



HISTORIC KENWOOD NEIGHBORHOOD ASSOCIATION

Public Art Initiative

2022 HKNA Final Project Phase III

Request for Proposal

Historic Kenwood is the Neighborhood of the Arts in St. Petersburg. Public Art is a magnet of delight that attracts residents and visitors, enriching all by making art a part of everyday life. Public Art also enhances our sense of place and belonging, and helps strengthen the social cohesion that is a defining characteristic of life in Historic Kenwood.

Building on the pioneering efforts which brought 127 iconic Historic Kenwood permanent street signs to the neighborhood, the Historic Kenwood Neighborhood Association (HKNA) Public Art Initiative (PAI) is launching the next phase of an ambitious project to commission artists to design and fabricate finials to be placed on each of these signposts. Each will be a unique work of local art. The overall project will likely take several years to complete.

The Public Art Initiative including the master plan, artistically painted Seminole Park benches, the initial phase of the Finial Project, HKNA Banner project and Dining for Art series resulted in the National Neighborhood of the Year 2020 award from Neighborhoods USA.

The PAI will identify 6 (six) locations for Phase III of this project which will be spread throughout the neighborhood. A simple artist engagement component to educate and inform the community will be built into this phase. The goal is to develop understanding between the professional artist and the neighbors.

- This might involve video or written updates on social media, a short article for the Historic Kenwood News and/or HK Connections, update on the HKNA and/or AEHK websites, short presentation at a virtual HKNA, AEHK, and/or at arts organizations general meetings, or small gatherings respecting social distancing, masks, etc. in compliance with CDC Covid-19 guidelines.

Phase III

- Artists will be selected to design and create finials to place on the side of the Historic Kenwood Identity Street signs with a **maximum** size:
 - 16" X 16" for flat square shaped designs
 - 16" in the largest dimension for 3 dimensional designs

- 12" x 18" for flat rectangular shaped designs
- **Designs may be smaller than the above noted dimensions**
- The art will be attached to a standard bracket to be affixed to the side of the street sign
- The top of the art may be affixed no higher than 10 feet on the street sign
- Artists in Phase III will be selected through a "Call for Artists" Request for Proposal (RFP) process, adjudicated by independent peer reviewers, as the budget allows
- Artists will be compensated by the PAI for their work, including design, and fabrication up to a maximum of \$500
- Installation will be completed by a contractor selected by the PAI

Scope of Work:

- Create a design sketch and provide color palette for the final design.
- The colors should be primary, secondary, and/or jewel tones, so that the art is readily noticeable.
- Designs must not contain letters, words, commercial images or messages, or symbols associated with standard traffic signs that might distract motorists or interfere with public safety
- Designs must not include commercial, political, religious, or nude images or messages.
- Create two-dimensional design on flat panel that can attach to the standard bracket that will fit within the panel dimensions.
- Create three-dimensional design that can attach to the standard bracket that will fit within a maximum volume area of a 16 x 16 x 16." Dimensions may be smaller.
- Paint colors and construction materials must be chosen to withstand long-term exposure to natural elements: sun, wind, rain. This must include special coatings to protect and preserve materials.

Eligibility Criteria for Selection of Artists:

- Quality of design as presented in proposal
- Proven ability to meet guideline requirements and deadlines
- Adherence to budget as presented in proposal
- Willingness to engage with members of the community virtually or in person (using CDC Co-vid safety guidelines) as part of the project
- Samples of previous work

Artist Selection Process:

- All proposals will be reviewed by professional adjudicators outside of Historic Kenwood, along with one or more members of the HKNA Public Art Initiative
- Artists may submit multiple proposals, however, the HKNA Public Art Committee's intent is to engage a variety of artists in this process

Budget:

- A maximum of \$500 will be paid for each completed final and should be invoiced by the artist to the HKNA

- HKNA strongly supports compensating artists for their work, but also gratefully welcomes voluntary donations (cash or in-kind) to offset costs, but this is not a requirement, and it will not impact the selection process.

Submission process:

All proposals should include:

- Name, address, e-mail address, phone number
- Brief description (no more than 100 words) of the proposed art and/or statement of intent, ideas, and interest in engaging the public in the artistic process.
- Design sketch
- Proposed materials
- Work samples: Include no more than three images of previously completed work

Timeline:

- RFP / Call for Artists Issued (September 30, 2022)
- PAI selects identity street signpost locations (October 30, 2022)
- Artist submits proposal by deadline (November 18, 2022)
- Jury selects artists (December 16, 2022)
- Artist fabricates final and submits to PAI by (March 1, 2023)
- Installation (prior to Kenwood Artist Enclave Studio Tour in March 2023)
- Virtual, written, or in-person engagement activities (finished August 31, 2023)

If interested, please submit your proposal no later than November 18, 2022 by 5:00PM to Jeff Danner at jeff@historickenwood.org. Please email or call 727-422-5832 with any questions.