

Art in Transit - Public Art Competition



SEPTA 15th Street Station - Market Frankford Line CALL FOR ARTISTS



Budget: \$200,000

Deadline for Submission: July 27, 2015

INTRODUCTION

Southeastern Pennsylvania Transportation Authority (SEPTA) announces a juried public art competition, open to all professional artists living or working within 150 miles of Philadelphia. Individual artists or creative teams are invited to submit qualifications for a permanent commission to be either integrated into subway platform walls or embedded into column panels. Located in the center of Philadelphia, adjacent to City Hall, the 15th Street Station serves workers traveling to and from their offices, shoppers headed for the retail district, tourists exploring the City's treasures and Center City residents.

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 up to one percent of the construction budget of capitally 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 15th Street Station was built in 1905, with some changes made in 1930 and additional changes made later in the 70's. The station platforms will now be rebuilt with all new tile finishes. The existing lighting will be retrofit with LED lighting and the columns will be covered with stainless steel panels. Plans also include the replacement of the wall finish on both the eastbound and westbound platforms with new ceramic wall tile.

ARTWORK

Options:

Tiled wall surfaces or paneled columns have been identified as locations for commissioned artwork. A variety of approaches may be considered for either the columns or walls...such as bright geometric tile patterns, complex mosaic designs, photographic iconographic montage, abstract or representational imagery. Artists may explore a variety of themes, such as the unique character of the City's cultural, historic and architectural significance ... or the proximity to SEPTA's transportation hub may inspire symbolic design concepts of time and motion.

Walls:

The tiled walls of the platforms may be approached in various ways. Images may be clustered in toward the center of the station area or recurring images may extend sparingly across the entire width of the wall.

Columns: Artists may design panels for one or two sides of all the columns or all sides of a selected number of columns.

Appropriate artistic explorations are encouraged.

MATERIALS

A range of materials includes ceramic mosaic, glass mosaic, cut granite, photo montage, porcelain enamel, stainless steel, aluminum, faceted or laminated glass or any other material that is durable, maintenance free, impervious to elements and vandalism, and is able to retain its form and color. These materials may be used individually or in combination with each other within a wider latitude of possibilities.

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

BUDGET

The Art in Transit Program has established a total art project budget of **\$200,000**.

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 150 miles of Philadelphia.

Experience in kindred projects is required and minority participation is 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 the SEPTA Project Manager and the A/E 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 (5) Finalists, based on written statements, digital submissions and previous experience.

Second Phase

Finalists will be invited to an Orientation Meeting and a visit to the station. Drawings and detailed information about the site, including dimensions and architectural requirements, will be provided at that time. (Information about SEPTA and the 15th Street Station may be accessed at www.SEPTA.org and Philly.com) 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 \$1,500, which must cover all proposal expenses incurred prior to signing the contract, will be awarded to each Finalist or Team.

A PROPOSAL SELECTION CRITERIA

Finalists' proposals will be evaluated based on aesthetic quality, visual vitality, innovative approach, sensitivity to the community and compatibility with the station 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. Artwork cannot project onto the platform, thus impeding the passage of riders entering, exiting or maneuvering through the station.

SCHEDULE

JULY 27, 2015 - Submission Deadline
AUGUST 6, 2015 - First Phase: Review of Submissions
AUGUST 14, 2015 - Finalist Orientation Mtg. & Site Visit
OCTOBER 12, 2015 - Second Phase - Proposal Presentation
DECEMBER 2, 2015 - Community/Art Commission Meetings
FALL 2016 - Installation

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

HOW TO APPLY

1. Submit digital images of your Artwork.

Submit a maximum of eight digital images of recent artwork with no more than 2 images of an individual work. A portion of the depicted work should relate in material and/or general approach to the 15th Street Station 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 attached Image Identification Form must be used and all information should be typed or clearly written. Each item must correctly correspond to the numbered image.

3. Submit one copy of a current resume.

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 15th Street Station 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 (SASE) only if you want your CD returned.

If an envelope is not provided, your CD will be kept in our files and notification of status will be e-mailed. 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.
- Use paper clips and not staples to secure any part of your application.
- Send no more than the maximum number of materials specified.
- Do not send folders, cover letters, printed reviews, brochures or catalogs. 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 5PM on July 27, 2015. (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 15th Street Station - Market Frankford Line
220 Locust Street 27-D
Philadelphia, PA 19106

SEPTA 15TH STREET STATION - ART IN TRANSIT

IMAGE IDENTIFICATION FORM

Each Member of a team must submit a separate identification form.

Name _____

Address _____

City _____

Telephone _____

Email _____

1 Title / Description _____

2 Title / Description _____

3 Title / Description _____

4 Title / Description _____

5 Title / Description _____

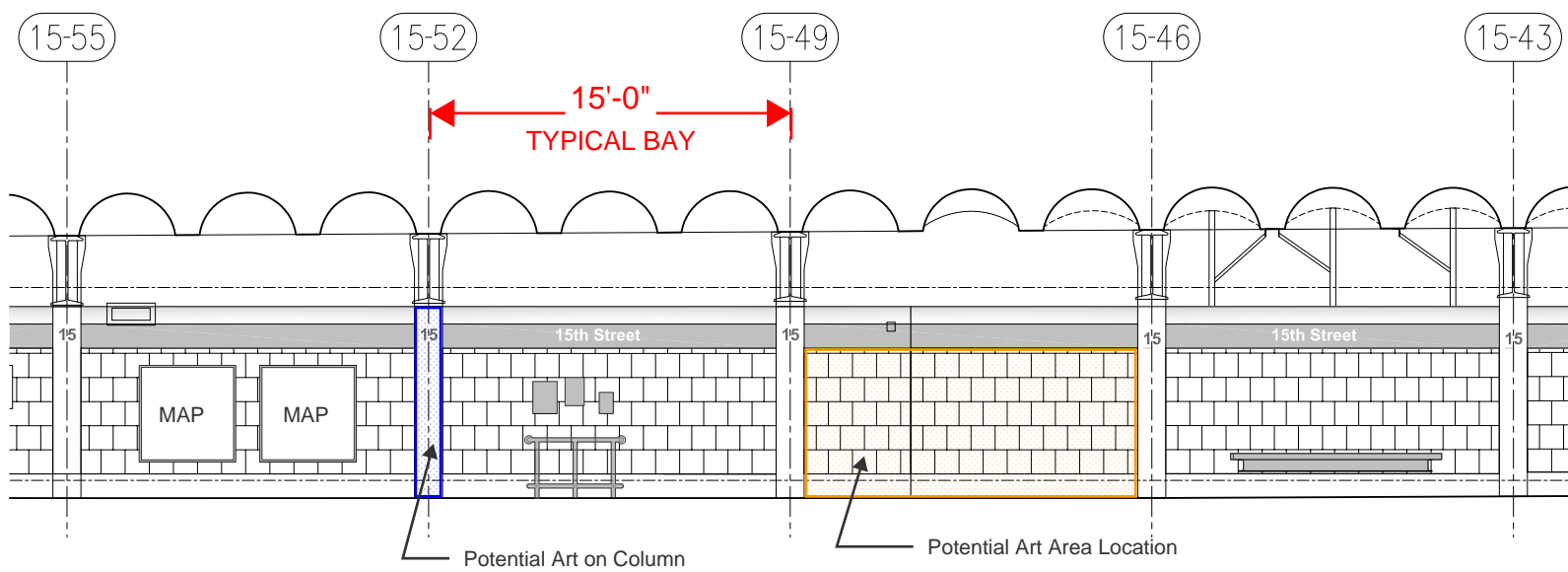
6 Title / Description _____

7 Title / Description _____

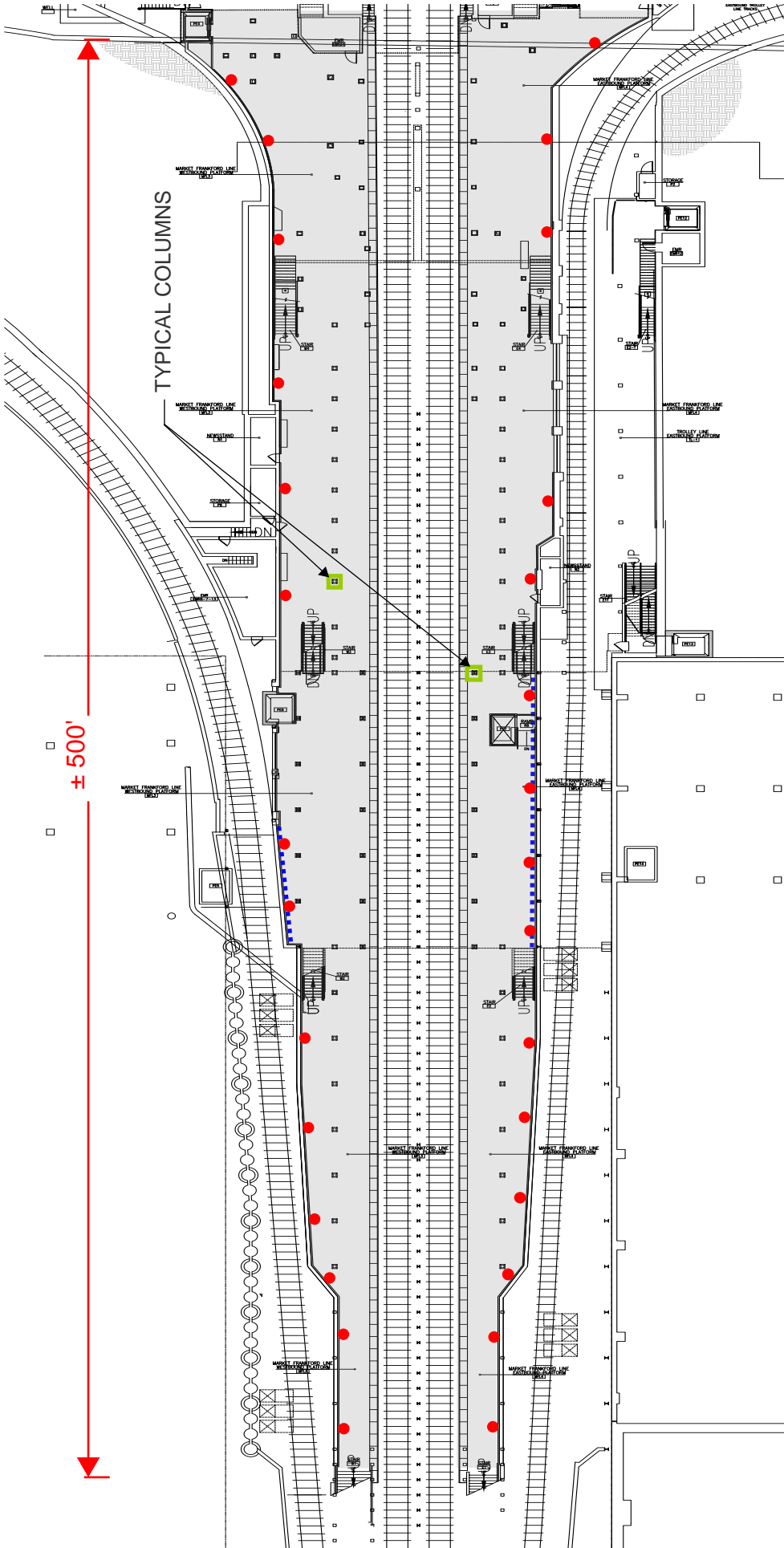
8 Title / Description _____



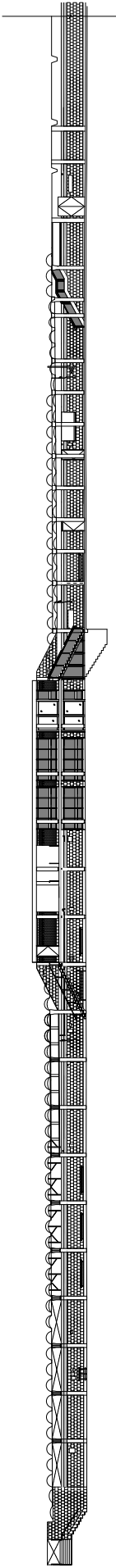
View of 15th Street Platform



Various Platform Conditions



Potential Locations for Artwork



15th Street Platform Elevation