




REQUEST FOR ARTISTS PROPOSAL (RFP)

PUBLIC ART MURAL PROJECT IN CENTURY CITY

MAY 2024

OVERVIEW

The Century City Arts Foundation (CCAF) seeks proposals for a site specific, original and durable public art mural that embraces the “I  Century City” theme. Artists are invited to submit a proposal for this exciting opportunity to provide a large-scale work of art to be displayed on the wall façade of a parking garage (P3) as part of the Century City Art Trail. Located adjacent to Century Boulevard and facing the Canal and pedestrian Subway, this permanent outdoor installation will be highly visible to passing vehicular traffic and to the many pedestrians (office workers, shoppers, residents, walkers and joggers) in the area.

The CCAF, which has Public Benefit Organisation status, was formed with the aim of making Century City a destination for art. It aims to preserve, foster and communicate the arts in Century City by providing facilities, opportunities, a platform, and a forum for both established and aspirant artists across all art genres.

As part of its initiative to enrich the urban environment of Century City for both visitors and residents, the CCAF, in conjunction with the Century City Property Owners’ Association and the Rabie Property Group, has embarked on a multi-faceted programme of outdoor art works and educational exhibits.

The Century City Art Trail at this stage comprises 34 different art exhibits, predominantly outdoor. Some of these exhibits have been commissioned by various corporate citizens of Century City and executed by community-based and other artists. It also includes several scientific and technological exhibits. Pedestrian level information plaques have been erected to explain each piece.

Additional exhibits and partnerships are being sought so we can continually add to the excitement and experience of the Century City Art Trail.


The “I Century City” theme

The "I Love" campaigns have become a beloved global phenomenon, uniting communities and spreading positivity with their simple yet powerful message. Inspired by this movement, we're excited to introduce a similar concept to the Century City precinct, inviting residents, business owners, and visitors alike to share what they love most about our vibrant community. Whether it's the scenic beauty

of Intaka Island, the diverse culinary offerings, the sense of community spirit, or the dynamic energy of the precinct, this initiative aims to celebrate the unique aspects that make Century City special. By participating in the "I Love Century City" campaign, individuals can not only express their appreciation for their surroundings but also foster a sense of belonging and pride in the Century City community and our beautiful smart city precinct. From showcasing local talent to highlighting hidden gems, this initiative promises to strengthen connections and create a shared sense of identity among all who love Century City.

The campaign is all about spreading love and positivity for and about Century City.

GOAL

- To create a piece of original public art that communicates and promotes the "I  Century City" theme and recognises and embraces the location's unique outdoor environment and view lines including the proximity to Century Boulevard and the Subway.
- To beautify and enhance a currently less interesting space for the benefit of all who pass by.
- To offer an interesting and exciting addition to the Century City Art Trail.

ARTIST ELIGIBILITY

The RFP is open to all artists or teams of artists interested in creating the public art mural, for completion in the second half of 2024.

Artists with mural or public art experience and reviewable portfolios are eligible. Community groups, youth and student artists can work with an eligible artist on the project.

SITE LOCATION AND SPECIFICATION

The space designated for the mural is the concrete wall of the P3 parking garage perpendicular to Century Boulevard and facing the Hillsong parking area and the Canal and pedestrian Subway, which links the redevelopment of the old Ratanga Junction Theme Park area with Canal Walk Shopping Centre and the rest of Century City.

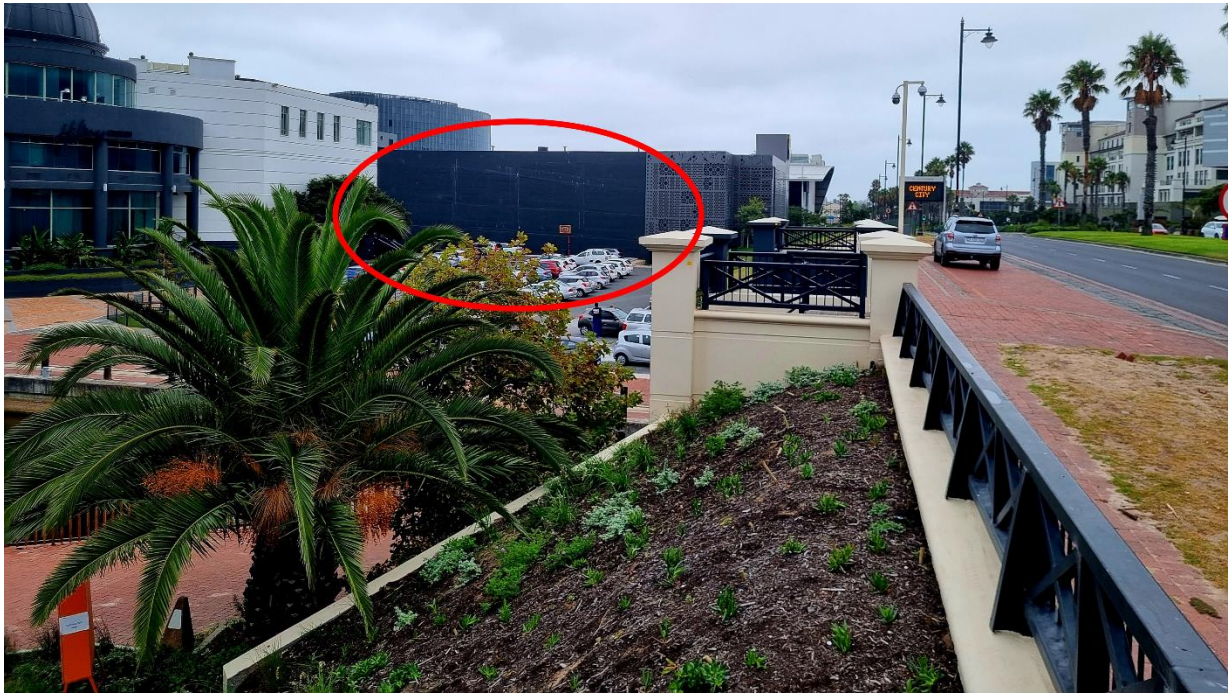


Fig 1

The dimensions of the façade are approximately 30m wide x 10.5m high as depicted in Fig 2. The brief is not restricted and while the whole wall façade is available, the artist may decide to utilise a portion of the space. The face surface is concrete and will require appropriate surface preparation.

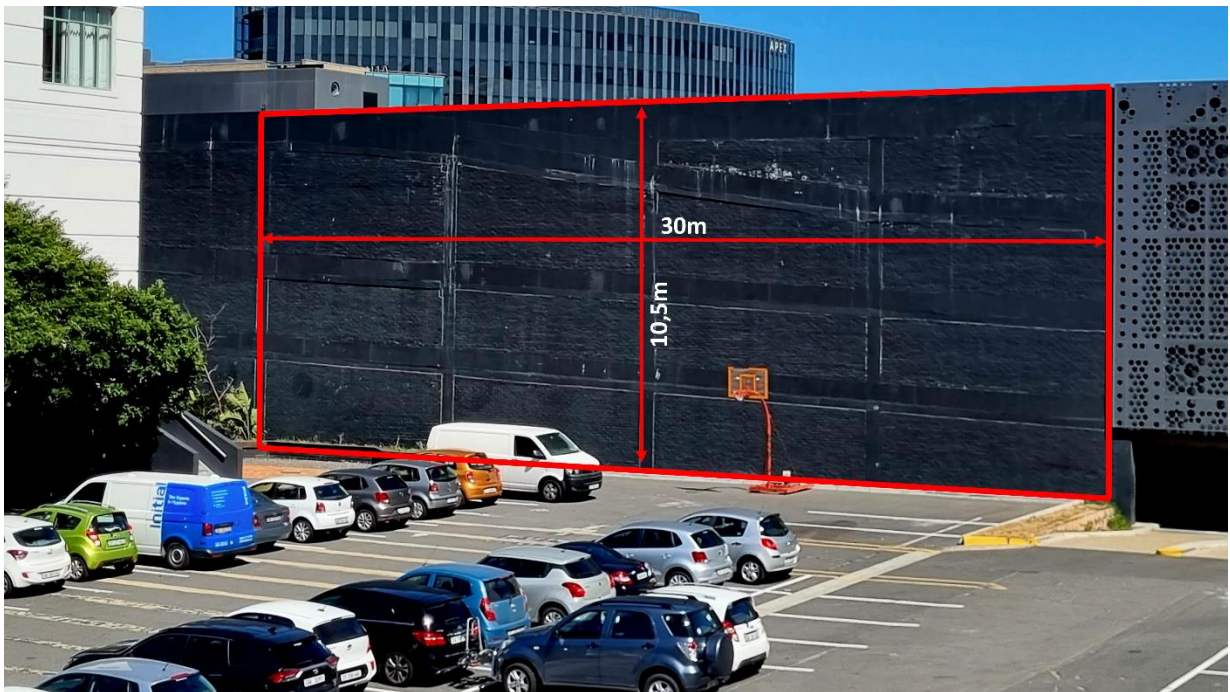



Fig 2

The CCAF will appoint, at its cost and in consultation with the artist, a scaffolding contractor to erect an appropriate platform adjacent to the wall for the use of the artist.

PROJECT CONSIDERATIONS

- Develop a distinctive painted mural artwork that communicates and promotes the “I  Century City” uniqueness of the site and the proximity to and interaction with Century Boulevard and the Subway through the use of design, colour and subject matter for public viewing of all ages.
- Generate a work that is artistically engaging and sufficiently stimulating to ignite conversation, foster interaction and evoke appreciation by the general public.
- Design a work that fits within the context of the site (i.e. scale and theme).
- Use materials of the highest quality, designed and fabricated for durability of at least 10 years, as well as for low maintenance – and include the application of a protective coating/sealant. All materials and work methods need to be approved by the CCAF prior to commencement of work.
- Complete the project within the specified period and within budget.
- Given the expected attention that this project will attract, artist agrees to participate in any press/media related opportunities as they arise including, but not limited to, print, radio/televised interviews and discussions/presentations, as deemed necessary by the CCAF.
- Artist will retain the ownership of design ideas submitted for consideration until a selection has been made and a contract signed between the artist and the CCAF. At that time, 100% of the ownership of the artwork produced, in whatever stage of completion, shall become the property of CCAF.

Additional Considerations:

- Artist will not be responsible for the general maintenance of the mural.
- As part of the agreement, artist agrees to be available within 12 months after completion of services for consultation if the need arises.
- Upon completion, the CCAF will retain all rights of ownership to the artwork, including the right to alter, repair or remove the work as needed. A good faith effort will be made to consult the artist about repairs, if needed, but the CCAF is not obligated to work with the artist to make repairs.

BUDGET

No specific budget is proposed, however, the artist's proposed budget will be a significant consideration in the final selection process. This RFP seeks proposals inclusive of all costs associated with the mural, including, but not limited to, artist design fee, all materials, site preparation, installation labour, travel to and from the site, per diem expenses, project documentation, contingency to cover unexpected expenses and any other costs related to the mural.

SELECTION PROCESS/CRITERIA

The trustees of the CCAF will comprise the selection committee for this project. The selection committee will review all completed proposals and may invite shortlisted artists for an interview. One artist may be selected for the commission.

The following criteria will be used in the selection process:

- Submission of all requirements as outlined in the RFP
- Proven ability to create distinctive artwork as exhibited by past work
- Quality/durability of product as exhibited by past work
- Originality, creativity and uniqueness of proposed artwork
- Experience working in public settings and public process
- Experience fabricating and installing permanent artwork suitable for the outdoor environment
- References provided as part of this application which will be contacted prior to final selection
- Artist's proven track record/ability to complete the work on time and within budget

TIMELINE

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| • Announcement and distribution of RFP | May 2024 |
| • RFP submission deadline | 28 June 2024 |
| • Review of proposals | July 2024 |
| • Possible interviews for shortlisted artists | Mid July 2024 |
| • Notification of selection | 31 July 2024 |
| • Contract signed | 7 August 2024 |
| • Commencement of artwork installation | September 2024 |
| • Completion of installation | By end October 2024 |

PROPOSAL REQUIREMENTS

By submitting a proposal, artist acknowledges that the information contained in this RFP will be used as the basis for any formal agreement between you and the CCAF. In addition, the following is also required to be considered a complete proposal, as incomplete proposals may not be considered:

1. Contact information; name, address, telephone number and email address
2. Biographical information or resumes including previous experience
3. Maximum of (5) images (JPEG or PDF) of previous completed works
4. Minimum of (2) references
5. Optional additional support material (i.e. news articles or other relevant information on past projects)
6. Written narrative describing your artistic vision and proposal
7. Minimum of 3 sketches or images of the proposed work (JPEG or PDF) showing scale, dimensions and elevation
8. Proposed installation timeline
9. Line itemized budget

DEADLINE

All proposal material must be submitted electronically by 28 June 2024. Submit materials via email to natalie@centurycity.co.za in a PDF format and in (1) single document not exceeding a maximum file size of 20MB.

The CCAF is under no obligation to award a Commission for artwork based on this RFP and the submissions received. Beyond formal notifications, the CCAF will not enter into any correspondence regarding their decision.

If you have any questions or need any additional information, please call Natalie Du Preez on 0828954848 or email her at natalie@centurycity.co.za