



CALL FOR ARTISTS: PUBLIC ART PROJECT REQUEST FOR QUALIFICATIONS (RFQ)

**BRIGHTVIEW INNOVATION CENTER
13700 MAGNA WAY, HERNDON VA**

Issued: October 8, 2021

Applications Deadline: ~~Friday, November 12, 2021, 11:59 PM Mountain Time.~~

DEADLINE EXTENDED! Tuesday, November 30, 2021, 11:59 PM Mountain Time.

ARTWORK PROPOSALS ARE NOT ACCEPTED AT THIS STAGE

Contact: Mindy at publicart@bvsl.net





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ABOUT

BRIGHTVIEW SENIOR LIVING

In 1999, Brightview Senior Living was founded to provide seniors with a vibrant place to live. Today, Brightview builds, owns, and operates 45 senior living communities with over 4,500 associates. We deliver award-winning rental senior living communities in eight states along the East Coast: Connecticut, Maryland, Massachusetts, New Jersey, New York, Pennsylvania, Rhode Island, and Virginia. Our rental senior living communities offer resident apartment homes with no large entrance fee for active senior Independent Living, premium Assisted Living, Enhanced Care, and Wellspring Village®, a specialized neighborhood for people living with Alzheimer's disease and other forms of dementia.

Each of our Brightview Senior Living communities focuses on five elements of wellness which we call SPICE. Spiritual, Physical, Intellectual, Cultural, and Emotional. Our amenities and programs encourage active senior living communities and development in these areas, keeping residents active and healthy. Creating vibrant senior living communities by providing excellent service is Brightview's mission. Residents live in an environment of possibilities, independence and choice where they can receive the support they need to make the most of each day.

INNOVATION CENTER

Brightview Innovation Center may be named for its location, but its innovation extends into the design. The 229,956 SF, 7-story building uses modern materials and a palette reminiscent of the upscale surrounding business district to expand the idea of what senior living should look like. A public park on the northeast side of the building welcomes activity into the space and offers opportunities for intergenerational interaction. Brightview Innovation Center follows a new trend to embed senior living into the community, a move away from the traditional suburban, gated homes. This move offers residents a chance to stay active and involved in the community and expands in-building amenities to the offerings of the surrounding area. The new building will offer Independent Living, Assisted Living and Memory Care and is a Certified LEED MR v4 – Silver pending design.

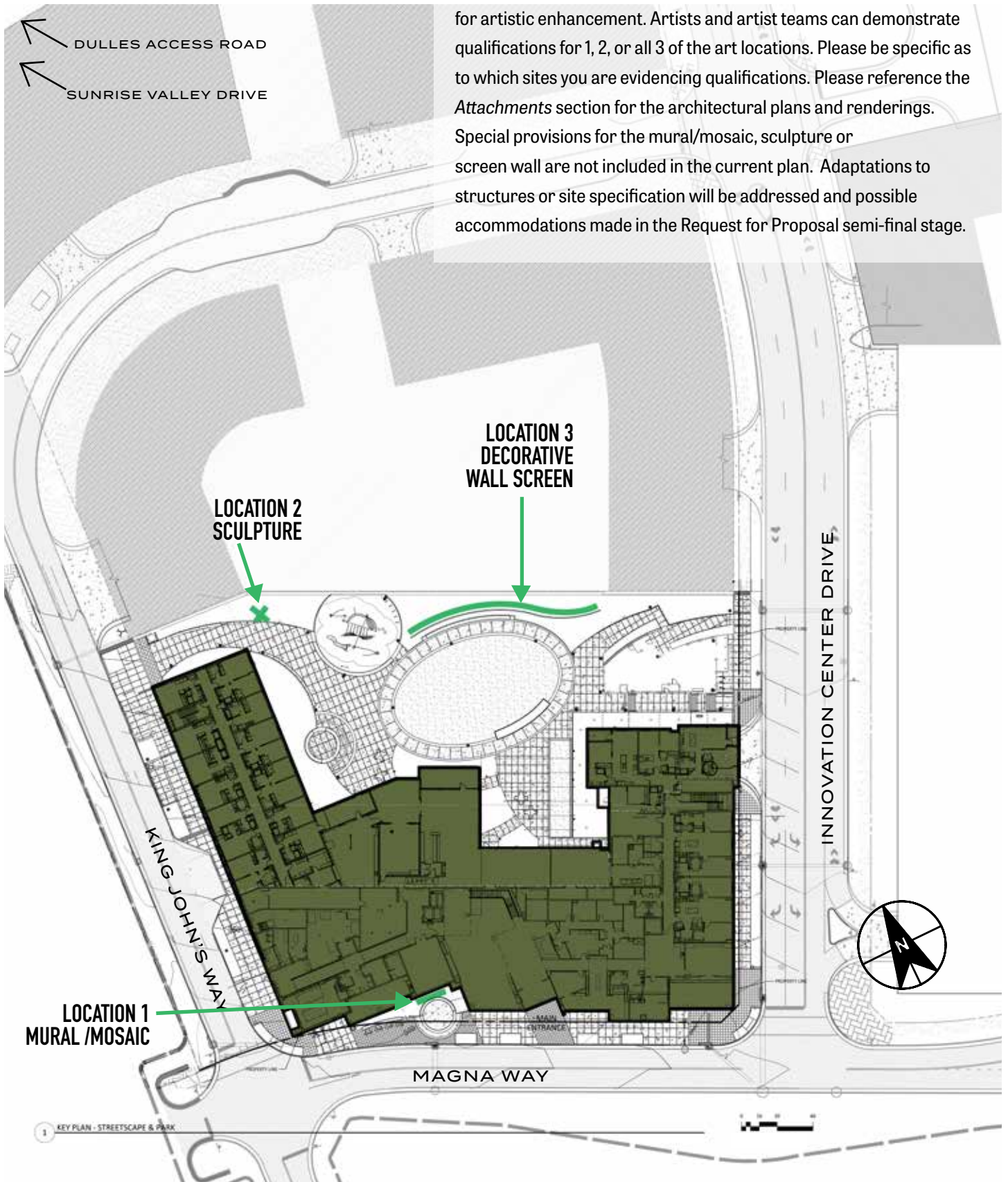
LOCATION OF BRIGHTVIEW INNOVATION CENTER

Located just outside Dulles Airport and next to the Innovation Center Metro Station, Brightview Innovation Center provides residents easy access to local, national, and international travel. Located in western Fairfax County, Herndon Virginia is just 22 miles from downtown Washington, DC. and is the closest town to the National Air and Space Museum's Stephen F. Udvar-Hazy Center. Residents and visitors can enjoy the close proximity of parks, numerous golf courses, restaurants, and Wolf Trap National Park for the Performing Arts.



ARTWORK LOCATIONS

Brightview Innovation Center has identified **three areas of opportunity** for artistic enhancement. Artists and artist teams can demonstrate qualifications for 1, 2, or all 3 of the art locations. Please be specific as to which sites you are evidencing qualifications. Please reference the *Attachments* section for the architectural plans and renderings. Special provisions for the mural/mosaic, sculpture or screen wall are not included in the current plan. Adaptations to structures or site specification will be addressed and possible accommodations made in the Request for Proposal semi-final stage.





ARTWORK LOCATIONS

1. MURAL / MOSAIC – BUDGET \$ 40,000 ALL-INCLUSIVE

The area to consider for artistic enhancement is 15 feet wide X 22 feet high. This feature wall is located within a multi-use green space on the building's front facade. This art will serve to welcome residents and their guests to Brightview Innovation Center, while also being prominently viewed by pedestrian and vehicular community members and visitors. Semi-finalists selected to submit a proposal will be required to provide materials warranty information with their submission. See *Attachment II* section for details.

2. SCULPTURE – BUDGET \$ 50,000 ALL-INCLUSIVE

The area to consider for the footprint of a freestanding sculptural is 16 square feet or less—within a planter 4 feet in diameter, 4 feet in height. There are no height restrictions for the sculpture, however the supporting pedestal will need to anchor down to the transfer slab beyond 4 feet of planting media/soil. The sculpture will serve as a welcoming landmark to park-goers, indicating the entrance of the the recreational green space as part of the Brightview Innovation Center community. The public park will be utilized for outdoor activities and gathering space by a diverse, multi-generational audience. Semi-finalists selected to submit a proposal will be expected to provide materials warranty information with their submission. See *Attachment III* section for weight restrictions and architectural details.

3. DECORATIVE SCREEN WALL – BUDGET \$ 60,000 ALL INCLUSIVE

The area to consider for a decorative screen wall is 100 linear feet X 4-6 feet high. This art will be enjoyed by residents and guests of Brightview Innovation Center, as well as members of the community visiting the public green space for outdoor recreational activities. The screen will serve as a visual end point for the boundaries of the green space, and disrupt visual noise beyond. The screen wall will need to anchor down to the transfer slab beyond 4 feet of planting media/soil. Grading documents describe the elevation changes to this location and can be provided as considerations for the proposal stage. Semi-finalists selected to submit a proposal will be expected to provide materials warranty information with their submission. See *Attachment IV* section for elevations and structural suggestions.

Artists and artist teams can show qualifications and apply for one, two, or all three artwork locations. Please be specific as to which sites you are applying. Artwork proposals are not to be submitted at this time.



ARTWORK LOCATIONS (CONTINUED)

ALL SITES

LIGHTING CONSIDERATIONS

Electrical access will be “roughed-in” for all artwork location sites to accommodate standard spot lighting. Chosen semi-finalists can opt to include lighting considerations in their artwork proposal **during the RFP stage**, however lighting specifications are not required. Selected artist will work closely with Brightview Innovation Center to determine lighting specifications, if desired.

Electrical/lighting enhancements outside of the Brightview Innovation Center standard lighting package will need to be included in the selected artist’s artwork budget. All lighting upgrade designs must be submitted to Brightview Innovation Center for approval prior to purchase, fabrication, and coordinated with Brightview Innovation Center for installation.

LANDSCAPE CONSIDERATIONS

Upon final selection, the chosen artist/artist team will work with the project landscape architect to determine shrub and perennial plantings to accommodate the size and design of the final art installation for the purpose of optimizing long-term visibility of the art in relation to the landscape details.



ARTWORK THEMES AND GOALS

The commissioned artworks should celebrate the intergenerational nature of Brightview Innovation Center, reflecting vibrancy and positive life experiences. The goal of the art is to enhance the living experience and outdoor space of the residents, visitors, staff, and greater Herndon community.

ELIGIBILITY

All professional artists or artist teams living in the United States. If artists are applying/submitting qualifications as a team, the team should be listed on the application form, specifying a team leader to receive notifications.

Artist/artist team can apply as a **Prime Contractor** for the design, production, fabrication, and installation of the artwork —OR— as an **Art Consultant** for design and production to work in partnership with their chosen contractor pending Brightview Senior living approval. Art Consultants are responsible for managing overall budget. Art Consultants chosen to submit a proposal will be required to outline all-inclusive budget expenses including but not limited to Consultant's fee, fabrication, installation, and related costs outlined in *Budget Details* (below) . **Please indicate on your application response if you are applying as a Prime Contractor or an Art Consultant.**

BUDGET DETAILS

The total budget for the artwork commissions is **\$150,000**, inclusive of all costs associated with the project, including but not limited to: artist fee and expenses (sub-consultants, travel/lodging, printing, overhead, etc...), artwork shop drawings and specifications; artwork materials and fabrication; storage (if applicable), transportation and installation; related permits, licenses and insurance. If significant site modifications are required, Brightview contractors responsibilities will be addressed in a separate addendum to the contract. The Brightview architectural/engineering staff or contractors will review and assist with determining specs and locations in relation to the overall project. If applicant is submitting for 2-3 locations, the budget package can be redistributed within the all-inclusive combined costs. Each semi-finalist artist or artist team asked to develop a proposal will receive a **\$1,200 stipend** to develop a proposal that will be presented to the Artist Selection Committee.

CONTRACT

The selected artist/artists team proposals will be required to sign a Prime Contractor OR Art Consultant Confirmation of Work contract with Brightview Senior Living (depending on Artists application response) to proceed to the creation of the artworks. Sample contracts are available for review upon request.



SUBMISSION PROCEDURES – RFQ STAGE



SCAN FOR APPLICATION

ARTISTS AND TEAMS MUST APPLY THROUGH CALLFORENTRY.ORG <https://tinyurl.com/ac6f4thf>

REQUIREMENTS OF THE ONLINE APPLICATION:

- **Contact Information** for Lead Artist (and artist team if applicable)
- **Artwork Site Identification** Please indicate which site(s) you are submitting qualifications.
- **Contract Structure** Indicate if you are pursuing a contract under a *Prime Contractor* or *Art Consultant* agreement. See page 7 for details.
- **Statement of Interest:** Explain why you (or your team) are interested in creating an original artwork for Brightview Innovation Center. Explain why you would be a good candidate and how your experience informs how you would respond to the themes and goals of the project.
- **Artist Resume/CV** (teams should include resumes of all artists combined into a single PDF)
- **Work Samples:** No more than ten (10) JPEG images of existing artwork, per artwork site application. Work samples may include more than one photo of an individual artwork (showing different angles or details) but please do not composite more than one image per JPEG image. If applying as an artist team, identify all artists of the work.

NO ARTWORK PROPOSALS ARE SUBMITTED AT THIS STAGE

ARTIST SELECTION – RFP STAGE

The following description outlines the Request for Proposal (RFP) Stage process following the RFQ Stage. Please be aware that artists selected as semi-finalists will be expected to submit a proposal (per site application) according to the following criteria in order to receive the proposal stipend(s).

SEMI-FINALIST SELECTION

The Artist Selection Committee will review applicants and select 2-3 (per location) semi-finalist artists or artists teams to tour the site and develop concept proposals. Semi-finalist artists will be selected based on the following criteria:

1. Background work reflects technical skill, authenticity, originality, commitment to material(s)/media and artistic practice, evokes response or inquiry
2. Artist experience as demonstrated by resume
3. Artist demonstrated experience and Statement of Interest connect to the artwork themes and goals outlined for the public art project

Semi-finalists will be asked to provide three references who have worked with the artist and have detailed knowledge of the artist's work and qualifications.



FINALIST SELECTION —CONCEPT PROPOSAL PRESENTATION

Each semi-finalist artist or artist team individually presents their concept proposal to the Artist Selection Committee. The semi-finalist artists or artist teams preparing concept proposals shall retain intellectual property rights to the artwork concepts commissioned for Brightview Innovation Center. Brightview Innovation Center can retain all proposal materials presented, but without license to publish. The semi-finalist artists or artist teams' proposed artwork submissions must be original and unique to the Brightview Innovation Center. No editions or replicas of pre-existing work may be submitted.

EACH SEMI-FINALIST CONCEPT PROPOSAL MUST INCLUDE THE FOLLOWING:

1. Written description of the proposed artwork.
2. Concept renderings/drawings of the proposed artwork including location, dimensions, materials, colors and finishes.
3. Artwork budget, including identification of fabricator and fabricator fees (if applicable)
4. Artwork schedule including final design through installation
5. A brief summary of maintenance requirements for the proposed artwork.
6. Background art experience of artist and fabricator (if applicable)

Following the concept proposal presentations, the Artist Selection Committee will select the final artist or artist team. The Finalist artist or team will be scored and selected, based on the following criteria:

1. **Artwork Concept:** Artwork reflects authenticity, originality, evokes response or inquiry, demonstrates relevance, and is appropriate for the site, architecture, occupants and environment. Addresses artwork themes & goals defined in RFQ
2. **Feasibility:** Proposed budget is clear, specific, and detailed indicating the artwork can be fully implemented. Schedule is clear, specific, and detailed indicating the artwork can be fully implemented.
3. **Durability, Permanence and Safety:** The artwork is materially and structurally sound. Artwork is resistant to theft, vandalism, and is low maintenance. Proposed artwork does not create unsafe conditions nor utilize unsafe materials. Concept is able to adhere or adapt to ADA guidelines and applicable building code requirements.
4. **Experience:** The background professional experience of the artist and fabricator indicate that the proposed artwork can be implemented on time and budget



SELECTION AND PRODUCTION SCHEDULE

RFQ Posted	October 8, 2021
RFQ Application Deadline	November 30, 2021, 11:59pm (Mountain Time)
Semi-Finalist Notification	December 22, 2021
Semi-Finalist Site Discussion	Week of January 4, 2021
Semi-Finalist Proposals Due	February 17, 2022
Finalist Notification	March 15, 2022
Artists Contract Signed	March 22, 2022
Artwork Design Development Phase	March 22 – June 17, 2022
Artwork Final Design Phase	June 17 – October 3, 2022
Fabrication Period	October 3 – December 31, 2022
Expected Installation Period	January 1 – March 15, 2023
Opening/Unveiling	March 2023

DATES ARE SUBJECT TO CHANGE, AWARDEES WILL BE NOTIFIED ACCORDINGLY

QUESTIONS AND INQUIRIES

All questions regarding the Brightview Innovation Center site and/or this call can be submitted to publicart@bvsl.net. Technical questions about the CaFE.org site or application entries should be directed to the CaFE support team. More information can be found at <https://www.callforentry.org/artist-help-cafe/>

ATTACHMENTS

SITE PLAN
AND PROPOSED
ART LOCATIONS



ARTWORK LOCATIONS

Brightview Innovation Center has identified **three areas of opportunity** for artistic enhancement. The commissioned artworks should celebrate the intergenerational nature of the Brightview community, reflecting vibrancy and positive life experiences. The goal of the art is to enhance the living experience and outdoor space of the Brightview residents, visitors, staff, and greater Herndon community.

Artists and artist teams can apply for one, two, or all three artwork locations. Please be specific as to which sites you are applying.

Special provisions for the mural/mosaic, sculpture or screen wall are not included in the current plan. Adaptations to structures or site specification will be addressed and possible accommodations made in the Request for Proposal semi-final stage and will require an addendum to the vendor contract.

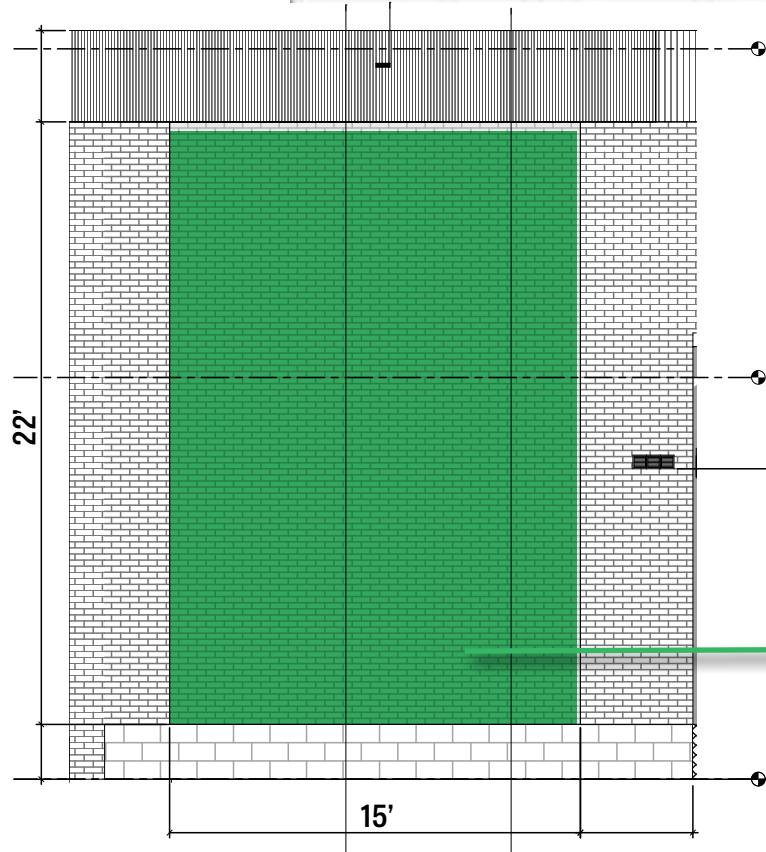
LIGHTING CONSIDERATIONS

Electrical access will be roughed in for all artwork location sites to accommodate standard spot lighting. Chosen semi-finalists can opt to include lighting considerations in their artwork proposal **during the RFP stage**, however lighting specifications are not required. Selected artist will work closely with Brightview Innovation Center to determine lighting specifications, if desired. Electrical/lighting enhancements outside of the Brightview Innovation Center standard lighting package will need to be included in the selected artist's artwork budget. All lighting upgrade designs must be submitted to Brightview Innovation Center for approval prior to purchase, fabrication, and coordinated with Brightview Innovation Center for installation.

LANDSCAPE CONSIDERATIONS

Upon final selection, the chosen artist/artist team will work with the project landscape architect to determine shrub and perennial plantings to accommodate the size and design of the final art installation for the purpose of optimizing long-term visibility of the art in relation to the landscape details.

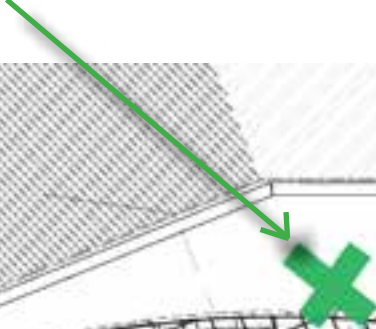
LOCATION 1
MURAL / MOSAIC



MURAL / MOSAIC – BUDGET \$ 40,000 ALL-INCLUSIVE

The area to consider for artistic enhancement is 15 feet wide X 22 feet high. This feature wall is located within a multi-use green space on the building's front facade. This art will serve to welcome residents and their guests to Brightview Innovation Center, while also being prominently viewed by pedestrian and vehicular community members and visitors. Semi-finalists selected to submit a proposal will be required to provide materials warranty information with their submission.

LOCATION 2
SCULPTURE



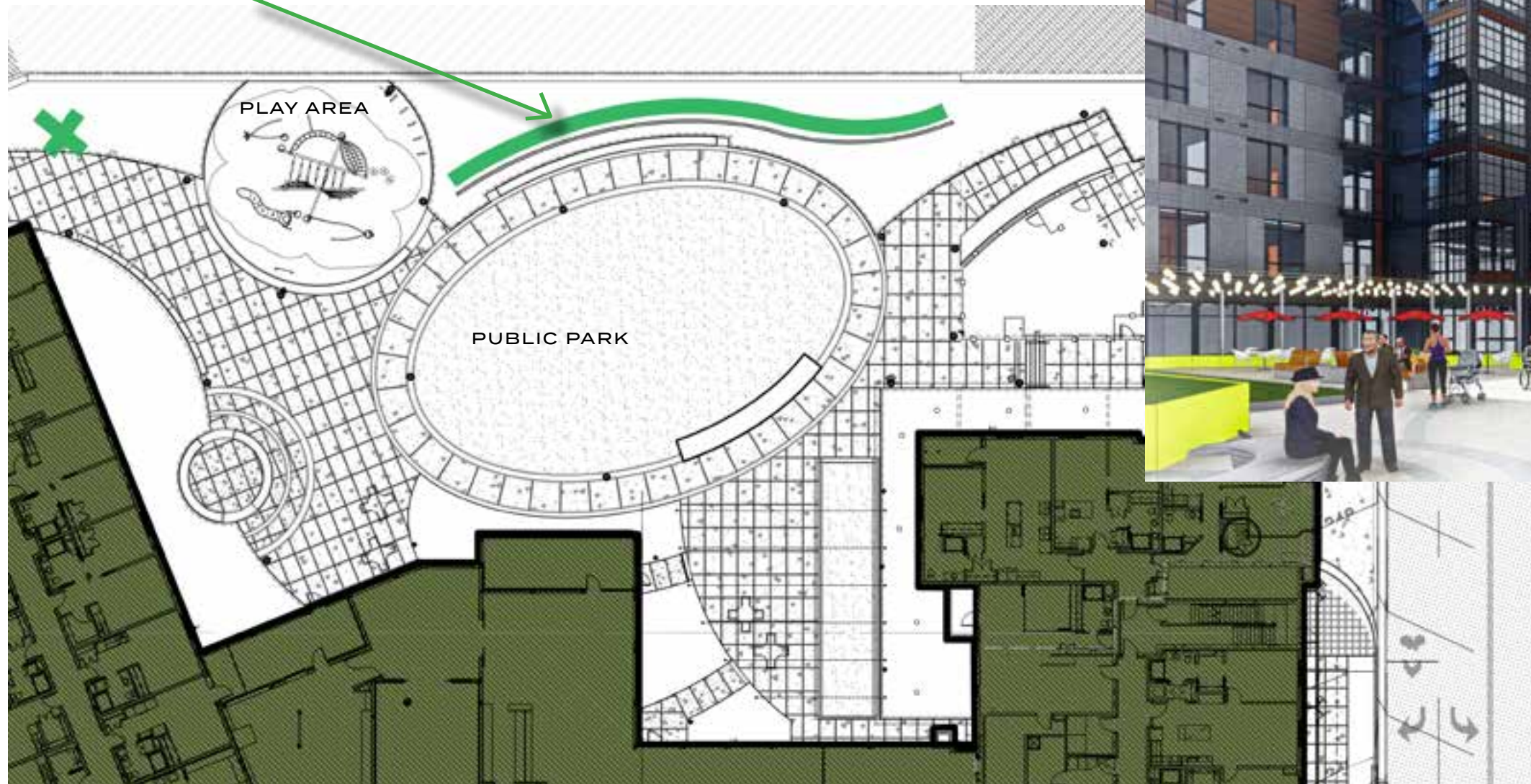
SCULPTURE – BUDGET \$ 50,000 ALL-INCLUSIVE

The area to consider for the footprint of a freestanding sculptural is less than 16 square feet— within a planter 4 feet in diameter, 4 feet in height. There are no height restrictions for the sculpture, however the supporting pedestal will need to anchor down to the transfer slab beyond 4 feet of planting media/soil. The sculpture will serve as a welcoming landmark to park-goers, indicating the entrance of the the recreational green space as part of the Brightview Innovation Center community. The public park will be utilized for outdoor activities and gathering space by a diverse, multi-generational audience. Semi-finalists selected to submit a proposal will be expected to provide materials warranty information with their submission. *See below for weight restriction considerations.

*The transfer slab at the locations for the sculptural artworks are designed for a total superimposed load of 480 pounds per square foot. This accounts for the weight of the soil in the planters and an additional live load.

The weight of the sculpture, base, and substrate beneath it cannot exceed the 480 pound per square foot design load. It is recommended to support the sculpture with Geofoam if possible to allow for a larger sculpture and eliminate the need for the weight of soil or concrete pedestal/ base to be factored into the 480 psf allowable load.

LOCATION 3
DECORATIVE
WALL SCREEN



DECORATIVE SCREEN WALL – BUDGET \$ 60,000 ALL INCLUSIVE

The area to consider for a decorative screen wall is 100 linear feet X 4-6 feet high. This art will be enjoyed by residents and guests of Brightview Innovation Center, as well as members of the community visiting the public green space for outdoor recreational activities. The screen will serve as a visual end point for the boundaries of the green space, and disrupt visual noise beyond. The screen wall will need to anchor down to the transfer slab beyond 4 feet of planting soil. Grading documents describe the elevation changes to this location and can be provided as considerations for the proposal stage. Semi-finalists selected to submit a proposal will be expected to provide materials warranty information with their submission.

*Footers or structural supports as per Fairfax County signage code are recommended at appropriate intervals and should be factored into proposals.

