

March 18, 2014



MANSFIELD DOWNTOWN PARTNERSHIP, INC.

REQUEST FOR PROPOSALS (RFP)

**Call for Artists  
Mansfield Town Square**

**SUBMISSION DEADLINE:** Received by Thursday, May 1, 2014 at 5 pm

**SUBMISSION CONTACT AND ADDRESS:**

Ms. Cynthia van Zelm  
Executive Director  
Mansfield Downtown Partnership, Inc.  
4 South Eagleville Road/Address as of April 1, 2014 will be 23 Royce Circle  
PO Box 513  
Mansfield, Connecticut 06268  
860.429.2740  
vanzelmca@mansfieldct.org  
www.mansfieldct.org/mdp

**Project Summary**

The Mansfield Downtown Partnership, Inc., in coordination with the Town of Mansfield, is seeking an artist or artist team to design, fabricate and install an exterior, permanent art feature on the new Mansfield Town Square in Mansfield's downtown.

**Background**

The Mansfield Downtown Partnership, Inc. (the "Partnership") (a 501 (c) (3) organization) consists of representatives from the Town of Mansfield government, the University of Connecticut, the Mansfield business community, and local residents. Its main focus over the last twelve years has been the development of a downtown – Storrs Center – in the

heart of Mansfield. The Partnership's vision for Storrs Center is to create a vibrant, economically viable downtown with retail, restaurant, office, residential, and public space that will attract residents, visitors, and University of Connecticut faculty, staff, and students.

Located along Route 195/Storrs Road adjacent to the University, the Town Hall, the regional high school, and the community center, Storrs Center will include a new town square across from the University's fine arts center and will combine retail, restaurant, and office uses with a variety of residence types. Storrs Center also includes several public infrastructure elements including a parking garage and intermodal transportation center. There are twenty-eight businesses and 322 market-rate apartments now open in Storrs Center with more to come.

The town square has been planned as a main focal point for the downtown. It will be a place of community gatherings, as well as a place of respite. Small concerts, festivals, and art shows are possible programs for the town square. The town square will, however, be flexible enough to allow for someone to sit, read, or eat lunch, when events are not underway.

Public art on the town square was identified as a critical element from the early planning stages. The town square will be a signature space for the community and the art will reflect the prominence of the square in Mansfield. The town square is bordered by restaurants, shops, and residences on three sides and Storrs Road, the main road through Mansfield, on the west side.

The town square is currently under construction and will be essentially complete by spring 2014.

### **Project Description**

The Mansfield Downtown Partnership is seeking to commission or purchase art in the town square that reflects the Mansfield community. The art will be placed on permeable pavers that will be installed this spring. Lighting is planned for two locations of the art but will be limited to recessed, focused uplighting and/or internal lighting. *Please see the attached town square site plan that shows the location of the art.*

Up to two pieces of art may be selected for the town square, depending on funding availability. At least one of the pieces of art chosen should appeal to children.

The art should:

- Create a focal point of excitement, joy, and interest for the community
- Celebrate the Mansfield community by reflecting at least one of the following themes: culture, history, agriculture, or education
- Be able to stand the test of time i.e., it should not be synonymous with a particular era or time period

- Be an original, site specific, stand alone design
- Be engaging, to be enjoyed in all seasons
- Be sculpture in the round, viewed from all areas of the town square
- Be accessible and durable to touch
- Be fabricated from durable, sustainable, low maintenance material that can withstand the New England elements and require minimal maintenance
- Not pose safety risks to the viewing audience

Works in a variety of media and forms will be considered. Examples include, but are not limited to: metal, stone, concrete, ceramic, glass, and composite.

Applicants are strongly encouraged to visit the town square site before submittal of their proposal and application.

### **Budget**

The total budget per piece is \$65,000 including fabrication, installation, and signage. All costs associated with fabrication, delivery and installation of the work of art is the responsibility of the artist under the allocated budget.

### **Project Requirements**

Proposals shall include the following:

Art Related:

- Drawings reflecting at least one of the themes: culture, history, agriculture, or education. Proposals can be submitted in hard copy or digitally e.g., CD, DVD. Proposals should be developed enough to provide a good understanding of how the art will look within the context of the location. A maquette of the proposed piece can also be submitted. Material samples may also be submitted. The maquette should be no larger than 24 inches by 24 inches.
- A complete statement about your design
- Dimensions of the piece. Please note that the final art piece should be no larger than 96 inches tall (including any base or pedestal) and be consistent with the size of the town square which is approximately .53 acres. Each sculpture piece is within a pedestrian plaza and area of circulation. The allowable sculpture footprint is variable but should not block principal circulation movements.
- Materials to be used
- An estimated cost breakdown including labor, materials, shipping, insurance, travel, design, etc., including the total life-cycle cost and any operational costs

- A project schedule/timeline for design, fabrication, and installation
- A statement regarding any terms of warranties, guarantees, return policies, and insurance provisions

Background Related:

- Up to ten work samples. May be submitted as CD or DVD in jpeg format with a corresponding list describing each image (limit to one page)
- Biographical information, resume, or CV
- Three references, preferably from entities that commissioned public art

An application form is attached.

### **Eligibility**

The project is open to all artists, age 18 and over, regardless of race, color, religion, gender, age, military status, sexual orientation, marital status, or physical or mental disability.

### **Review Process**

Proposals will be reviewed by the Town of Mansfield's Arts Advisory Committee, which is the designated Town committee for review of art in Mansfield town buildings and on its grounds. The Committee will short list proposals and interview those artists whose proposals were short-listed. In addition to the Arts Advisory Committee, donors and other professional experts will also have the ability to review the proposals and participate in interviews. The Arts Advisory Committee will prepare a recommendation to the Partnership's Board of Directors. The Board of Directors will make the final decision on art for the town square.

An artist can submit more than one proposal.

The Arts Advisory Committee and the Partnership Board of Directors reserve the right to reject any or all submissions.

### **Selection Criteria**

Your proposal will be evaluated on the following criteria:

- Adherence to the Project Requirements
- The artist's creativity as it relates to the designated theme of the art work (see *Project Requirements*)

- Proven ability to undertake projects of a similar scope
- Artistic merit as evidenced by the submitted materials
- Demonstrated ability to work with government agencies, volunteer committees, and/or donors in the creation of an art project
- Use of local vendors, as appropriate

**Project Timeline**

RFP Deadline:	May 1, 2014 (received by 5 pm)
Identify short-listed artists to be interviewed:	May 2014
Interview short-listed artists:	June 2014
Artist (s) selected by:	June 30, 2014
Art Installation (dependent on funding):	early September 2014

**Summary**

The Artist should submit a drawing of the proposed art and completed application form to Cynthia van Zelm, Executive Director, received not later than 5 pm on Thursday, May 1, 2014. Please submit five copies of your proposal package.

All materials submitted are confidential and are not distributed outside of the review process. All submissions will be returned to the artist.

Please address any questions related to this RFP to Cynthia van Zelm at 860.429.2740 or via e-mail at [vanzelmca@mansfieldct.org](mailto:vanzelmca@mansfieldct.org).



**Mansfield Downtown Partnership**  
*Helping to Build Mansfield's Future*

## ARTIST APPLICATION: MANSFIELD TOWN SQUARE

**Project Summary:** The Mansfield Downtown Partnership, Inc., in coordination with the Town of Mansfield, is seeking an artist or artist team to design, fabricate, and install an exterior, permanent art feature on the new Mansfield Town Square in Mansfield's downtown. The town square is currently under construction and will be essentially complete by spring 2014.

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**Eligibility:** The project is open to all artists, age 18 and over, regardless of race, color, religion, gender, age, military status, sexual orientation, marital status, or physical or mental disability.

### Part I: Applicant Information

Artist Name:	
Mailing Address:	
Phone Number:	Cell Phone:
Email:	
Website (if applicable):	
Proposed Title:	
Signature of Artist:	

### Part II: Design and Material Information

- 1. Drawings of the Proposal.** Please submit drawings of your Proposal in hard copy or digitally e.g., CD, DVD. Proposals should be developed enough to provide a good understanding of how the art will look within the context of the location. A maquette of the proposed piece can also be submitted; it should be no larger than 24 inches by 24

inches.

**2. A complete statement about your design.**

**3. Dimensions of the piece.** The final art piece should be no larger than 96 inches tall and be consistent with the size of the town square which is approximately .53 acres. Each sculpture piece is within a pedestrian plaza and area of circulation. The allowable sculpture footprint is variable but should not block principal circulation movements.

**4. Materials to be used.**

**5. Estimated cost breakdown including labor, materials, shipping, insurance, travel, design, etc., including the total life-cycle cost and any operational costs.**

**6. Project schedule/timeline for design, fabrication and installation.**

**7. Statement regarding any terms of warranties, guarantees, return policies, and insurance provisions.**

### **Part III: Background and References**

1. Please submit up to ten work samples. These may be submitted as CDs or DVDs in jpeg format with a corresponding list describing each image (limit to one page).
2. Biographical information, resume, or CV.
3. Three references, preferably from entities that commissioned public art.

### **Part IV: Application Checklist**

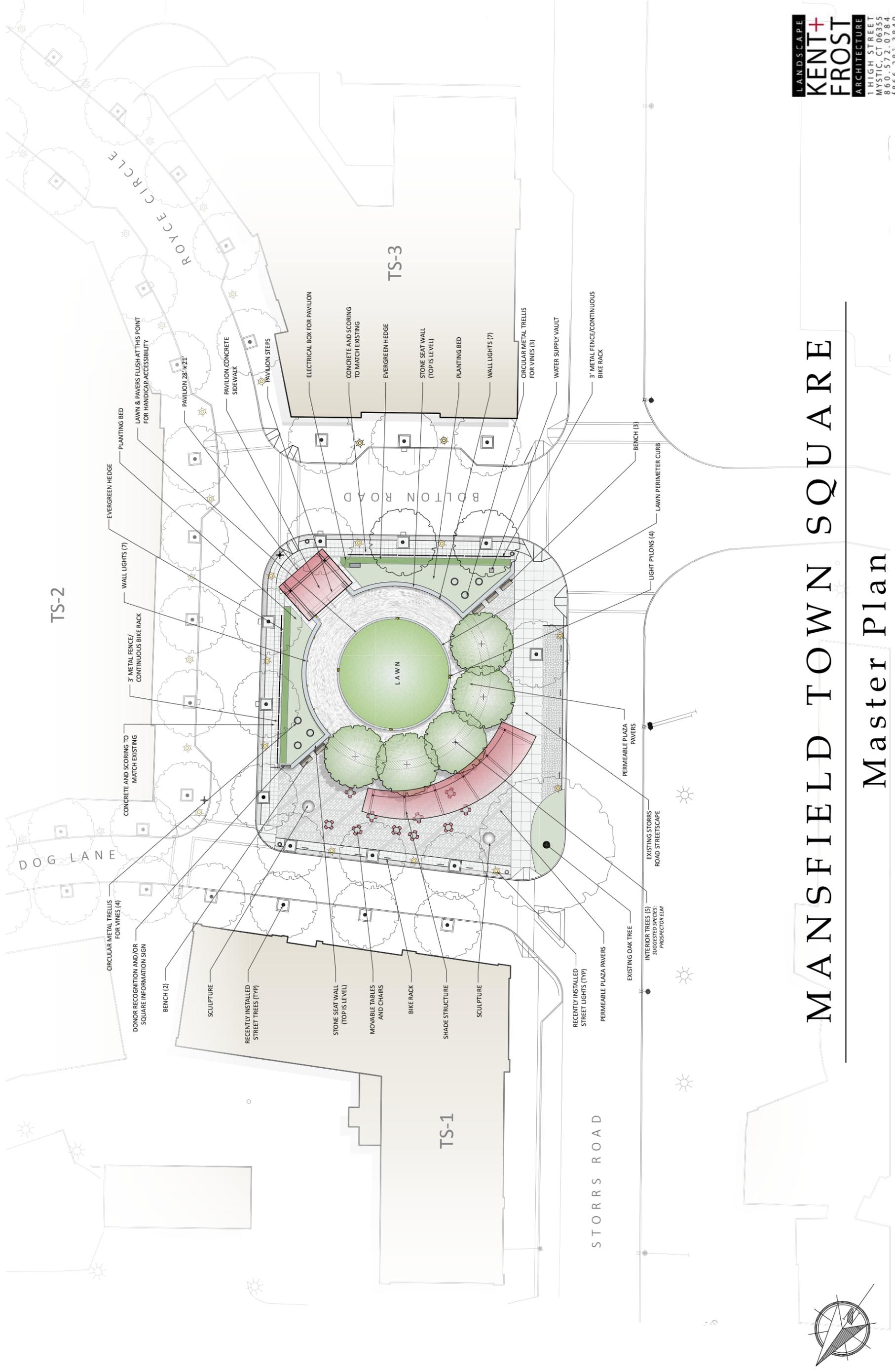
- Signed Application
- Drawing of Proposal
- Work Samples
- Biographical Information, resume, or CV
- Three references

- Five (5) copies of all materials

**SUBMISSION CONTACT AND ADDRESS:**

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# MANSFIELD TOWN SQUARE

## Master Plan

