



***Temporary Fence Artwork
Public Art Project***

Request for Proposals

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Request To: 2D Artists

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1. Overview

1) Land Acknowledgement

It is important to acknowledge the land on which this public art will be located. Napa has a rich cultural heritage, which began with the inhabitation by Native Americans of the Wappo people along the Napa River over 10,000 years ago. It was followed by the Mexican settlement beginning in the 1820s and early American settlement between 1846 to 1849. Due to the abundant natural resources in Napa Valley, the Wappo inhabitation was one of the longest indigenous inhabited regions in California. The City of Napa recognizes the tribal nations who first lived in the Napa area and believes it is important to preserve their history, identity and culture as part of the Napa community.

2) About the City of Napa

Napa is the seat of Napa County and the gateway to the legendary Napa Valley wine region. The City has recently experienced a development renaissance, and Downtown Napa offers many shopping, entertainment, and dining opportunities. In addition to tourism, Napa is also known for its late-1800s and early-1900s architecture, a riverfront promenade, active arts scene, musical entertainment venues and nationally recognized annual events (e.g., BottleRock, Festival Napa Valley, Napa Lighted Art Festival).

3) About the Project

The City of Napa supports the placement of public art in the community through a variety of different programs created to contribute to a more livable and visually stimulating environment. The City of Napa Public Art program is developing new ways that public art can engage the community and create a unique experience for tourists and locals.

The City of Napa opens a Request for Proposals for a lead artist(s) to design a temporary fence artwork to be displayed on a prominent and high trafficked location in Downtown Napa. This call is open to California residents in Napa, Sonoma, Solano, Marin, Contra Costa, San Francisco, and Alameda, San Mateo, and Santa Clara counties and open to all backgrounds and cultures. The City of Napa believes the experiences of Black, Indigenous, and People of Color, women, members of the LGBTQIA+ community, and other marginalized groups should be centered in the arts. We encourage artists who identify with these communities to apply. Artist(s) applying need to demonstrate the ability to execute a successful 2d project based on project goals below.

This public banner is to be submitted as photo-based artwork to be digitally reproduced printed onto fence mesh screen material that will cover a chain link construction fence that is surrounding a historic post office that is closed and in transition to be redeveloped. Artists may create work specifically for this call or may reformat existing work. The work can be a painting, illustration or photography artwork and the artist will need to provide a high-resolution digital files suitable for large format printing (see project location and details) and proportionate based on the proposed art location. The City of Napa will be responsible for the fabrication and installation of the fence screens. There is no specific theme for this project. The artist should take into account the long linear format of 234 feet by 7 feet and the artwork should have continuity throughout the artwork. The goals and core values for this project are to be aligned with our [City's Public Art Master Plan](#).

4) Project Goals:

It is important for public artwork in Napa's urban center to offer a source of inspiration and pride for tourists and the community alike, as the valley navigates consistent growth and revitalization. It is important that we inspire, invigorate, and encourage new ideas that serve as a catalyst for creativity.

The City aims to accomplish the following:

- Create an exciting, appealing and harmonious public environment by integrating art into public spaces.
- Preserve and enrich Napa's cultural environment
- Enhance the character of Napa through visibility of community valued artwork
- Stimulate the downtown economy through increased pedestrian activity and positioning Napa as an art destination.

5) Project Location and details:

The City of Napa is looking to beautify a high trafficked area in Downtown Napa by commissioning a 2D artist(s) to create a temporary artwork to be printed on fence mesh screen material to cover a chain link construction fence. The work can be a painting, illustration or photography and the artist will need to provide a high-resolution digital files suitable for large format printing and it must be proportionate based on the proposed art location. The City of Napa will be responsible for the fabrication and installation of the vinyl media.

For the selected artist, artwork will need to be sent as the following:

- .5 in of bleed space
- Fonts and images supplied by the Artist
- Files coded to CMYK
- Files in either AI or PDF format
- Files are to be made directly to the fence size

a) Overview of project location: 1351 Second Street Napa, CA



b) Artwork Area:

- Fence height is 71 inches
- Fence length is 234 feet



North Side (Second Street)

Please note: Shrubs shown in image will be removed along Second Street.

c) Additional Sections:

These two sections will also be covered with fence screens and The City of Napa will incorporate either colors or imagery from the selected artwork with assistance from the artist.



East Side (Randolph Street)



West Side (Franklin Street)

6) Project Constraints

Some restrictions the artist should be aware of include the following:

- The artwork is subject to removal by the City or property owner at any time during or after the installation.

Artwork is ineligible, for any one or more of the following reasons, if the artwork:

- Contains copyrighted images
- Contains logos, brands
- Includes any obscene, political, or harmful imagery

7) Call for Artists

This RFP is a process by which the City of Napa seeks to identify and select a qualified artist(s) and their proposal to create a temporary window mural in downtown Napa.

The City seeks qualifications from experienced public artists (or artist teams) who specialize in 2D art. This call is open to California residents in Napa, Sonoma, Solano, Marin, Contra Costa, San Francisco, and Alameda, San Mateo, and Santa Clara counties and open to all backgrounds and cultures. This individual or team of individuals must be able to:

- Submit high resolution images with submitting a design proposal along with examples of past work
- collaborate with agency staff to ensure the pragmatic design and successful installation of the project; and
- design and implement the project within the allocated budget.

8) Artist Stipend

The selected artist will receive a stipend of \$2,000.

2. Request for Proposals

2.1 Eligibility

This Request for Proposals (RFP) is open to California residents in Napa, Sonoma, Solano, Marin, Contra Costa, San Francisco, and Alameda, San Mateo, and Santa Clara counties.

2.2 Submission Deadline

Complete responses must be received before July 28th, 2023.

2.3 Projected Schedule

The City has tentatively set the following schedule:

RFP Release: June 12, 2023

RFP Submission Deadline: July 28, 2023

RFP Review by staff and art selection panel deadline: July 28- August 15, 2023

Final Muralist selected and Project Installation: September 15- December 31, 2023

2.4 Inquiries

All inquiries related to this RFP are to be emailed to:

Meredith Knudsen, City of Napa Public Art Coordinator
Email: mknudsen@cityofnapa.org

3. Evaluation Criteria

Artist(s) will be selected based on the following criteria:

- Artist(s) should display experience in executing a successful 2D public art project.

- Artwork design(s) proposed should enhance the beauty, creativity and community in downtown Napa.
- This project is to comply with the goals stated in the [City's Public Art Master Plan](#).

4. Submission Requirements

ALL SUBMISSIONS MUST BE MADE ONLINE AT <https://www.callforentry.org/>

- Create an account (if you do not already have one)
- Log in
- Click on "Apply to Calls"
- Find "City of Napa "Temporary Fence Artwork"

There is no charge to join CaFÉ or to submit for this call for entries.

Incomplete Submissions will not be considered. Complete Submissions must include the following:

1. Letter of Interest
A letter stating the artist's interest in the project, addressing concept, design and how you approached this project.
2. Images
Artists may submit between 1- 20 images maximum. Images should accurately represent the artwork size. Images should include examples of previous works and images of the proposed artwork for the project site.
3. Image list & Description
For each artwork submitted, please provide a short description (up to 5 sentences) of the piece and any aspects of the work that may not be obvious in the images, or any other relevant information. Artists should provide an image list including the following for each artwork:
 - Title
 - Date of Completion
 - Medium (Please Be Specific)
 - Dimensions (Height X Width X Depth)
4. Resume (optional)
A resume outlining the applicant's experience, qualifications and the experience of key team members (if applicable)