



Request for Qualifications
The Edge Garage Banners Series 4
August 26, 2020

Fishers Arts & Culture Commission

A Call to Artist – Request for Qualifications (RFQ)

The Edge Garage Banners Series 4

Project Overview:

The Fishers Arts & Culture Commission (FACC) seeks an artist, artist team, or creative company to design eight (8) graphic banners to be located on The Edge Parking Garage (8890 E 116th Street Fishers, Indiana 46038) in the Nickel Plate District.

The banners are intended to be representative of Fishers and the Nickel Plate District, a statewide designated cultural district.

Each banner is approximately 24 feet tall x 10 feet wide. The series will be accompanied by a ninth (9th) banner including the artist, artist team, or creative company's name and series title. Artists are encouraged to maximize the use of color.

Desired install for the banners is the first quarter of 2021 and will be on display initially for 12 - 18 months.

Artist Eligibility

- 18 years of age and live in the United States
- Have a demonstrated ability to design graphic / 2-D art that can be scaled and/or digitally scanned
- Carry personal liability insurance for the duration of the project (\$1,000,000 per occurrence)
- Be willing to meet contractual obligations and adhere to the budget and proposed timeline



Community Background

The City of Fishers is a suburb of Indianapolis, Indiana, located in Hamilton County and was named “#1 Place to Live” in the US by Money Magazine in 2017. Under the leadership of Mayor Scott Fadness, Fishers is known as a Smart, Vibrant, and Entrepreneurial city through its neighborhood development, dedication to supporting high-growth companies and innovative city processes. With an estimated population of 97,900 Fishers is one of the fastest growing communities in Indiana and has received national accolades for entrepreneurship, livability, and safety.

The Nickel Plate District (NPD), a statewide designated cultural district, is home to many eateries, small-business shopping experiences, corporate headquarters, and local government services. With over 1,300+ households calling the NPD home it is a highly desired place to live, work, and play. The district is also home to the Nickel Plate District Amphitheater, a state-of-the-art outdoor performance venue that hosts local and national concerts, films, cultural events, and a summer long farmers’ market. Steps away are the Hamilton East Public Library and Ignite Studio, a maker space for people of all ages. Adjacent to the NPD is a state certified tech park, home to LAUNCHFishers and the Indiana IoT Lab.

Project Background

In early 2016 an RFQ was released for three artists to create artwork that would be located on the east façade of the Edge Building Garage. Announced in July 2016 the artist were Rachel (Johnson) Kavathe, Warren Miller, and Kyle Ragsdale one each celebrating Fishers’ smart, vibrant, and entrepreneurial spirit. Rachel Kavathe’s series entitled “Pursuing Innovation” can be seen on Page 4, Warren Miller’s series entitled “Unity” can be seen on Page 6, and Kyle Ragsdale’s series entitled “Star Spangled Summer” can be seen on Page 1. Now referred to as Series 1, 2, and 3, these banner sets were rotated every 3 - 6 months from 2016 to 2020. Series 4 is intended be on display initially for 12 – 18 months beginning in the first quarter of 2021.

Scope of Service

The banner series will welcome visitors to Fishers and the Nickel Plate District as the existing series has done these past four years. The work should include the following:

- Either one large composition divided among the eight (8) 24’ x 10’ banners, eight (8) different works with an overarching theme, or a combination of both.
- Encouraged the use of color, be family-friendly, and include minimal verbiage.

The artist, artist team, or creative company will need to work with staff and the third-party printing company regarding requirements for the digital art files (see Page A).

Commission Background

The City of Fishers prides itself on its Smart, Vibrant, and Entrepreneurial spirit. In 2019 the Fishers Arts & Culture Commission adopted its Arts & Culture Master Plan. The Master Plan can be found at www.fishers.in.us/FACC. In that plan the Commission adopted Core Values to help guide them in their decision making and should be a consideration in this project.

Those values are:



INCLUSIVE.



COLLABORATIVE.



AUTHENTIC.



INNOVATIVE.



ENGAGING.



EDUCATIONAL.

Budget

The artist, artist team, or creative company will be compensated \$10,000 for their work.

- All scanning of physical artwork will need to be **included** in the budget of \$10,000.
- Printing of the banners will be billed directly to the City and is **not** part of the \$10,000.

Project Timeline

- RFQ Open: August 26, 2020 – October 23, 2020
- Selection Process: October 26, 2020 - November 13, 2020
- Expected Artist Announcement: November 16, 2020
- A Letter of Intent will be need to be executed by: November 29, 2020
- Series 4 Printed / Installed: First Quarter of 2021, pending weather

Scale Mock Up of Existing Artwork



Digital Art Requirements

Requirements for digital art files for the artwork can be found on Page A.



Selection Process

The RFQ will be reviewed by the FACC's Nickel Plate District Cultural Designation Subcommittee. This subcommittee is made of local non-profit art organizations, local Nickel Plate District business owners and residents, and city staff. The subcommittee will review using the following selection criteria.

Selection Criteria

- The application is fully complete and organized.
- The artist / artist team / creative company demonstrates appropriate qualifications, experience, and technical abilities for the project.
- The concept demonstrates strong creative, innovation, and conceptual skills and artist merit.
- The concept is sensitive to the school, historical, environmental context of the site.
- The concept reflects / considers following community elements: family-oriented, playful, fresh, inclusion, authenticity, engagement, collaboration, innovation, educational (also think smart, vibrant, and entrepreneurial).
- The concept positively enriches the integrity, diversity, and interest of the site.
- The concept style, media, and scale are appropriate to the site.
- The concept is considerate the budget and timeline required.

Application Requirements

- A Cover Letter, please include:
 - Why you/your team is interested in this project
 - A paragraph describing the concept for the banner series and how you / your team's unique style would be applied for this project
- A Professional Resume
- Images of Previous Work, no more than 10 images (via email, hard copy, or web link)
- A Description List that corresponds with the images of Previous Work

Post Selection

If selected the artist, artist team, or creative company will be working with the Fishers Arts & Culture Commission and directly with City of Fishers Planner Ross Hilleary regarding scheduling. Staff will work with the artist and the printing company to establish a working relationship. Staff will coordinate with the Public Relations Department during install and prior to the unveiling. Staff will also coordinate with existing partners, including Nickel Plate Arts and Fishers Art Council, on promotional opportunities for the artist, artist team, or creative company.

Submission Process:

Please submit applications via email to:

facc@fishers.in.us

with the subject line: **FACC Edge Banners Series 4 RFQ**

Deadline for electronic submission:

October 23, 2020 at 4:30 PM Eastern

or submit applications via mail to:

FACC Edge Banners Series 4 RFQ

c/o Ross Hilleary, Planner III

1 Municipal Drive

Fishers, IN 46038

Deadline for physical submission:

Must be received by October 23, 2020 at 4:30 PM Eastern



Image Credit:

Cover, Top: "Indiana Seasons" by Rachel Kavathe at Riverview Health in Fishers; photo provided by artist.

Cover, Bottom Left: Black History Month Celebration at Fishers Art Council Art Gallery at City Hall.

Cover, Bottom Right: "Sun King Fishers Mural" by Dan Toro at Fishers District.

Page 1, Left: Artist Kyle Ragsdale and PR Director Ashley Elrod, Right: The "Star Spangled Summer" series by Artist Kyle Ragsdale.

Page 4, Left: The unveiling of the "Pursuing Innovation" series by Artist Rachel Kavathe, Right: Artist Rachel Kavathe.

Page 6, Left: Artist Warren Miller, Councilor Coble, and Mayor Fadness, Right: the "Unity" series by Artist Warren Miller.



FUNDING IS MADE POSSIBLE BY:



COMMUNITY PARTNERS INCLUDE:



FILE SUBMISSION GUIDELINES

Art Requirements for Signage Files submitted that do not meet these requirements may be subject to an additional cost not listed in the original estimate.

There are two types of art files - VECTOR [aka: line art = Adobe Illustrator] and RASTER [aka: bitmap = tiff/jpeg]

VECTOR art is made up of lines and curves defined by mathematical objects. It is resolution-independent and can be scaled to any size without quality loss.

NOTE: ALL TEXT must be converted to outlines, paths or curves.

RASTER (tiff/jpeg) images are not recommended. This type of art is created in paint programs such as Photoshop and consists of a grid or small squares known as pixels. These images are resolution-dependent and will hold at a fixed resolution; thus, it cannot be scaled without quality loss. However, if photos are required, they will need to be adjusted for resolution.

The preferable art format is "vector" (Illustrator EPS). NO Quark, InDesign, or Word/PPT/Excel files! However, if this is unavailable, then we must have a VERY HIGH resolution Photoshop jpeg or tiff that is NOT embedded in any other program. It must expand to be 100% size @100dpi minimum for a high-quality resolution.

NOTE: ALL FILES over 8 feet in size must be built at 1/10th scale [One Inch = 10 Inches]

At this scale, the following DPI is recommended for output:

- Mesh = 400dpi
- Vinyl [photo quality/close viewing] = [1200dpi W/image or text]
- Vinyl [billboard/far away viewing] = 800dpi

There are two basic forms of signage.

MOUNTED Signage Banner Signage

Mounted Signage requires printing on media such as paper or pressure-sensitive vinyl and then mounting on a substrate [foam, cor-X, poly, gatorboard, etc.]. This operation requires crop marks.

Banner Signage requires printing on one- or two-sided vinyl and finishing with grommets, Velcro or pole pockets. This operation requires a 1 pt. rule trim-line. See the illustration on the right for finishing information.

NOTE: When sending 1/10th scaled art, please use a 0.08 pt. rule to allow for enlargement to size.

ALL PRINT FILES:

1. **Fonts must be OUTLINED.**
2. **White backgrounds must have TRIM LINES [banner signage] or CROP MARKS [mounted signage].**
3. **Large files must be 1/10th scale [1"=10"] when more than 48 inches in size. (Note: Be sure the "trimline" is 0.08)**
4. **Banner files must contain hems when noted. All mounted signage files must contain bleed.**
5. **Pockets require special consideration. Refer to job tickets for sizes.**
6. **Files with transparencies require "flattening."**
7. **Laser proofs must detail PMS colors; sizes; and quantities.**
8. **Files with specific color detail must have Pantone [PMS] numbers. Color swatch tests can be produced at an additional cost.**

**ALL FILES MUST BE SUBMITTED TO SPORT GRAPHICS NAMED BY THEIR ITEM NUMBER.
FAILURE TO DO SO WILL RESULT IN REJECTION OF FILES.**

Files under 5mb may be e-mailed. Larger files may be submitted to our FTP site or on CD/DVD.



-  **Production Size [includes bleed/hem]**
-  **Final Trim Size**
-  **Live Viewing Area [free from hardware interference]**
-  **Grommets [should not interfere w/image or text]**