



***29 Undercrossing Mural***

# Request for Qualifications

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***Submission Deadline: July 28<sup>th</sup>, 2023***  
***Request To: Mural 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 Qualifications for a lead artist(s) to design and install a permanent mural to be displayed on the newly designed 29 undercrossing. This undercrossing serves as a multi-use pathway to provide a safe and convenient pedestrian and bicycle connection between California Boulevard and Coffield Avenue, linking residential neighborhoods east and west of State Route 29. This call is open to United States residents of 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 mural project based on project goals below.

This public mural is to be created as a one-of-a-kind work of art to enhance the beauty, creativity and community in Napa. The mural should express unique attributes of the City's history, resources, or character. The goals and core values for this project are to be aligned with the [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
- Help provide formalization of public use path

5) Project Location and details:

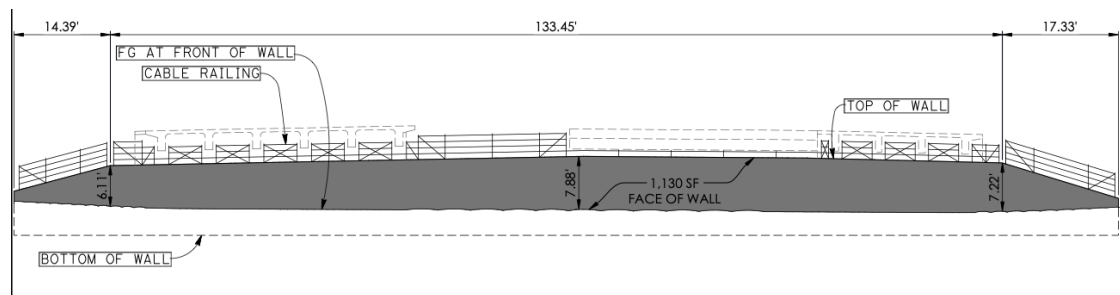
The City of Napa is currently in the construction process of the new State Route 29 undercrossing. The 29 Undercrossing Project consists of constructing a Class I Multi-Use path to provide a safe and convenient pedestrian and bicycle connection between California Boulevard and Coffield Avenue, linking residential neighborhoods east and west of State Route 29.

The City of Napa is opening an RFQ for an artist, or artist team, to design and implement a mural once the construction is completed.

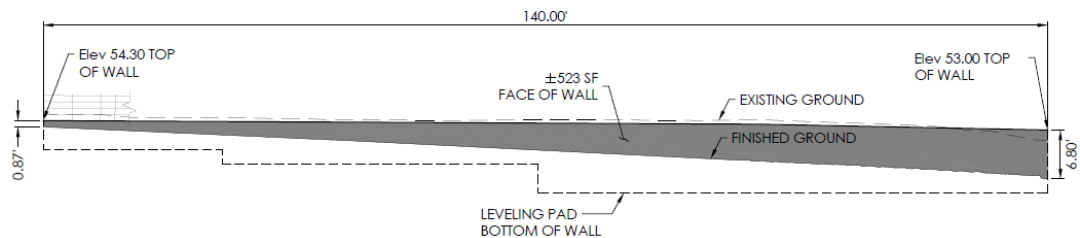
a) Overview of proposed project area:

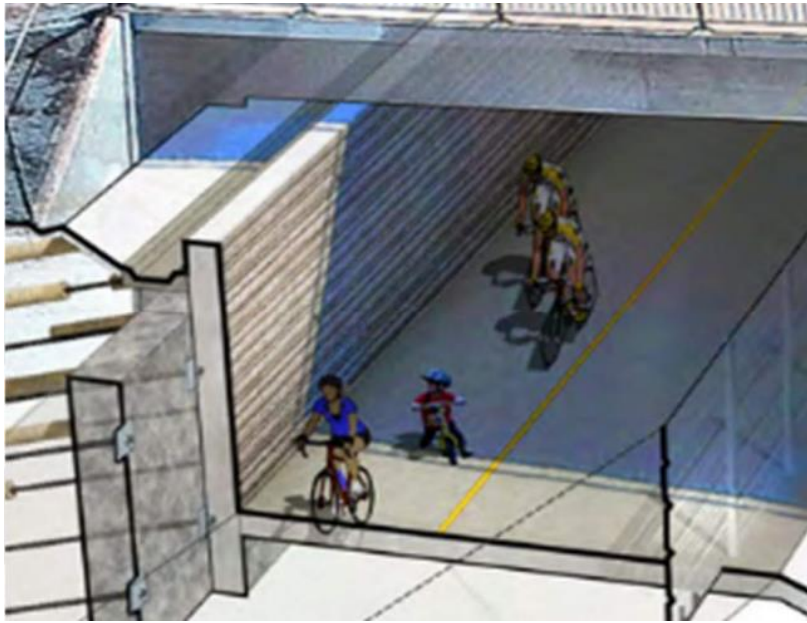
Wall material: concrete

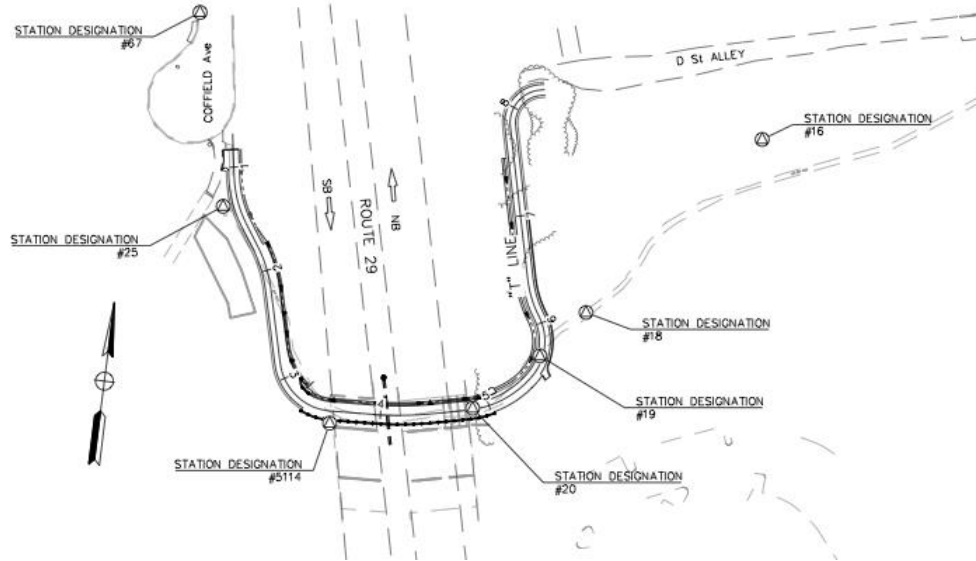
Wall #1 Dimensions: 165.17' (Length) x 7.88' (Height with variations below)



Wall #2 Dimensions: 140' (Length) x Sloped from 6.8' to .87' (Height)







6) Project Constraints

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

- The mural should be two dimensional.
- The mural should express unique attributes of the City's history, resources, or character.
- The mural should not make use of or simulate colors or combinations of colors usually reserved for official traffic control devices.
- The mural should not display text.
- The mural should not display symbols or icons such as flags, logos, or commercial symbols.
- The mural should be installed to withstand weather and other site conditions. The mural must have an anti-graffiti application.
- The mural is subject to removal by the City at any time during or after the installation.
- The final mural design must be approved by Caltrans before artist contract is signed with City of Napa.
- The artist(s) must place a disclaimer statement in a conspicuous manner on or in close proximity to the artwork and will not be considered "text." The disclaimer statement must state that the contents of the artwork solely reflect the views of the artist and do not reflect the official views or policies of Caltrans or the Federal Highway Administration.
- The artist(s) and City of Napa must provide Caltrans with an executed and notarized copyright assignment and transfer agreement containing terms and conditions approved by Caltrans. The copyright assignment and transfer agreement assigns, transfers, and conveys the artist's entire rights, title and interest in and to the approved transportation art to Caltrans, including but not limited to, the artist's common law and federal law copyright ownership rights to the approved transportation art.

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

- Contains: text, copyright, logo, flags, brand or business name, address, phone number
- Is plagiarized, stolen, or copied from another source
- Is or can be construed as an obscene, political, or harmful matter

7) Call for Artists

This RFQ is a process by which the City of Napa seeks to identify and select a qualified public artist(s) and their proposal to create and install a one-of-a-kind permanent mural in Napa.

The City seeks qualifications from experienced public artists (or artist teams) who specialize in murals. This individual or team of individuals must be able to:

- a) design a high-quality mural with submitting a design proposal along with examples of past work
- b) collaborate with agency staff to ensure the pragmatic design and successful installation of the project; and
- c) design and implement the project within the allocated budget.

8) Public Art Budget

The budget is a not-to-exceed figure of \$60,000. Artist is responsible for providing all materials including anti-graffiti coating, related to this project.

## 2. Request for Qualifications

### 2.1 Eligibility

This Request for Qualifications (RFQ) is open to US based professional artists or teams with experience in executing a successful mural project are encouraged to apply.

### 2.2 Submission Deadline

Complete responses must be received before July 28, 2023

### 2.3 Projected Schedule

The City has tentatively set the following schedule:

RFQ Release: June 27, 2023

RFQ Submission Deadline: July 28, 2023

RFQ Review by Staff and Panel Deadline: August 1-31, 2023

Finalist(s) invited to respond to RFP: September 1, 2023

Finalist(s) proposals due: October 2, 2023

Projected Installation Date: November 1, 2023 – January 31, 2024\* (Subject to Caltrans approval)

### 2.4 Inquiries

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

**Meredith Knudsen, City of Napa Public Art Coordinator**  
**Email: [MKnudsen@cityofnapa.org](mailto:MKnudsen@cityofnapa.org)**

## 3. Evaluation Criteria

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

- Interest in the project and ability to create mural that is unique to the site;
- Years of experience in creating large scale murals in the public realm;
- Quality of portfolio that is directly related to this public art specialization;

- Demonstrated proficiency and technical knowledge of the materials and techniques;
- Proven ability to deliver the project requirements on time and budget; and
- This project is to comply with the City of Napa's 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 29 Undercrossing RFQ"

*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 and how you would approach the project.
2. Images  
Artists may submit between 1- 20 images maximum. Images should accurately represent the artwork size. Images should include examples of previous mural works.
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  
A resume outlining the applicant's experience, qualifications and the experience of key team members (if applicable)

## 5. Future RFP Process

Artists selected for an RFP process will be required to provide the City of Napa with:

- a) All team member identification;
- b) Mural Concept Design;
- c) Mural Budget Breakdown; and
- d) Estimated Schedule for fabrication and installation of the public art.

The stipend amount for the RFP phase of the project is \$1,000.