



PROSPECTUS

City of Norfolk, Virginia Public Art Program

RFP 7501-0-2020/AP, Commission of Artwork for Eastern Virginia Medical School

SUBMISSIONS DUE: September 3, 2019, 2:00 PM EST

**The Norfolk Public Art Commission and Eastern Virginia Medical School seek to  
Commission an artist to design and create  
Artwork for the new Waitzer Hall at Eastern Virginia Medical School**

**LOCATION/CONTEXT:** The vision of Eastern Virginia Medical School is to be recognized as the most community-oriented school of medicine and health professions in the nation. Founded in 1973 by community leaders to address the region's serious shortage of physicians, EVMS enjoys a unique relationship with the people of southeastern Virginia and northeastern North Carolina. It is a school created by the local community, for the community. Students choose the school because they want to be engaged in the community as a part of their learning. Researchers seek innovative treatments for the health problems that hit Hampton Roads the hardest. Doctors and surgeons provide high-quality primary and specialty care to those most in need.

EVMS graduates go on to make a difference in people's lives in the Hampton Roads region and around the world. The school's educational programs have grown with the region and become so much more than health care training. It is a complexity of education, research, and clinical care. It includes the MD Education Program, training medical-school graduates in their chosen specialty, residency training, fellowships and ongoing continuing medical education. The school also supports focused research in many specialty areas and an active not-for-profit physicians' group. Promoting a lifelong commitment to service, EVMS is unquestionably one of the region's foremost community partners and economic engines.

Waitzer Hall, a 284,000 square foot \$79M investment is now under construction. It will continue medical innovation and excellence, bring the best faculty to Hampton Roads, and expand community engagement and outreach.

**PROJECT DESCRIPTION:** EVMS is a campus of scientists, researchers, educators, learners and healers, the aesthetic is modern, clean, collegial and authoritative. The artwork should resonate with this brand, showing creativity, innovation and imagination. The work should be fresh, forward-thinking, expansive and airy, clean, approachable and welcoming, clear and purposeful. Artists may want to work with light and reflection capitalizing on all the glass in the building and to showcase the artwork at night. We hope the artwork will become an icon for the city as well as for the whole campus creating a notable sense of place.

**PROJECT SITE:** The new building is located adjacent to downtown Norfolk, VA along one of the busiest thoroughfares near the Elizabeth River waterfront. It takes up an entire corner of the medical complex that includes Sentara Norfolk General Hospital and Children's Hospital of The King's Daughters. The Red Cross, Public Health, and other important medical facilities are

nearby. A prime location for the artwork is at the front of Waitzer Hall at the corner of Brambleton and Colley Avenues. This corner is an epicenter for the region and a gateway to the campus with good site lines down Children's Lane all the way though the medical campus. Brambleton Avenue is a major artery not just for Norfolk but for the entire Hampton Roads region. An average of 31,000 cars drive past this corner every day. Thousands come to the campus and the building every day. The artwork will be viewed by pedestrians, vehicular traffic, as well as from the inside of the building by students seeking momentary relief from the hectic classroom. The artwork will be located in front of the 11-story tower of Waiter Hall. An image of the new building and site plan are attached.

**SIZE/MEDIUM:** The artwork should make a bold statement and be at a scale to complement the building. It must be constructed of durable, permanent materials that are safe and easily maintained. Artwork should be constructed and operate to the highest level of sustainability.

**PROJECT FUNDS:** The total budget for the completed, delivered, and installed artwork is \$350,000. This will cover artist's honorarium, fabrication, materials, shipping, insurance, and travel expenses necessary to complete the project, project plaque, final documentation and any incidental expenses. Finalists will be selected to be interviewed via Skype by the Public Art Planning Committee. The finalists are not expected to complete a design at this stage but will be interviewed about past work and their creative process. There will also be a preliminary discussion of the site. The committee reserves the right to select the final artist without a finalist process.

The artist must hire a Virginia licensed contractor to install the artwork(s). The selected artist may be asked to present an educational workshop or presentation to the community.

Please note that a city contract will be issued with a design phase requiring review and approval by the committee and the Public Art Commission prior to fabrication.

The selected artist must carry a Commercial General Liability Insurance Policy naming the City of Norfolk and Eastern Virginia Medical School as additional insured and must provide certificates of insurance to that effect guaranteeing thirty (30) days written notice before any changes to the policies become effective. Insurance can be purchased, and certificate presented after the first payment is made. If the artist employs anyone in connection with this work, the artist must carry a worker's compensation insurance policy and an automobile liability insurance policy if appropriate. The artist shall also be responsible for assuring subcontractors, if there are any, meet the same insurance requirements.

**CALENDAR:** This calendar is subject to change.

September 3, 2019, 2:00 p.m. EST time, submittal due date and time

Fall 2019, selection announced

Summer 2020, completion of art

**SELECTION CRITERIA AND AWARD CONSIDERATIONS:** The commission will be awarded based on many factors such as the aesthetic value, creativity and contemporary relevance of the proposed piece. The city will consider the diversity of beliefs and values and general standards of decency of the citizens who fund the commission and purchase public art for the City of Norfolk. The award will be made to the responsible offeror whose submission is determined in writing to be the most advantageous to the City taking into consideration the evaluation factors set forth in this Request for Proposal.

The following criteria will be used in the proposal evaluation process:

- Artistic merit (excellence, originality, creativity and innovative approaches) as evidenced by submitted materials
- Professional artistic experience to fulfill the requirements of this project either in studio, educational, community, employment and/or art projects and the ability to undertake the design, creation and installation of the artwork
- Appropriateness of materials, style and concepts in relation to this prospectus

**PROPOSAL REQUIREMENTS:** Submission must be submitted via Submittable website at <https://norfolkarts.submittable.com/submit> or delivered to 810 Union Street, Suite 303, (City Hall Building) Norfolk, VA 23510 by 2:00 PM EST on September 3, 2019, 2019. Artists are highly encouraged to apply through Submittable. There is no application fee to apply or use the Submittable online application system.

The following materials are required:

1. **Statement of Understanding**, online agreement of compliance to all State of Virginia codes. See last page of this document for Statement of Understanding.
2. **Letter of Interest** outline your interest in this project and how you will approach the artwork design and creation. (500 word max)
3. **Resume**, maximum of two (2) pages, outlining your professional accomplishments. If submitting as a team, please include resumes for each team member, with each resume not exceeding two (2) pages.
4. **Artwork Images**, selection of up to ten (10) images representing artworks most relevant to the scope of this opportunity. You may submit up to two (2) video files if relevant to showing the artwork.
5. **References**, three (3) professional references, including name, affiliated organization (if appropriate), email address, phone number, and relationship to each reference.

**QUESTIONS/FOLLOW UP:** Questions about this project may be directed to Abigail Parrott, Office of the Purchasing Agent, at [abigail.parrott@norfolk.gov](mailto:abigail.parrott@norfolk.gov). For assistance with the Submittable online application process, contact Submittable tech support at [support@submittable.com](mailto:support@submittable.com). For more information about Eastern Virginia Medical School go to [www.evms.edu](http://www.evms.edu).

This Request for Proposals is governed in all respects, including but not limited to the award decision, by the Code of the City of Norfolk, 1979, as amended, especially Chapter 33.1, the Procurement Chapter, and its associated regulations. For more information on doing business with the City of Norfolk or to become familiar with the City Code generally, its Procurement Chapter and regulations, or the ethics and non-discrimination sections of the Procurement please go to the city web site at <http://www.norfolk.gov/purchasing>. The City encourages women and minorities to submit proposals and for non-minority artist to participate with small businesses and women and minorities through partnerships, joint ventures, subcontracts and other contractual opportunities. Please describe any planned use of such businesses in fulfilling this contract.

Before submitting proposals, please review the website <http://www.norfolk.gov/bids.aspx> for possible updates and addendums.

**TO ALL OFFERORS:** Statement of Understanding

Fill out, sign and submit with your proposal.

All information submitted in this proposal is true and artwork represented is accurately attributed.

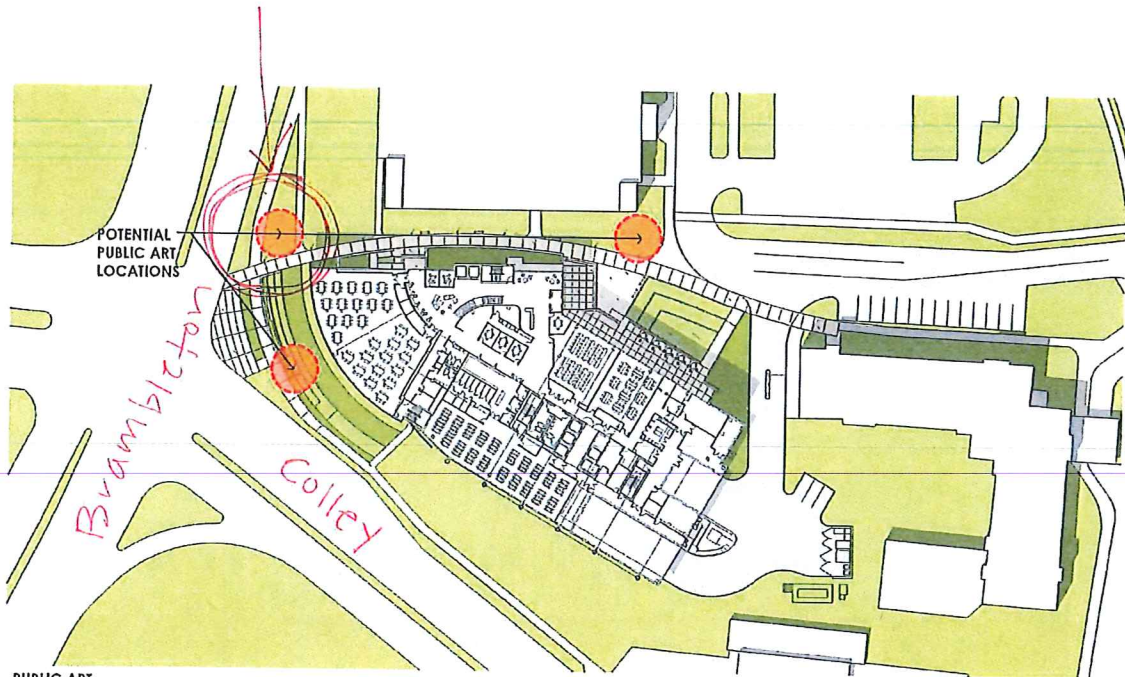
In the preparation and submission of this proposal, I did not directly or indirectly enter into any combination or arrangement with any person, firm or corporation, or enter into any agreement or act any way to conspire to rig bids.

In compliance with the Code of the City of Norfolk, Virginia Section 33.1-9, trade secrets or proprietary information submitted by Offerors in connection with a procurement shall not be subject to public disclosure under the Virginia Freedom of Information Act; however, the contractors must invoke the protection of this section prior to or upon submission of the data or other materials, and must identify the specific area or scope of data or other materials to be protected and state the reasons why protection is necessary. An all-inclusive statement that the entire bid is proprietary is unacceptable and will not be honored. A statement that costs are to be protected is unacceptable and will be disregarded.

This Request for Proposals is governed in all respects, including but not limited to the award decision, by the Code of the City of Norfolk, 1979, as amended, especially Chapter 33.1, the Procurement Chapter, and its associated regulations. I have read and am familiar with the City Code, its Procurement Chapter and regulations, and the ethics and non-discrimination sections of the Procurement.

Signature \_\_\_\_\_

Date \_\_\_\_\_



PUBLIC ART

**NEW EDUCATION AND ACADEMIC ADMINISTRATION BUILDING**



CITY OF NORFOLK ARCHITECTURAL REVIEW BOARD SUBMISSION  
JANUARY 31, 2018



