

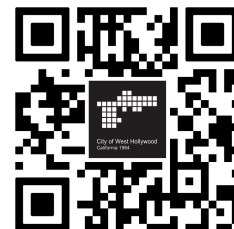
REQUEST FOR QUALIFICATIONS

MOVING IMAGE MEDIA ART PROGRAM (MIMA) PREQUALIFIED LIST

Individual artists and non-profit art organizations are encouraged to apply.

Date released: March 1, 2022

Deadline to apply: May 1, 2022



City of West Hollywood
Arts Division / Economic Development Department
www.weho.org/arts
[@wehoarts](https://twitter.com/wehoarts)

A. PURPOSE AND INVITATION TO SUBMIT QUALIFICATIONS

The City of West Hollywood, through its Arts Division, requests qualifications from artists working in all forms of moving image media art, and non-profit art organizations representing moving image media artists, including but not limited to, film, video, photography, animation, performance, and other forms of digital media in order to create a Prequalified List for the City of West Hollywood's Moving Image Media Art Program (MIMA).

Selected artists and/or non-profit arts organizations from the Prequalified List will be invited to exhibit their work in the MIMA Program in one of two ways: by licensing an existing artwork, or by creating an entirely new artwork commissioned by the City. Artworks can range in duration from 1-10 minutes or be a related series of artworks in durations between 1-10 minutes. Currently the billboards do not allow for audio. Artworks should be silent.

MIMA is a digital art program presenting moving image digital artworks works on multiple digital billboards at various locations along Sunset Boulevard. The program will feature licensed and newly commissioned, moving image digital artworks created by an inclusive roster of emerging, mid-career, and world-famous artists, filmmakers, and digital visionaries.

The exhibition series offers artists the opportunity, and the funding, to create immediate, remarkable, and ambitious works of art that engage with the unique visual landscape of the world-famous Sunset Strip, and experiment with the state-of-the-art technology of high-definition digital signage. MIMA enables artists to occupy, contest, and play with the boundaries and uses of public space and manifest moments of connection and awe.

The Moving Image Media Art Program is presented as part of the Sunset Arts & Advertising Program (weho.org/sunsetdigital). Additional details about the Moving Image Media Art Program can be found on the city's website: <https://www.weho.org/community/arts-and-culture/visual-arts/mima>.

B. CULTURAL EQUITY STATEMENT

The City of West Hollywood's Arts Division and Arts and Cultural Affairs Commission believe that all people in the City of West Hollywood have the right to celebrate and engage in meaningful and relevant arts and cultural experiences. Each member of the community should have access to the arts which reflect and nurture individual identities, affirm personal value, and foster belonging in the community. Arts and culture are foundational to quality of life and vibrant and resilient communities. Arts and culture have the power to enhance inclusion, engagement, and diversity, and contribute to positive outcomes across civic life. The right to participate freely in the cultural life of the community is recognized as a basic human right.

The Division and Commission's definition of diversity includes all ways in which people differ, including but not limited to, race, ethnicity, gender, socioeconomic status, education, age, gender identity, gender expression, sexual orientation, ability,

geography, citizenship status, religion, language, physical appearance, and the intersection of these various identities.

The City of West Hollywood's Arts Division and Arts and Cultural Affairs Commission adopted the Cultural Equity Statement in 2021. Read the full statement here: <https://www.weho.org/community/arts-and-culture/cultural-equity-statement>

C. ELIGIBILITY

This is an open call to media artists, over 18 years old, working within all moving image artwork media including, but not limited to, film and video, photography, animation, and other forms of digital media. Artists who live in West Hollywood and artists of color, women, artists with disabilities, and LGBTQIA+ artists are encouraged to apply. Prior experience in public art is not required, however, it is expected that artists have a professional portfolio of digital art.

Artists may apply individually or collaboratively as a team. If applying as a team, please designate one artist as the lead contact. Artist Teams that include non-artists who represent other creative professional fields such as cinematography, animation, film, editorial, and/or technology are encouraged to apply.

We seek to work with artists of all colors and career levels with unique perspectives on a diverse variety of themes: moving image artworks that incorporate bold imagery, emotional storytelling, and that consider experimentation, innovation, and inclusion as central components of creation.

Non-profit art organizations with federally recognized non-profit status, who represent moving image media artists are eligible to apply. Artists associated with the exhibitions by non-profit organizations are not required to submit separate, individual applications.

Curators, artist representatives, and/or commercial galleries are eligible for this opportunity. Artists associated with exhibitions proposed by independent curators, artist representatives, and/or commercial galleries must also submit separate and individual applications to be considered for the Prequalified List.

D. BUDGET

Funding for the Moving Image Media Art Program is exclusively from the revenue collected from the billboards. A percentage of the revenue collected is dedicated to support the production and presentation of art on the boards. Selected artists from the prequalified list will be invited to participate in the program in one of two ways: Licensed Artwork or Commissioned Artwork. Artist fees are negotiable and will be commensurate with experience, production costs, and/or if the artwork has already been licensed by a major institution.

E. DEADLINE

Applications must be submitted by **5:00 PM PST on May 1, 2022**. The City of West

Hollywood, as a municipality, must abide to this application deadline in the interest of fairness in public processes. For this reason, the City will be unable to make any exceptions to the deadline for late and/or incomplete submissions. This is an ongoing opportunity and subsequent reviews will happen bi-annually in May and November.

F. SCHEDULE

The following dates represent the City's best estimate of the schedule that will be followed. The City reserves the right, at its sole discretion, to adjust this schedule as it deems necessary.

March 1, 2022	RFQ Released
May 1, 2022	Deadline for applications
May 2022	Art on the Outside Subcommittee and Arts and Cultural Affairs Commission review of applications
June	All applicants notified

G. APPLICATION REQUIREMENTS

Individual Artists or Artist Teams may only apply once per application period. An artist may apply individually as well as part of an Artist Team. Artists associated with independent curators and/or commercial galleries applications must also submit an individual artist application. Applicants must submit their complete applications through the following online application:

<https://form.jotform.com/212636903238052>

Applicants should read all the application requirements. Incomplete and/or late applications will not be considered. The application will require the following information.

- 1. General Contact Information:** Name, Address, Phone, Email. If applying as a team or non-profit organization provide the primary contact person's contact information.
- 2. Statement about artwork (1-page maximum):** What are the ideas conveyed within the artwork submitted for review? What qualities make the artwork ideal to exhibit on Sunset Boulevard? How does the artwork align with the Moving Image Media Art Program goals?
- 3. CV/Resume (4-pages maximum):** If applying as a team or non-profit organization provide the primary contact person's CV/Resume. Previous public art exhibition experience is not required.
- 4. Portfolio/Artwork Submission:** Website, artistic practice social media accounts (if any), links to completed artworks for consideration. All links must be accessible to the public, unrestricted, unlocked, and non-password protected.
- 5. Non-profit Arts Organizations:** Submit proof of federally recognized non-profit status or agreement with a federally recognized non-profit fiscal sponsor.

H. SELECTION PROCESS

All applications will be evaluated on the completeness and quality of the content. Only those applications that provide complete information before the deadline will be considered for evaluation.

Applications for the Prequalified List can be submitted online, at any time, and will be reviewed by the Art on the Outside Subcommittee of the Arts and Cultural Affairs Commission on a bi-annual basis (May and November). The Art on the Outside Subcommittee generally meets the 4th Thursday of each month at 3:30pm. Check the MarchCity's calendar for the most current information.

City of West Hollywood Arts Division staff will review applications and will generate a qualified list of applicants for the Arts and Cultural Affairs Commission to consider. The City's Art on the Outside Subcommittee and Arts and Cultural Affairs Commission will convene at their regularly scheduled meetings to review applications and approve the Prequalified List. The Arts and Cultural Affairs Commission will audit the Prequalified List every five (5) years and reserves the right to remove an applicant from the Prequalified List at any time for any reason.

Submissions will be evaluated using the Art on the Outside Review and Evaluation Criteria taking the portfolio quality, potential visual enjoyment, innovation/risk in the artwork, and prospective social interaction of the artist's work into consideration.

In addition, the following criteria will be considered when evaluating applications. The criteria listed are not necessarily an all-inclusive list and the order in which they appear is not intended to indicate their relative importance:

- Ability to execute a high-quality moving image artwork
- Statement that is conceptually, aesthetically, and technically compelling.
- Ability to authentically and impactfully amplify the stories and perspectives of underrepresented artists communities of color.
- Proven artistic merit and strong professional qualifications as demonstrated through previous exhibitions
- Communicated interest and desire to present a moving image artwork that successfully meets or exceeds the goals of the program.
- Consideration of the scale of the artwork within its intended exhibition location, and consideration of the audiences that may encounter the work.

I. BACKGROUND

City of West Hollywood

The City of West Hollywood, known as the "Creative City," was incorporated in 1984. It is 1.9 square miles in area and is bounded by Beverly Hills to the west, Hollywood to the east, and Los Angeles to the north and south. The City is home to a young, diverse, and

vibrant community. Its progressive spirit and creativity have put it as the forefront of culture, fashion, hospitality, entertainment, and design. Its variety of residential neighborhoods, commercial districts and public amenities has made it one of the most desirable places to live, work and visit in Southern California.

West Hollywood is home to approximately 37,000 residents and over 3,500 businesses. The weekend population swells from nearby communities take advantage of shopping, dining, and entertainment. It is densely populated and is a high traffic area. Approximately 40% of the City's residents identify with the LGBTQ community, 10% are Russian-speaking immigrants, and close to 20% are older adults. The City's main industries are hospitality (hotels, restaurants, and nightclubs), entertainment (production, post-production, and related uses) and arts and design (fashion, furniture, and art galleries). Its business community reflects the City's artistic richness and support of individuality, diversity, and creativity.

The City of West Hollywood delivers a broad array of arts programs through the City's Arts Division (@wehoarts), including Art on the Outside (temporary public art), Summer + Winter Sounds, WeHo Reads, Free Theatre in the Parks, Arts Grants Program, Library Exhibits and Programming, One City One Pride LGBTQ Arts Festival, and Urban Art Program (permanent public art). www.weho.org/arts

Art on the Outside Program

The Art on the Outside Subcommittee of the Arts and Cultural Affairs Commission oversees the temporary art installations in the public realm. The Subcommittee takes the lead in developing and evaluating exhibition concepts and art proposals for the City's Art on the Outside Program and large digital screen billboard art. The Subcommittee also determines the methodology and process by which to attract artists and art consultants and reviews requests for proposals as well as interviewing arts consultants and artists as appropriate. Temporary art projects submitted to the city are reviewed by the Subcommittee using the Art on the Outside Review and Evaluation Criteria. Funding for projects the Art on the Outside Program comes from the City's Art Fund. More information here: <https://www.weho.org/community/arts-and-culture/visual-arts/art-on-the-outside>

J. ADDITIONAL INFORMATION

For all questions related to this opportunity contact Jessica Rich, Public Art Consultant, publicart@weho.org, or Rebecca Ehemann, Arts Manager, 323-848-6846, rehemann@weho.org.

Placement on the Prequalified List does not constitute an offer to contract and does not guarantee any minimum amount of business. The City reserves the right to reject any and all applications when such rejection is in the best interest of the City or the application contains irregularities. Minor irregularities of the application may be waived by the City. The City also reserves the right to cancel this RFQ at any time and/or to solicit

and re-advertise for other applications. The cost of preparing any responses to the RFQ shall be borne by the respondents and shall not be reimbursed by the City. At the sole judgment of the City, applications are subject to disqualifications on the basis of a conflict of interest. Applicants are required to identify if they have a conflict of interest.