



ART IN TRANSIT PROGRAM **CALL FOR ARTISTS**

CHEL TENHAM - OGONTZ BUS LOOP IMPROVEMENTS PROJECT

DEADLINE

April 23, 2011

BUDGET

\$145,000

INTRODUCTION

Southeastern Pennsylvania Transportation Authority (SEPTA) invites all Artists living in the Greater Philadelphia area to apply for a public art commission.

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Southeastern Pennsylvania Transportation Authority (SEPTA) announces a juried public art competition, open to all artists living or working in the Greater Philadelphia area.

Individual Artists or Creative Teams are invited to submit qualifications for a permanent commission to be integrated into a newly landscaped green space.

Finalists will be asked to propose concepts inspired by biological and natural forms.

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 capitol 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

Located in Cheltenham Township on the northwest corner of Cheltenham and Ogontz Avenues, across from the Cheltenham Square Mall, the bus loop serves as a terminus for four bus routes, for over 3,400 passengers each day. The entire site is approximately 2.43 acres. Additional information may be obtained at www.cheltenhamtownship.org/SEPTAloop.

ARTWORK

Plans for the Bus Loop Improvements Project include the design of a 200' long x 20' wide stretch of landscaped green space which runs parallel to Ogontz Avenue.

Within that designated site, Finalists will be invited to propose various concepts related to botanical or biological forms. Expressions may range from subtle to flamboyant, mythological to whimsical, or organic to surreal. A series of objects may tower as high as 15 feet or cling to the ground surface.

The commercial area to the south and east and the residential area to the north can serve as rich resources for style and spirit.

MATERIALS

A full range of metals and various other permanent materials should be considered, used either individually or in combination with each other. Materials may include stainless steel, epoxy resin, granite, reinforced glass, mosaic tile and anodized aluminum. Metal may be cast, welded, forged or laser cut.

All materials and fabrication techniques must meet the challenges of a very active outdoor transit environment and also be relatively maintenance free. The foundation for each sculpture must be designed to "resist" the area's wet conditions, to avoid negatively impacting the site's stormwater management system.

BUDGET

The Art-in-Transit Program has established a total art project budget of \$145,000. The budget includes the artist design fee, insurance coverage, costs of materials, fabrication, shipment, installation of the work, including foundation, and other project related expenses.

ELIGIBILITY

The competition is open to all professional artists and creative teams living or working within the Greater Philadelphia area. Experience in kindred projects is preferred and minority participation is strongly 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 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 Finalists based on written statements, digital submissions and previous experience.

SECOND PHASE

Finalists will be invited to an Orientation Meeting, which includes a site visit. Drawings and detailed information about the site, including dimensions and architectural requirements, will be provided at that time. (Information about SEPTA and the Cheltenham-Ogontz Loop may be accessed at www.cheltenhamtownship.org or at www.septa.org.)

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 \$1,000, which must cover all proposal expenses incurred prior to signing the contract, will be awarded to each Finalist or Team.

PROPOSAL SELECTION CRITERIA

Finalists' proposals will be evaluated based on aesthetic quality, innovative approach, sensitivity to community, feasibility and compatibility to the existing bus loop 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. It is most important that artwork not impede the operations and route of buses entering, exiting or maneuvering through the site.

SCHEDULE

APRIL 23	Submission Deadline

MAY 17	First Phase: Review of submissions

JUNE 8	Finalist Orientation Mtg. & Site Visit

AUGUST 10	Second Phase: Proposal Presentations

SEPT/OCT	Community/Art Commission Meetings

SUMMER, FALL	Installation

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

HOW TO APPLY

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 Cheltenham-Ogontz Bus Loop 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.

Submit two copies of the Image Identification Form.

The Image Identification Form must be used and all information should be typed or clearly written. Each item must correctly correspond to the numbered image.

Submit one copy of a current résumé.

If you are submitting a proposal as a collaborative team, each member must submit an individual resume.

Submit eight copies of an "Approach" Statement

Please provide a printed statement describing a general approach to the Cheltenham-Ogontz Bus Loop 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.

Include a self-addressed stamped CD envelope 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.

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 catalogues. 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 5 PM ON
APRIL 23. (WE ARE UNABLE
TO ACCEPT FAXED OR LATE
ENTRIES.)**

WHERE TO SUBMIT

All materials should be mailed or delivered to:

Marsha Moss
Public Art Consultant
SEPTA Art in Transit Program
220 Locust Street 27-D
Philadelphia, PA 19106

2011 IMAGE IDENTIFICATION FORM

SEPTA Cheltenham-Ogontz Bus Loop *Art in Transit* Program
A separate identification form should be submitted for each member of your team.

Name _____

Address _____

City _____ State _____ Zip Code _____

Telephone _____ Email _____

1 Title _____
Date _____ Size _____
Medium _____
Additonal Info _____

5 Title _____
Date _____ Size _____
Medium _____
Additonal Info _____

2 Title _____
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8 Title _____
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