



CHARTER TOWNSHIP OF MERIDIAN
Request for Proposals
Public Art Installation at Marketplace on the Green

OWNER Charter Township of Meridian
Parks and Recreation Department
2100 Gaylord C. Smith Court
Haslett, MI 48840

CONTACT PERSON Jane Greenway, Senior Parks and Land Management Coordinator

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PROJECT NAME Public Art Installation at Marketplace on the Green
1995 Central Park Drive, Okemos, MI 48864

BIDS DUE **Thursday, June 10, 2021, 3:00 pm**

PURPOSE AND PROJECT DESCRIPTION

Meridian Township is seeking proposals from artists, designers, sculptors, fabricators, etc. to create a commissioned public art installation at the newly established Marketplace on the Green at 1995 Okemos Road, Okemos, Michigan. The project is aimed at enriching the plaza area experience for all visitors and residents of the community by creating a sense of place and complementing existing efforts to make public art a defining characteristic of Meridian Township. Artwork will be chosen for its ability to showcase not only the artist's skills, but how the artist embraces, interprets and conveys the overall sense of place in Meridian Township.

LOCATION DESCRIPTION

Marketplace on the Green, located at 1995 Central Park Drive, is the new home of the extremely popular Meridian Farmers' Market, which is held two days per week and received 63,000 visitors in 2020. The Marketplace on the Green is utilized for other public purposes such as meetings, events and general play and relaxation. This entire area of the Township was redesigned to welcome crowds of people on foot, on bicycle, by car or public transit to this space. The dominant features of the space are the 15,000 square foot pavilion and a plaza area features a playground, stage, seating and open space. The Public Art would be installed in the area around the Marketplace plaza and would be highly visible and appreciated by visitors.

DESCRIPTION OF ART

Staff has a number of concept ideas for public art, but we feel strongly that the vision of an artist is needed to capture all that this location will mean.

The art installation can be any medium, but must be free standing and large enough to be highly visible and identifiable. Considering the outdoor location, the art installation will need to be durable and hold up to a high-traffic environment, potential vandalism and extreme weather conditions. An artist may submit more than one proposal (maximum five proposals per artist/group).

The art installation must be visible to motorists and pedestrians traveling along Central Park Drive and (35 miles per hour speed limit). The art installation will represent the identity of Meridian Township and be a source of pride for the citizens and community. Submissions should complement the existing atmosphere and built environment.

One idea is to create a “selfie-destination” strategically place so it encourages photography for social media posting utilizing Meridian’s #primemeridian and Lansing’s #lovelansing hashtags. The quest would be for the Marketplace, and eventual Meridian Township’s center entertainment district to become one of the most tagged locations in the region.

Another concept is to create “useable art”, be it unique swings, seating areas or a structure that can serve multiple purposes. It is our vision to make this artwork interactive. Other public art pieces in Meridian are car-centric, placed in roundabouts and grass medians. In this space, it’s important to allow residents of all ages to engage with this art. To linger near it and have it enhance their time spent in this vibrant gathering space.

The final concept is to incorporate the themes associated with the activities of the space, be it farming, food, the environment, dogs, walking or cycling. An art installation that captures the use of the land should make for a more pleasing experience.

ABOUT THE PROJECT

- The project budget shall not exceed \$10,000 for an artist or team of collaborating artists.
- The project budget includes the artist(s) fee, supplies, installation, travel-related expenses and other associated costs.
- There are no artistic theme requirements.
- Selected artist(s) must be currently living in the Tri-County area (Clinton, Eaton, or Ingham Counties).
- The art installation will serve as a visual landmark and should be distinctive through use of design, color, etc.
- The design must be suitable and acceptable for public viewing of all ages.
- The art installation must be installed by October 1, 2021.

TIMELINE

- April 22 – June 10, 2021: Artist RFP open for submissions
- June 10, 2021: RFP Closes
- June 17, 2021: Selection committee selects winning submission
- June 21, 2021: Township enters into agreement with the selected artist
- June 21-Oct. 1, 2021: Fabrication and installation of the art piece
- October 30, 2021: Unveiling of art & press release

PROPOSALS

Artists interested in developing a proposal should submit the following materials by **Thursday, June 10, 2021, 3:00 pm** to be considered:

1. A narrative and rendering illustrating the proposed concept, including supplemental information such as medium and dimensions of the proposed art installation is required. The

narrative should convey the artistic intent, colors, style of work, method of installation, and any and all other relevant information.

2. Artist's statement.
3. Resume or curriculum vitae (CV) including all artist(s) contact information, including name, address, phone, and email. Respondents are required to have experience building three-dimensional public art. Respondents must provide information on the qualifications of the individual or team member(s) as well as related experience.
4. Timetable for fabrication and installation.
5. Maintenance plan for artwork.
6. Support materials such as examples of other works and/or reviews of similar work. Examples should describe the size, materials, cost and location of other public works.
7. Itemized budget including all costs, such as artist's fee, design, fabrication, insurance during travel and installation, transportation and installation costs.
8. Ten copies of the proposal must be printed one-sided on 8.5" by 11" paper. No faxed copies will be accepted. Larger sized paper is acceptable if necessary for legibility reasons.

Submittals of the same materials in digital formats (.doc, .pdf, .jpeg, .ppt) are optional but encouraged. Proposals should be prepared simply and economically, presenting a straightforward, concise presentation of the proposal based on the criteria identified in this RFP. Fancy bindings, colored displays, promotional materials, etc. are not important. Emphasis should be on a complete presentation and clarity of content.

EVALUATION CRITERIA

The scoring criteria will include visibility, originality of artwork, credentials of artist(s), relevance of artwork's theme, durability, and cost. A strong proposal will exemplify the following:

- Demonstrated excellence and relevance of past work in conceptual, aesthetic, and technical terms.
- Capability of applicant in terms of professional qualifications and certifications, to fulfill the technical requirements of the project.
- Ability to manage schedules, communicate, and budget as evidenced by previous projects.

The Art Selection Committee, will review proposals and make a recommendation to the Meridian Township Board. Final approval will be needed from the Lansing Economic Area Partnership (LEAP).

The proposals will be evaluated according to the criteria listed below which will be judged on a scale of zero (0) points to a maximum of the number of points listed for each criterion.

1. *Visibility*. Clearly noticeable to pedestrians and motorists (25 points)
2. *Design*. Unique, innovative, and representative of Meridian Township's identity and values (25 points)
3. *Experience*. Proposal demonstrates respondent's experience in building public art of comparable scale and complexity (20 points)
4. *Durability*. The art installation is durable, low maintenance, and safe for all ages (20 points)
5. *Cost*. Project can be built and installed within the \$10,000 budget (10 points)



INCURRING COST

The Charter Township of Meridian is not liable for any costs incurred by Respondents prior to issuance of a contract for the project.

PLEASE SUBMIT PROPOSALS TO:

Proposals to be received at the Meridian Township Clerk's Office, 5151 Marsh Road, Okemos, MI 48864, up until 3:00 pm on Thursday, June 10, 2021.

Email is also acceptable at bids@meridian.mi.us, but please send a follow-up email to confirm receipt to: Jane Greenway at greenway@meridian.mi.us.