliminary review may be added to the selection process.

The artwork selection panels will use the following criteria during both phases of selection:

- Artistic excellence and originality in design and idea and
- Appropriateness of artist's medium, style, and experience as they relate to the project goals and setting.

APPLICATION PROCESS

Applications for the Artist Registry must be submitted online through the CaFÉ™ website (www.callforentry.org). There is no application fee to apply or to use the CaFÉ™ online application system. Applicants must submit through CaFÉ™ to be considered; no slides or hard copy materials will be accepted. **Incomplete submissions will not be accepted.** For complete entry requirements and instructions go to: www.callforentry.org, register a username and password, navigate to “Apply to Calls”, and search the list for “Alameda County Arts Commission – 2011 Artwork Purchase Program”.

If you are still using slides and paper materials and need help converting them to digital format, please contact the Arts Commission office. Assistance in using the CaFÉ™ system is available during regular business hours (Mountain Time) by calling (888) 562-7232, or via email at cafe@westaf.org.

Applications must include the following:

- Artist Statement (5,000 character maximum);
- A minimum of three (3) and a maximum of ten (10) images of artworks available for purchase.
- Annotated Image List: Descriptions of available artwork including title, dimensions, materials, year of completion, brief description of artwork if necessary, and retail value of unframed artwork.
- Current résumé outlining professional accomplishments as an artist;

Note for galleries and dealers: We are happy to work with those designated as the contact representative for the artist during the selection phase. However, payments for purchased artworks will be made directly to the artist. Any agreement that an artist may have with his/her gallery or representative must be handled between the artist and the dealer. The Arts Commission will assume no responsibility for payment of fees or percentages to gallery dealers or other artists' representatives.

All artists who apply will receive electronic notification of the results of the selection process. Notification will be sent to the email address supplied when applying through CaFÉ.

PURCHASE PRICE & AVAILABILITY

Artists must establish the retail price for the artworks they are offering for sale. If work is purchased, sales tax will be added by the County. The Arts Commission will purchase unframed artwork and then after it is acquired, professionally frame the work. Prices must be commensurate with the artist's current/recent sales. Proof of current/recent sales may be required. Work must be available for immediate purchase. The Arts Commission will have first right of refusal of works offered for sale between the application deadline date and the date of the official notification to artists regarding purchase. During or after the review process, the Arts Commission may invite applicant artists (who have met all requirements for this submission program) to submit information about additional works that are available for purchase. This information may be used to purchase or commission additional artwork for this program or other projects. Emerging, mid-career, and established artists are encouraged to submit artwork for this program. There is no minimum or maximum retail value

restrictions placed on the artworks submitted. During the 2008 Purchase Program, Alameda County purchased individual artworks ranging from \$150 - \$6,000 in value.

PROJECT TIMELINE *(exact dates to be determined, all dates subject to change)*

Application Deadline: Friday, June 10, 2011 (10:59pm Pacific Time)

1st Artwork Selection Panel Reviews (Review Digital Images): Early July 2011

Notifications sent to artist' whose work is being considered for purchase (via email): Early July 2011

Delivery of Artwork to the Arts Commission Office: Mid July 2011

2nd Artwork Selection Panel Reviews (Review Actual Artwork): Late July 2011

Arts Commission Board Review & Approval of Purchases: September 2011

Installation: Early 2012

DEADLINE

Submission materials must be received as a complete application in CaFÉ™ before 10:59pm, Pacific Time on Friday, June 10, 2011. Incomplete, non-compliant and/or late submittals will not be accepted.

CONTACT

For more information about this public art opportunity, contact:

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The County of Alameda, through the Alameda County Arts Commission, reserves the right to alter any aspect of the selection process or overall project in any way for its own convenience at any time. This Call for Artwork does not constitute either an expressed or implied contract and these provisions are subject to change. Applicants to this program may be considered for opportunities related to other projects.