

# Request for Qualifications

To Provide

Concept – Design – Installation

For



## GMA HQ - North Mural



<b>Title of RFQ:</b>	GMA HQ North Mural
<b>Owner:</b>	Georgia Municipal Association, Inc.
<b>Site Location:</b>	201 Pryor St, SW, Atlanta, GA 30303
<b>Date of Issue:</b>	9/21/2020
<b>Last Day/Time to Submit Questions:</b>	10/2/2020 at 5:00 PM EST
<b>Statement of Qualifications Due Date:</b>	10/12/2020 at 5:00 PM EST
<b>Statement of Qualifications Submission Location:</b>	Electronic submission via email to <a href="mailto:jgoldstein@cps-atlanta.com">jgoldstein@cps-atlanta.com</a>

## OVERVIEW

The Georgia Municipal Association (GMA) seeks proposals from Georgia based artists to design and paint a large mural that will adorn the north façade of the parking deck at their new headquarters building. Comprehensive Program Services (CPS) is acting as the Owner's Representative.

## ABOUT GEORGIA MUNICIPAL ASSOCIATION

The mission of the Georgia Municipal Association is to anticipate and influence the forces shaping Georgia's cities and to provide leadership, tools and services that assist municipal governments in becoming more innovative, effective and responsive.

Created in 1933, the Georgia Municipal Association (GMA) is the only state organization that represents municipal governments in Georgia. Based in Atlanta, GMA is a voluntary, non-profit organization that provides legislative advocacy, educational, employee benefit and technical consulting services to its members which include all 538 cities in Georgia.

GMA currently represents all cities in Georgia. A 66-member Board of Directors, composed of city officials, governs GMA. Program implementation is charged to the Executive Director and staff of 98 full-time employees.

## DESIGN BRIEF

Visual artists who reside in Georgia are invited to submit proposals for an innovative and colorful two-dimensional mural for the North wall of the Georgia Municipal Association's new headquarters.

Artists are encouraged to create a contemporary work that addresses both the mission, interests and scope of the Association, as well as the character, diversity and role of cities, their leaders, the work of their employees, and the citizens they serve in the context and history of Georgia's cities.

The goals of this mural are to:

- **Share** the intrinsic value of Georgia's cities on the state's economy, agriculture, character, charm and bright energy. This mural should broaden viewers' perspectives and awareness of the role of cities by celebrating the impact of cities as hubs of culture, diversity, innovation, centers of commerce, incubators of ideas and cradles of democracy, all of which foster the dynamism of the state.
- **Connect** the GMA mission and the associations three pillars: Advocacy. Service. Innovation. to its evolving slogan of "Cities United." This mural should serve as a welcoming, positive, upbeat, energetic, non-controversial space for visitors, GMA staff members, city officials, area residents and area workers.
- **Build** community and a sense of pride amongst member cities across the state who visit the GMA headquarters and strive to improve working relationships with state leaders and legislators.
- **Highlight** the dedication that GMA has for all its member cities and articulate the association's core values. This mural will also highlight the work and passion of a Georgia-based artist around the themes and concepts in this document and GMA guidance.

## SCOPE OF SERVICES

The GMA is currently constructing a new headquarters facility in Downtown Atlanta at the intersection of Trinity Ave and Pryor St. The headquarters will consist of a new 4-story office building and 5-story parking structure adjacent their existing offices as well as a complete renovation of its existing facility.

The "North Mural" is located on the northern façade of the new parking deck. The wall is perpendicular to Pryor St and faces the existing GMA offices, which will remain in use. This wall will be constructed of pre-cast concrete. Any requirements for prime painting of this surface can be coordinated with the General Contractor at the time of award.

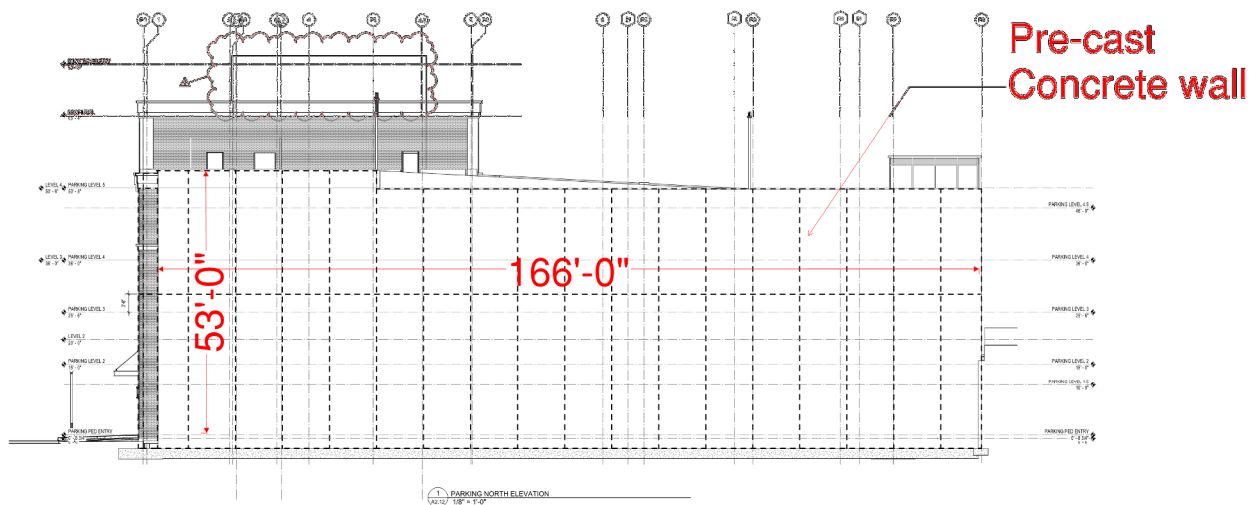
When the wall is turned over to the artist the construction of this wall will be complete, but the site and adjacent areas will remain an active construction site under the control of a General Contractor.

All safety and security requirements will need to be strictly adhered to and coordinated with the General Contractor. The means for installing/painting the mural (i.e. scaffolding, lift, etc.) are the responsibility of the selected artist.

The mural shall be painted and must be durable and projected to withstand weather for up to ten (10) years. In the future the GMA may seek out the artist or artist team for maintenance outside of the projected ten (10) years. Maintenance, if and/or when it is required, is outside the scope of this request.

The site will be available to begin work in January 2021 and mural installation must be complete by April 30, 2021.

### Architectural Elevation showing the wall:



Architectural Renderings:





## ARTISTS ELIGIBILITY

- Eligible artists will be Georgia based, reside in Georgia, or have ties to Georgia, however two of these three are required. Artists must have experience in graphic design.
- Artists shall have previously created large-scale public art or exterior projects on their own or as an artist team
- Artists must carry proper insurance for the duration of the project.
  - \$1,000,000 single occurrence and \$2,000,000 aggregate
- Artists must be willing to meet contractual obligations, adhere to the budget, and timeline

## REQUIRED SUBMITTAL ITEMS

- Artist Statement – An artist statement will be required by the artist who will be the principal contact and project manager. The statement should be a brief letter explaining why you want to be a part of this project, what you can contribute to GMA and explaining your ties to Georgia. If a team is applying, explain the team member's roles and why your team's experience makes you the best candidates for this project. (limit to 2-pages)
- Resume – Include a professional resume for yourself and each team member, if applicable.
- Supporting Works – Include images of 4-6 completed works of similar scale with an image identification sheet to describe each work. You may also submit renderings and proposals that are pertinent. Include a narrative describing the intent of each project, how that intent was met, and any other pertinent information to respond to the below criteria. Also include contact information for the clients of each as well as the approximate dimensions and timeframe to complete.
- *Limit to 20-page maximum in standard font and margins.*

## EVALUATION CRITERIA

Respondents will be assessed on the following criteria:

- The application is fully complete and organized.
- Demonstrated successful, innovative and effective approach to art projects of a similar scope
- Express interest in creating artwork for the opportunities presented by this request for qualifications
- The artist / artist team demonstrates appropriate qualifications, experience, and technical abilities for the project.
- High quality mural painting as demonstrated in submitted work samples

- Experience with the type of project specified in the RFQ
- Demonstrated knowledge of exterior mural design and painting
- Ability to create a unique and engaging artwork appropriate in concept, materials and scale
- Full understanding of the client's expectations, goals and aspirations for the project
- Proven capacity to deliver the project requirements on time and on budget.
- Submitted work samples
- Strong references

## SELECTION PROCESS

- Please confirm your interest in this project via email to [jgoldstein@cps-atlanta.com](mailto:jgoldstein@cps-atlanta.com)
  - This will ensure that you receive future communications regarding the project, including answers to all submitted questions.
- The qualifications review committee will check responses in accordance with the criteria.
  - Responses not meeting all criteria will not be considered for review.
  - The respondents will be shortlisted to smaller group of finalists.
  - Qualified finalists will be notified and provided with a Request for Proposal (RFP).
  - The RFP will include a concept sketch and in-person (or virtual) interview with the selection committee.
  - Finalists will be compensated \$500 for submitting this work.
- Please send your proposals in a single PDF document to [jgoldstein@cps-atlanta.com](mailto:jgoldstein@cps-atlanta.com)
  - The subject line should read "GMA North Mural – Artist Name"
  - Max 20 MB file size.
  - Link to cloud storage download (i.e. OneDrive, Dropbox, Box, etc.) are acceptable.

## SELECTION TIMELINE

- RFQ Open: September 21, 2020 – October 12, 2020
- Questions must be submitted to [jgoldstein@cps-atlanta.com](mailto:jgoldstein@cps-atlanta.com) by October 2, 2020.
- Response to questions will be sent by October 7, 2020
- Finalists notified by October 23, 2020

**THANK YOU!**

