



**PASO DEL NORTE
HEALTH FOUNDATION**

**PASO DEL NORTE HEALTH FOUNDATION
IN PARTNERSHIP WITH THE CITY OF EL PASO PARKS AND RECREATION
DEPARTMENT & EL PASO WATER**

REQUEST FOR PROPOSALS

Deadline: August 30, 2017, 12:00 pm MST

CALL TO ARTISTS

The Paso del Norte Health Foundation in partnership with the City of El Paso's Parks and Recreation Department and El Paso Water is inviting artists living within a 100-mile radius of El Paso, Texas to submit proposals to work with students at selected schools in the Ysleta Independent School District to develop public art mosaics to be located at 16 locations along a 3.4 mile linear trail on the Playa Drain from Ascarate Park to Riverside High School.

PLAYA DRAIN TRAIL

The Playa Drain Trail is a partnership of the Paso del Norte Health Foundation (Health Foundation), City of El Paso and El Paso Water. The Health Foundation is contributing \$2 million for the design and construction of the trail from Ascarate Park to Riverside High School. The Health Foundation was established in 1995 to lead, leverage and invest in initiatives, programs and policies that promote health and prevent disease in the Paso del Norte region. The City of El Paso is contributing \$300,000 from the Quality of Life Bond for trail amenities like benches and shade structures. The City's Parks and Recreation Department will maintain the trail once completed. El Paso Water purchased the Playa Drain for storm water management and is allowing for joint use of the Playa Drain as a trail.

VISION FOR PUBLIC ART ON THE PLAYA DRAIN TRAIL

The Paso del Norte Health Foundation seeks an artist or artist team to work with students in select schools in the Ysleta Independent School District to:

- interpret and express the Health Foundation's mission, values and priorities in promoting health and preventing disease in the region;
- respect and celebrate the different characteristics of the communities along the Playa Drain Trail with public art appropriately tailored to the character of each neighborhood, reflecting community image, culture, identity, natural environment and architectural heritage; and
- showcase how high quality, publicly accessible works of art can contribute to the urban and natural landscape and create a sense of place.

ARTIST RESPONSIBILITIES

The Paso del Norte Health Foundation will engage an artist or artist team to work with students from selected schools in the Ysleta Independent School District to create original artwork mosaic designs and assist with fabrication oversight and installation of original artwork.

These works of art will be displayed in the following locations along the Playa Drain Trail from Ascarate Park to Riverside High School:

1. 2 entry-way mosaics
2. 14 quarter-mile marker mosaics

Specifications for the areas for these art pieces are provided in Exhibit B with the trail route in Exhibit A.

In order to address engineering, liability, safety and general coordination issues, as well as to facilitate the process for the selected artist, the Playa Drain Trail Project Manager will coordinate the installation of the artwork.

ELIGIBILITY REQUIREMENTS

Open to professional artists living within a 100-mile radius of El Paso, Texas with prior experience in working with students to develop, fabricate and install public art mosaics in 16 locations. The selected artist must agree to sign a contract with the Paso del Norte Health Foundation, meet all contractual obligations, including passing any background checks required to Ysleta Independent School District to work with students, engage in meetings with the Health Foundation, City staff, community stakeholders and students, and adhere to a timeline in order to complete the project.

TO APPLY

Applications must be submitted using the Call for Entry (CAFÉ) online application system managed by the Western States Arts Federation (WESTAF). Artists will be required to create a username and password and set up a personal account, free of charge, at www.callforentry.org. Following successful set up, all interested applicants will be granted full access to the detailed application; simply click on “Apply to Calls” and click on “Playa Drain Trail.”

SUBMISSION REQUIREMENTS

- Letter of interest** briefly describing your vision, interest and qualifications for this project.
- Description of the process** you will use to work with students to develop in the design and implementation of the project.
- Proposed budget** to work with students to design, develop, fabricate and assist with the installation of 16 public art mosaics. Budget should include cost of time and materials.
- Current resume** outlining your qualifications and experience as an artist and working with students in the development of art projects. Artist teams must submit a resume for each team member.
- Six images of completed past artworks** including: title of work, dimensions, medium, year of

completion, a three-sentence description, and value or budget amount for works of art for insurance purposes. If applying as a team, only six images can be submitted to CAFÉ. Images must be sized to the following dimensions (as required by the CAFÉ application system):

- Dimensions: 1920 pixels horizontal or vertical, i.e. 1320 x 1920 pixels
- File Format: Baseline JPEG (do not use progressive JPEG format)
- Compression: Please size each image to be no more than 1.8 MB in file size. On average, each image will be roughly 1.2 MB. Larger is not necessarily better. JPEG images cannot be saved as progressive JPEG files. Progressive JPEG files will appear on the CAFÉ web site, but will not display properly during the jury process.
- Media: Internet submissions only
- File Name: CAFÉ will automatically rename files

SELECTION PROCESS

A Playa Drain Trail Art Selection Committee (ASC) will be established to review and select the winning proposal. The ASC will be comprised of representatives from the Health Foundation, City of El Paso Parks and Recreation Department, Ysleta Independent School District and community. The ASC will select the winning artist or artist team based upon the following criteria:

- Vision for the project in terms of conceptual content, creativity, context, visual impact, and appropriateness of the proposal to the Playa Drain Trail
- Proposed process to engage students in the project.
- Aesthetic merit of past projects; appropriateness of artwork medium and artistic concepts for all audiences.
- Experience and success in creating public artworks in collaboration with community members and students.
- Project budget.

TIMELINE/SCHEDULE

August 30, 2017	Proposal Application Deadline
September 30, 2017	Selection of Winning Proposal and Notification
October 31, 2017	Commission Awarded
June 2018	Completion of Project

Note: Schedule dates are tentative except for deadline of proposal submittals.

FOR QUESTIONS OR CONCERNS, PLEASE CONTACT:

Tracy Yellen, CEO

Paso del Norte Health Foundation

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EXHIBIT A: TRAIL ROUTE MAP



EXHIBIT B: ENTRY MONUMENT PAVING & QUARTER MILE MARKERS

