

CALL TO ARTISTS – Request for Qualifications (RFQ)
\$20,000 Public Art Commission for Massachusetts Avenue, Cambridge, MA
RFQ Deadline: May 24, 2013, midnight

The Arts Committee for the “The Avenue”, a designated stretch of Massachusetts Avenue between Harvard Square and Porter Square, is seeking qualifications from artists interested in creating a work of public art for one section of the street that will serve as a **Demonstration Block**. To review the Draft Plan for “The Avenue” go to: <http://www.cambridgema.gov/CDD/Projects/Planning/lowermassave.aspx - tabs-1>

THE SITE:

Following the goals of the *Streetscape Master Plan and Public Development Standards* for The Avenue, the City of Cambridge will be constructing streetscape improvements for The Avenue during the next year. The **Demonstration Block** is a three-block stretch of streetscape on the west side of Massachusetts Avenue from Shepard Street to Garfield Street. The proposed sites for the public art project will include the area from curb to the back of the sidewalk. The Demonstration Block will serve as a pilot component of the overall project to demonstrate the concepts developed in the Master Plan that aim to enliven the street as a destination of artistic expression, lively retail activity, and civic interaction.

The Avenue is a street with a rich history and a contemporary mix of day and nighttime activity, flanked by two neighborhoods: the Agassiz Neighborhood and Neighborhood Nine. Along with an existing variety of restaurants, shops, and businesses, The Avenue is further defined by the presence of Lesley University and its Art Institute of Boston, Harvard University, and the Maud Morgan Center for the Arts just off The Avenue on Sacramento Street. The last full scale improvement of the street dates back to 1956, when the needs of automobile traffic were given priority over pedestrian and bicycle activity. The City’s current priorities are the reverse, giving preference to the experience of pedestrians and people using bicycles or public transportation and the nurturing of a vibrant social and business environment. People who live near and work in the neighborhood experience The Avenue as their “Main Street” and community center.

SELECTION CRITERIA FOR THE RFQ:

- Past experience creating durable art for public spaces
- Ability to integrate public art into a linear and relatively narrow urban site. The Avenue already has many functional features that compete in the visual field.
- Interest in engaging the variety of people of all generations and endeavors who use The Avenue – pedestrians, shoppers, workers, families with strollers, those meeting for business lunches or joining friends and family for dinner.
- Preference will be given to artists in the Greater Boston area, especially those with a connection to this part of Cambridge.

TIMELINE:

From this RFQ three semi-finalists will be invited to submit proposals, one of which will be selected for the final commission. Each of the three semi-finalists will be interviewed and will receive \$500 for their proposal. One artist will be given the \$20,000 commission, to cover all design services, fabrication, artist fee, travel, all drawings and documents, and coordination with city staff and the Art Committee for The Avenue.

May 8, 2013	RFQ Advertised
May 24, 2013, midnight	Deadline for submission of qualifications
June 17, 2013	Notification of 3 semi-finalists
July 29, 2013, midnight	Proposals due
Early August	Semi-finalists interviewed by Art Committee
August 16, 2013	Announcement of selected artist to be commissioned
Summer-Fall 2013	Installation of artwork

HOW TO SUBMIT:

Submit images of past work and biographic information at <http://cac.slideroom.com>.

Registration is free and easy – upload digital files of work samples and complete a form of information and you will be considered for the Mass. Avenue project as well as all future public art commissions within the City of Cambridge.

For more information about Cambridge Arts Council programs please visit www.cambridgeartscouncil.org. For technical support using Slideroom, please e-mail support@slideroom.com. For other questions please contact CAC Public Art Administrator, Jeremy Gaucher at jgaucher@cambridgema.gov; 617-349-4388.