

CENTERPIECE ARTWORK FOR MERSCHEL PARK

Deadline: May 10, 2019, by noon, EST

Finalist Honorarium: \$1,500 + travel stipend

Total Projected Budget: \$225,000

Overview

The Winston-Salem/Forsyth County Public Art Commission is seeking an artist to design and create a permanent centerpiece artwork for Merschel Park in downtown Winston-Salem. The park is named after Wanda Merschel (1950-), a Winston-Salem City Council Member from 1997-2013. Always a consensus builder, Merschel struck a balance between citizen services and capital investments to help revitalize downtown Winston-Salem and ensure the city's future prosperity. As a woman in a traditionally male-dominated career in finance and politics, Merschel has continuously been a strong advocate for women. "I have been fortunate to learn from women in all walks of life who taught me that calmness, patience, and serenity will always yield a better outcome." It is her hope that this namesake park will be a place where people can reflect on the inspiring roles and qualities that women have brought to public service.



Merschel

Artwork Vision

- The proposed artwork will be the centerpiece of Merschel Park. The Public Art Commission is open to sculpture and other types of original, standalone artwork that can serve this purpose.
- Artwork should be scaled appropriately for the space, e.g., a standalone sculpture should be at least 25-30 feet in height.
- Design should make sense in the context of the plaza's flowing lines and high level of activity in the center of downtown.
- Artwork proposals that use water should be limited to recirculating fountains.

Artist Eligibility

This is a national competition open to professional artists over 18 years old. The City of Winston-Salem's employment practices are guided by federal, state, and local rules and regulations guaranteeing employment opportunities to all persons without regard to and prohibiting discrimination or harassment on the basis of race, creed, color, sex, sexual orientation, pregnancy, age, religion, political affiliation or beliefs, national origin, or handicap.

Location

The artwork is envisioned to be the centerpiece of Merschel Park (122 West Fourth Street, Winston-Salem, NC 27101), which is under construction in downtown Winston-Salem. The park is located at the intersection of Fourth and Trade Streets, between two mid-rise condominium buildings and a new hotel. The eastern section of the park will be built over an underground

parking structure. The County's new children's museum and science center is slated for construction on the park's southern edge. The artwork should take advantage of sightlines from Trade Street south into the park as well as from the entrance to the park from between the hotel and condominium building to the east.

Project Budget

A total budget of \$225,000 has been allocated to commission this project, including artist-design fees and associated travel costs, insurance, fabrication, storage, transportation and installation of the artwork on site.

Public Art Commission Responsibilities

- Assist artist in the coordination of constructing any needed base, water infrastructure, and/or lighting.
- Install artwork under supervision of artist.

Tentative Schedule

May 10, 2019: Deadline for submissions, due at noon (this is not a postmark deadline)

June 28, 2019: Finalists selected

September 2019: Finalist proposals due

Fall 2019: Final artist selected

Fall 2020: Artwork installation

Selection Process

The review committee is composed of Winston-Salem/Forsyth County Public Art Commission members and stakeholders associated with Merschel Park. The committee will evaluate all qualifications and recommend up to three finalists to make proposals. Each finalist will receive a \$1,500 honorarium and a travel stipend, the amount of which will be determined based on the artist's location, for an in-person interview.

Evaluation Criteria

The artist's statement of interest, professional work history, and submitted work examples will be evaluated by the selection committee. The committee will review applicants on the basis of:

- Artistic excellence.
- Past success in large-scale public art field.
- Demonstrated ability to execute a project of this scale under the criteria developed and within the budget set forth.
- Artists living in Winston-Salem/Forsyth County and Minority and Women-owned Business Enterprises will be given more weight in evaluation scores.

Timeline for Selected Artist

The selected artist will first work with the Public Art Commission to develop a proposal that meets the project's stated vision and artistic needs. The artist will be required to meet a series of milestones in which the Commission will approve progress of the artwork before proceeding to the next stage. Payments will be made at the conclusion of each milestone.

Required Submission Materials

- **Letter of Intent**
 - o Clearly describe your interest in this project and how you can contribute to its success.
- **Visual Materials**
 - o Past work samples: Artists may submit up to ten (10) images and a brief description of each image, including title and medium.
- **Resume or CV**
 - o A resume or CV including all relevant education and professional experience, including past commissions and budgets.
 - o Mailing address, email address, and phone number.
- **Minority and Women Business Enterprise (M/WBE) Documentation (page 5)**
- **References**
 - o Names and contact information of two professional references. Letters of recommendation are not required.

Submission of Artist Qualifications

Submissions may be submitted through Dropbox via the following link (**preferred submission method**): <https://www.dropbox.com/request/r48AW80Tqenys5kfUp5Q>

Or submitted electronically, by mail, or hand-delivered to:

City-County Planning
Attn: Kelly Bennett
P.O. Box 2511
100 East First Street
Winston-Salem, NC 27102
kellyb@cityofws.org

**** Submissions must be received by May 10, 2019, noon EST. No exceptions. ****

Park Renderings (see also

<http://www.cityofws.org/Departments/Planning/Boards-and-Commissions/Public-Art-Commission/Merschel-Park-Renderings>)



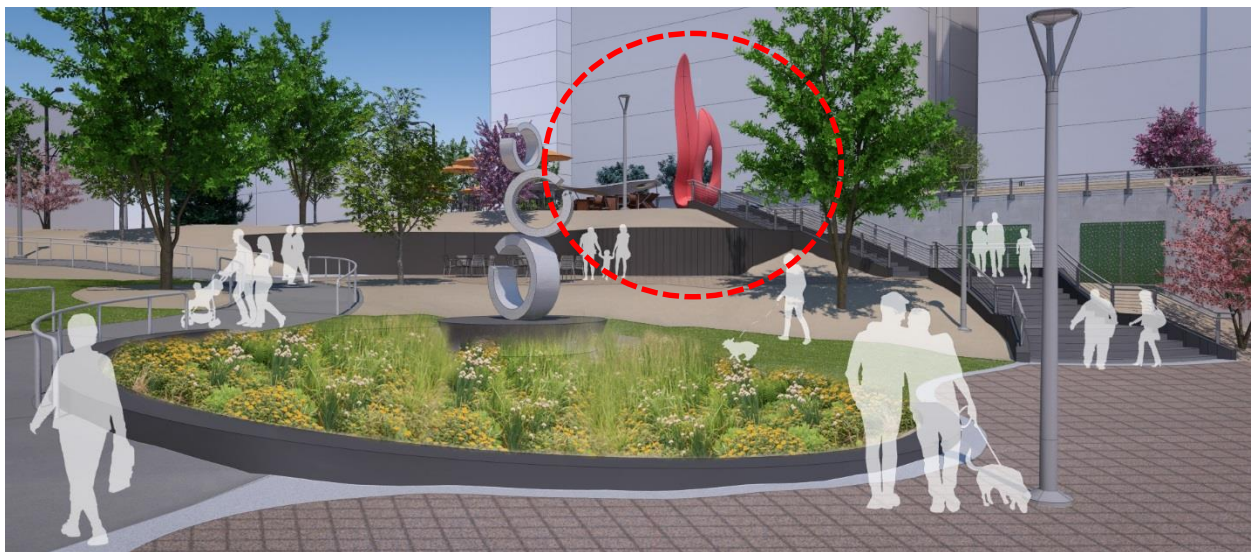
Merschel Park Perspective Rendering - Facing South



Merschel Park Perspective Rendering - Facing North



Merschel Park Perspective Rendering - Facing South



Merschel Park Perspective Rendering - Facing North

Minority and Women Business Enterprise (M/WBE) Documentation

This page must be completed and submitted with artist qualifications:

We are a Historically Underutilized Business (HUB) certified by the State of North Carolina.

We are a minority business enterprise.
 are not a minority business enterprise.

If yes, please identify in the appropriate box below:

- Black
- Hispanic
- Asian American including Indian Subcontinent and Pacific Islands
- Native American Indian including Eskimos and Aleuts

We are a woman-owned business concern.
 are not a woman-owned business concern

We pledge to subcontract at least 10% of the project's budget to an M/WBE firm (if artist is not a woman or minority).

Artist Name

Artist Signature (**Notarized**)

Date

Street Address (or P.O. Box)

Federal ID No. (if applicable)

City, State and Zip Code

Telephone Number

E-mail Address

On this ____ day of _____, 20____ before me _____
(Name)

to me personally known, being duly sworn, did execute the foregoing qualifications, and did so
on his/her free act and deed.

SEAL

Notary Public _____ My commission expires _____