



Request for Proposals - Light Artist

Turk & Taylor Project

Issued:

November 9, 2017

Application deadline:

Full Proposal November 27, 2017, 5PM PST



(Intersection of Mason St and Market St, looking towards Taylor St)

With groundbreaking slated for early January, [Group i's 950-974 Market](#) project is nearly upon us as residents, workers, and artists in the Tenderloin. The construction is expected to last for over two years.

CounterPulse has identified a unique opportunity to hire artists to mitigate some of the issues associated with the two-year construction project. Leveraging the unique partnership from Group i, CounterPulse will allocate funds from San Francisco's Office of Workforce Development and Group i directly to artists to design public art interventions that will provide respite, beautify, and illuminate the unit-block of Turk Street during the entirety of the construction.

Summary

CounterPulse seeks a qualified Light Artist with expertise in high-caliber, public art and advanced installation techniques to work with a lead muralist, and sculpture / fabricator to provide creative solutions on the Turk & Taylor Construction Barricade and Street Installation

Project. Consultants are encouraged to review the following information to better understand the Project and the services being sought. Scope involves Phase 1 and Phase 2 of involvement.

Project Description

The cornerstone of the Turk & Taylor Project (Project) is a world-class art installation that will integrate with and mitigate issues around the construction of the [Group i's 950-974 Market](#), which will stretch along the entire first block of Turk Street between Market and Taylor. The construction barricade will stretch over the sidewalk and parking lane on the south side of Turk Street and remain there for approximately 3 years. The core goals of the project are to: provide illumination, spaces for respite, safety, beautification, and to emphasize the community, diverse cultures, creativity, and unique qualities of the Tenderloin, while creating an inviting corridor off Market Street into the heart of the Tenderloin.

The Turk & Taylor Project artistic activation is comprised of four component opportunities:

- A 32-foot central mural by a Bay Area-based muralist on the plywood construction barricades.
- Two additional, adjacent murals from Tenderloin-based organizations, also on the plywood construction barricades. At least one of the murals will be from an organization that serves youth.
- An LED light activation that covers the entire span of the plywood construction barricades.
- Seating sculptures down the length of the unit block Turk Street including one “parklet” style seating sculpture in front of CounterPulse, and three shade and light-providing seating sculptures throughout the block.
- Free live events with performance artists and musicians

The first stage of the project—the installation of the murals—will coincide with the groundbreaking of the construction project January 2018. The seating sculptures will be installed in April 2018. All components will remain up for the entirety of the construction period, and will serve as prototypes for permanent installations in the neighborhood.

Curatorial Framework

The Turk & Taylor Project Artistic Committee will use the following criteria in selecting artists for the project components:

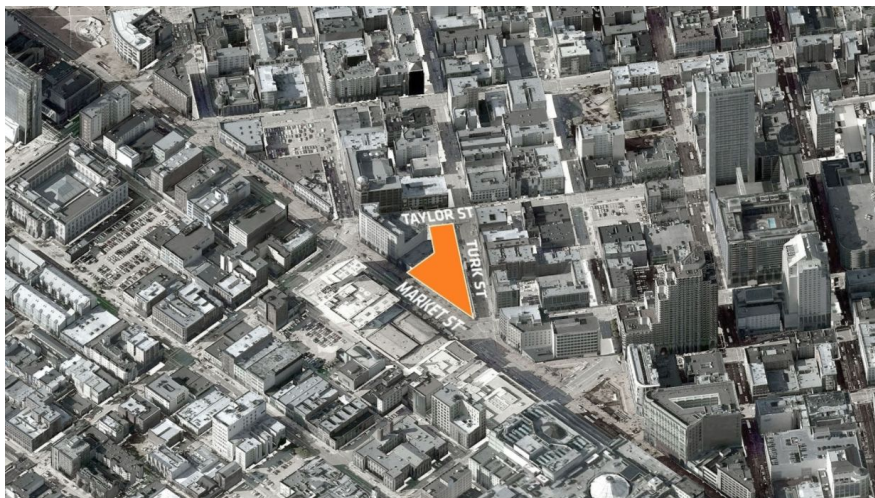
- Addresses core project goals to: provide illumination, spaces for respite, safety, and beautification
- Emphasizes the community, diverse cultures, creativity, and unique qualities of the Tenderloin
- Creates an inviting corridor off Market Street into the heart of the Tenderloin.
- Familiarity with and reference to the unique architectural typologies of the Tenderloin

- Priority to Tenderloin-based artists (community organizations must be based in the Tenderloin and muralists must be based in the Bay Area)

Community Design

At the initiation of the project CounterPulse surveyed Turk Street residents via oral surveys at community meetings as well as a series of paid focus groups. The findings from this research has been used in the overall design of the project and the findings will additionally be made available to selected Artists for guidance in their design process.

Additionally Turk Street residents will be on the Advisory Board and will approve of the final designs.



Context and Background

The lower Tenderloin has a storied history and multifaceted present. The unit block of Turk Street, and surrounding blocks, have long been the city's center for activism, [underground music](#), theater, and arts. The area is proposed to become the nation's first transgender cultural districts as [Compton's Transgender, Lesbian, Gay, and Bisexual \(TLGB\) District](#). With [the highest density of children](#) of any San Francisco neighborhood, the Tenderloin is vital neighborhood to invest in for our future.

The intersection of Turk & Taylor streets was identified by the Mayor's Office of Economic and Workforce Development as one of nine Action Zones targeted for revitalization through the Central Market Economic Strategy (<http://investsf.org/neighborhoods/central-market/>). The goal of the Strategy is to harness new investment in the area to create a diverse, healthy, mixed-income neighborhood that offers safety and well-being to all who live, work, and visit the area. Today there are new businesses, residents, and activities that spark an inspiring vision of

the future for the neighborhood. Successful project applications will acknowledge aspects of the Tenderloin's rich history and present.

About CounterPulse

CounterPulse has provided space and resources for emerging artists and cultural innovators, serving as an incubator for the creation of socially relevant, community-based art and culture for over 25 years (1991). CounterPulse serves dance, performance, and multi-media artist and audience, who tend to be younger, lower-income, and diverse in sexual-orientation, gender-representation, and ethnic backgrounds. In Spring of 2016, CounterPulse moved to a fully renovated facility in the Tenderloin neighborhood (in the project area) of San Francisco that includes a state-of-the-art black box theater, two studios, and a gallery space. The facility project has placed CounterPulse on the national stage, most recently receiving a 2017 Inspiration Award from CONTRACT magazine.



(CounterPulse's neon sign lighting, Scott Finn, 2016)

It is CounterPulse's mission to build a movement of risk-taking art that shatters assumptions and builds community. We serve as an incubator for the creation of socially relevant, community-based art and culture. CounterPulse acts as a catalyst for art and action; creating a forum for the open exchange of art and ideas, sparking transformation in our communities and our society. We work towards a world that celebrates diversity of race, class, cultural heritage, artistic expression, ability, gender identity and sexual orientation. We strive to create an environment that is physically and economically accessible to everyone.

CounterPulse has a suite programs including a three track residency and commission program, a co-production program, a fully produced and marketed season of events, a number of place-based programs with local Tenderloin residents, and a fiscal sponsorship program.

CounterPulse will serve as the overall Project Manager for the Turk & Taylor Project, dovetailing the complex, overlapping priorities from plural stakeholders with the logistical execution of all major project elements. CounterPulse will oversee Project budget and funding, timeline and team, lead artist recruitment, design and implementation, community participation in the Project, and host live events and activation.

Artistic Opportunity: Light Artist

Project Overview: Light installation on the construction barricade that is designed in relationship with the murals (Phase 1). The installation should be durable and able to withstand being up for two years. We are especially interested in projects that include some sort of participatory or motion-activation components. The Light Artist will also consult with the Public Art Design-Fabricator to devise light solutions for the Shade and Light Sculptures (Phase 2).

Project Budget: The budget for Phase 1 Artist Fee, Artwork Design, Material Cost, Fabrication, and Installation is \$11,000. The budget for Artist Fee and Artwork Design of Phase 2 is \$4,000.

Phase 1

Scope and deliverables

- Design, fabricate, and install a creative solution for surface application of LEDs to the Group i construction barricade or provide alternate proposal that will not require penetration of construction barrier panels
- Work with lead muralist to create LED art that partners and compliments the construction barrier mural.
- Have a clear understanding of the proposed project timeline and submit intended work schedule based on provided, proposed milestones.
- Coordinate the work with muralist design and installation.
- Assist application of LEDs on to mural, coordinate sequencing of LED installation with lead artist and the development General Contractor. CounterPulse will be present to assist with scheduling and sequencing coordination.
- Present visual material to CounterPulse and lead artist that clearly conveys the concept for the LED integration.

Parameters for mural

- Three murals each: qty. 8: 4'-0" x 8'-0" panels, total dimensions of each mural 32' x 8', total length 96' x 8'
- Installation of LEDs will be coordinated with installation sequencing of the lead artist's murals and the barricade being assembled on site. The design should facilitate easy

assembly, de-construction and transportation of the full mural as installation off-site may be required.

- LED design is responsive and coordinated with the lead muralist's proposed design. Coordination will be ongoing as the muralist has not yet been selected.

Timeline

RFQ Issued	November 13, 2017
Full proposal deadline for Light Artist Phase 1 & 2	December 18, 2017
Notification of selection	December 22, 2017
Meet with CounterPulse to discuss and define project scope	January 8, 2018
Coordination of Phase 1 design concept with CounterPulse and Lead Muralist	January 15, 2018
Final design review and mock up application	February 1, 2018
Light Installation Installed	February 15, 2018

Phase 2

Phase 2 is for design of the integrated lighting components of the sculpture only. Actual fabrication and material costs will be managed separately.

Scope and deliverables:

- Key elements: 3 floating objects, design and performance to be developed by design/fabricator (separate RFP). Objects will interact with pedestrians and light up the street.
- Potential to be inspired from neon signs of Tenderloin, use light as healing and gathering?
- Coordinate with fabricator street installation design-fabricator to integrate LEDs into floating structures as well as seating
- Propose creative integration of LEDs into sidewalk structures and seating.
- Work with CounterPulse to guarantee the performative qualities the project requires.
- Coordinate and lead installation of LEDs into the structures.
- Submit clear guidelines for maintenance and repair of LEDs. Sculptures will be up for +/- 3 years.
- Remain available for consultation as necessary during the life of the project.

Parameters for objects and seating

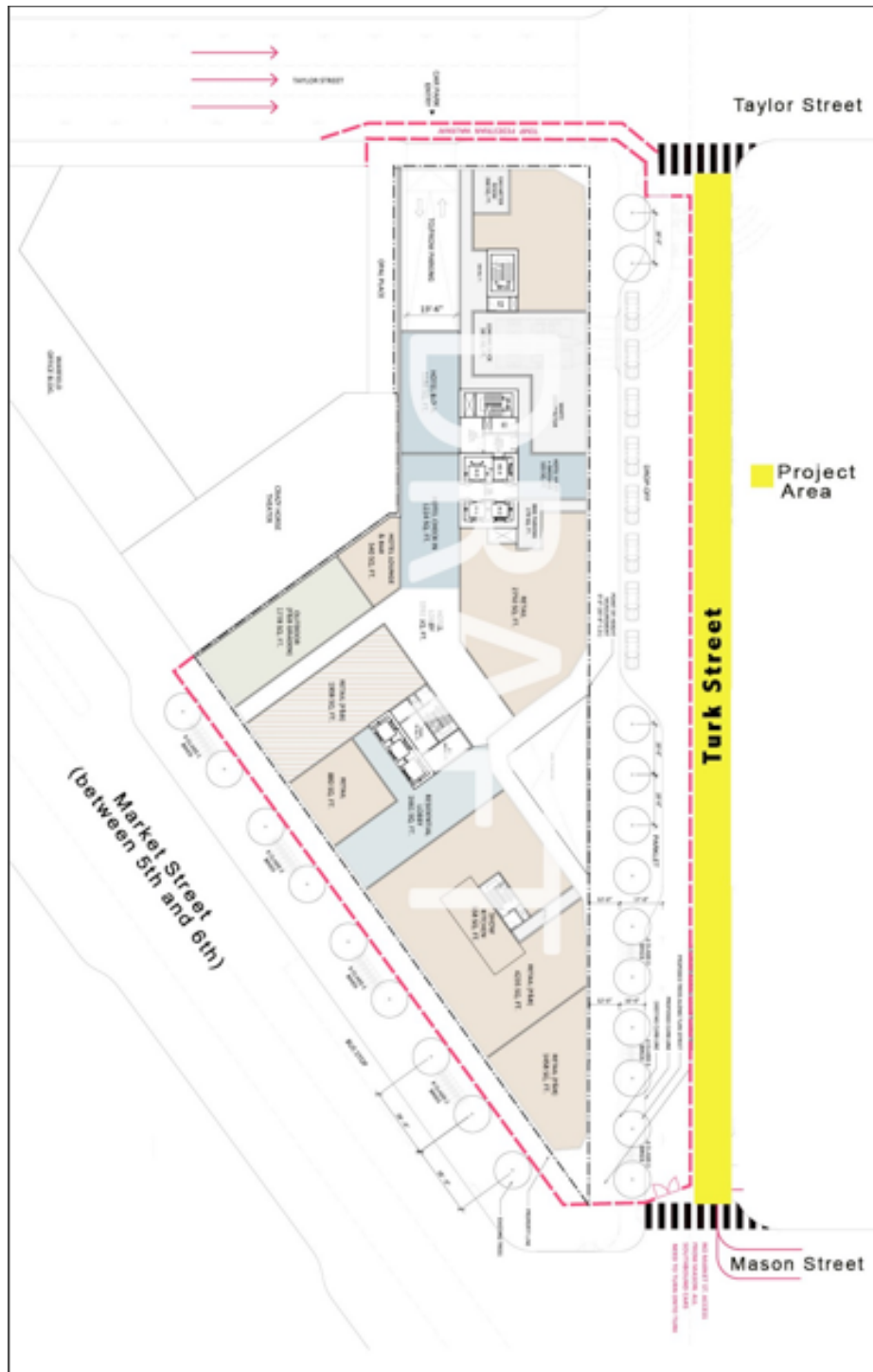
- Floating objects will provide respite, shade and interaction, LED to exist as an active part of the healing and uplifting of the block
- Potential for LEDs to act not merely as a light source, but also as wayfinding and signage for the block.
- Daytime appearance of LEDs to be thoughtfully designed and/or invisibly integrated into objects.

Timeline:

RFQ Issued	November 13, 2017
Full proposal deadline for Light Artist Phase 1 & 2	December 18, 2017
Notification of selection	December 22, 2017
Meet with CounterPulse to discuss and define project scope	January 11, 2018
Coordination of Phase 2 concept with CounterPulse and Design-Fabricator	January 25, 2018
Design presentation to project stakeholders (GC, Developer, Lead Artist, Fabricator, community members and partners as well as CounterPulse)	February 8, 2018
Mock up application, followed by fabrication time (pending fabricator's proposed timeline)	March 8, 2018
Installation on site: March 1st through March 9th.	March 26–April 2

Project Area

The LEDs will be applied to mural running along Turk Street, as well as 3 floating objects dispersed throughout the block and seating structure outside of CounterPulse.

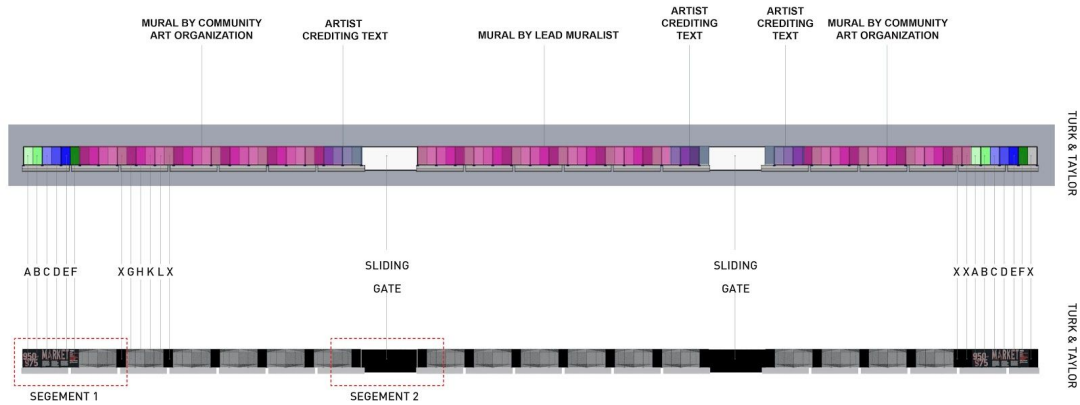


Project Concept Phase 1 & 2:

The below excerpts are concepts presented by CounterPulse to the real-estate development team for buy-in of the proposed project direction. Responses to the present RFP should respond in a related manner to this intended scope and vision.

Mural Elevation Phase 1

COUNTERPULSE BARRICADE MURAL PROPOSAL

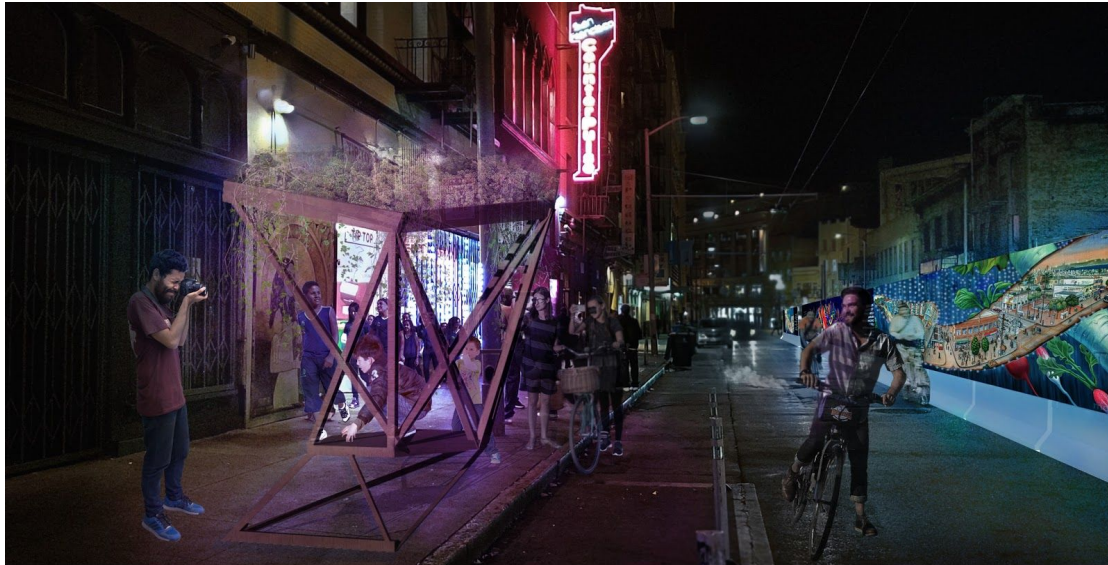


ORIGINAL CONCEPT BY IWAMOTO SCOTT

October 23, 2017

GROUP i  see arch.

LEDs Applied to Mural Phase 1, Object on left Phase 2



SHADE & LIGHT SEATING STRUCTURE AT TURK AND TAYLOR

October 23, 2017

GROUP i |  see arch.

Phase 2



Seating Structure at CounterPulse entrance

Hexagons serve as motif throughout the structures

The ribs and curves of the surface suggest sitting only

LED integration into the structure provides a glow from within that reacts to movement.



CONCEPT SKETCH

PRECEDENT IMAGES

October 23, 2017

GROUP i |  see arch.



CONCEPT SKETCH

SHADE & LIGHT SEATING STRUCTURE

Seating for 1-2 people

Provides a needed site of respite with light, shade and vegetation

Integrates neon signage traits of the Tenderloin

Frames and introduces landmark features of the Tenderloin

Integrated speakers playing recordings of resident's stories

Continues motif of hexagon



PRECEDENT IMAGES

October 23, 2017

GROUP i  see arch.



SEATING STRUCTURE IN FRONT OF COUNTERPULSE

October 23, 2017

GROUP i  see arch.

How to apply

Please send the following documents to erica@counterpulse.org with the subject header "Your Name, Light Artist RFP"

1. Proposal statement
2. Qualifications statement
3. Three examples of past work
4. One reference from a recent clients
5. "About the team" i.e. who will be working, what values does the firm carry
6. Any other documents that will support the hiring team in making a decision