

# CALL FOR ARTISTS

DEADLINE: FEBRUARY 19, 2016

*The Philadelphia Redevelopment Authority (PRA), Wexford Science and Technology and the University City Science Center (UCSC) are proud to announce a public art opportunity to be located at a new pocket park at 37<sup>th</sup> & Market Streets in Philadelphia, PA. Artists who wish to be considered for the project are invited to submit images of recent work.*

## BACKGROUND

The work of art is being commissioned to fulfill the PRA's Percent for Art mandate, which requires that developers of projects on land acquired from or assembled by the PRA must dedicate 1% of their construction costs to commissioning original works of public art. The project is being developed by Wexford Science & Technology, a real estate investment and development company, with the University City Science Center, the nation's first research park.

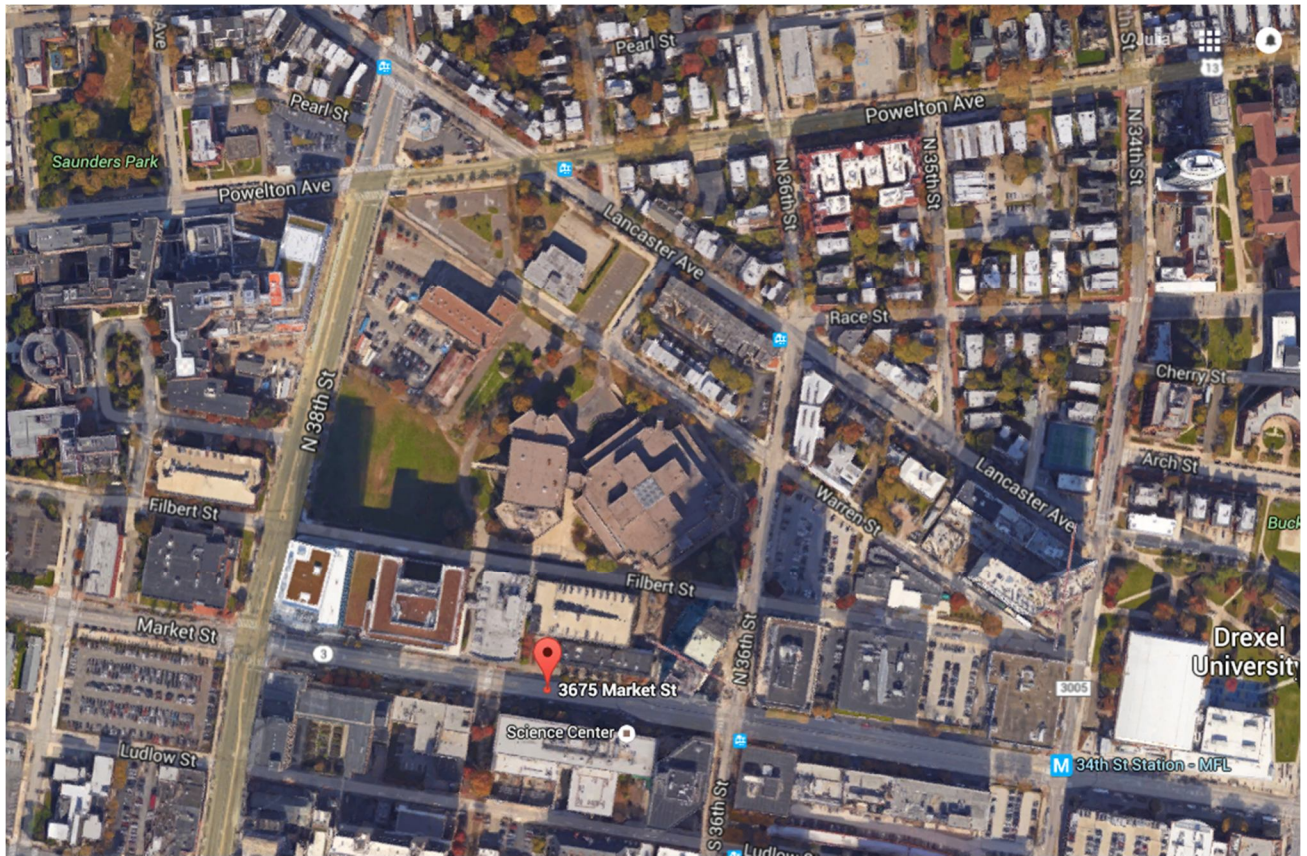
## THE SITE

The work of art is to be part of a new corner 'pocket' park, which will be located at the northwest corner of 37<sup>th</sup> & Market Street. The pocket park will be the heart of uCity Square, the dynamic knowledge community at the University City Science Center. The pocket park is also close to the University of Pennsylvania and Drexel University, as well as near the border of the Powelton Village and Mantua neighborhoods, which recently received federal designation as a Promise Zone. While the pocket park itself will be the site for the work of art, artists should keep the larger urban context in mind as they consider the project.

The pocket park and its surrounding communities are experiencing rapid and expansive growth. Two significant structures, 3737 Market Street and 3601 Market Street, were added to the campus in the last two years. Both of these mixed use developments offer restaurants and amenities to those who work and live in the area. In addition, Wexford and UCSC will soon begin construction on a new 14-story lab/office building development at 3675 Market Street. It will house a new home for Quorum, UCSC's entrepreneur clubhouse, on the second floor overlooking the park.

In addition to the new buildings on the campus, significant urban gestures are being made to re-connect the center of the to the city grid and to improve travel around the area. Existing oversized urban blocks are being broken down with the addition of new streets which re-establish the city grid and offer an improved urban scale. A massive site currently bounded by Filbert Street, 36<sup>th</sup> Street, Lancaster Avenue and 38<sup>th</sup> Street will be broken down into smaller blocks. Most importantly for this project, 37<sup>th</sup> Street will be re-introduced between Market Street and Lancaster Avenue. This reconnection will provide the surrounding community with an important link to the campus, and to the art site in particular.

Also of note is that UCSC recently dedicated an Innovator's Walk of Fame on 37<sup>th</sup> Street between Market and Ludlow Streets, offering another point of connection to the pocket park.

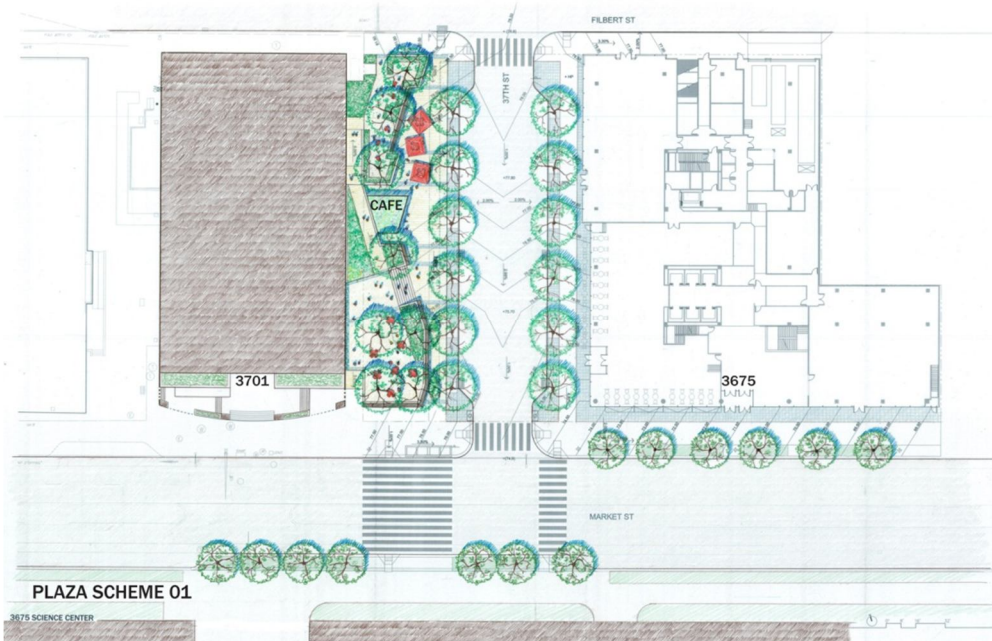


Aerial image showing existing conditions around site.

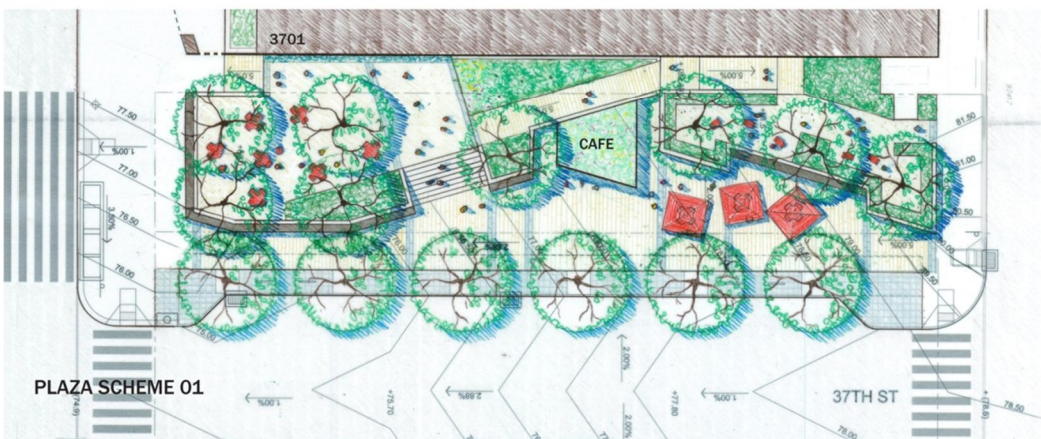
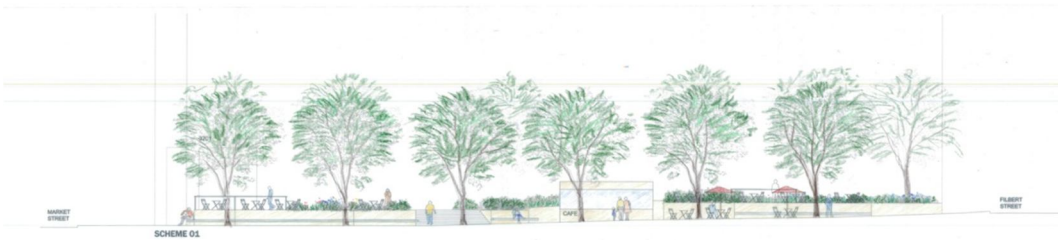


Future plan for area around site

The pocket park is being designed by landscape architecture firm Olin, which will work closely with the artist as the art proposal is developed. The park is approximately 192 feet long and 35 wide. It will include a café, seating areas, terraced areas (to help with the grade changes on the site) and lots of greenery. Construction on the pocket park and on 3675 Market Street will be complete by Spring 2017.



Overview plan, showing new pocket park, new 37<sup>th</sup> Street, new building at 3675 Market Street



Detail plan of new pocket park

## **THE WORK OF ART**

While the work of art must be located in the pocket park, the exact location and type of art work is specifically not defined in order to give artists the freedom to think creatively about all aspects of this project. Artists will be encouraged to think about what makes this development unique or compelling to them and use it as a starting point for thinking about the type of work that would be appropriate. There is no larger narrative that the art must explore. Some considerations that should be considered:

- The artist will be part of a team that will include Olin and the developers. There will be a collaborative, working relationship with the design and development team. Only artists interested in collaborative work with designers and stakeholders should apply.
- The artist should consider how art may be used to reaffirm that the pocket park is a compelling and welcoming space,
- The artist should consider that this site is surrounded by other significant works of public art, including works by Arlene Love, Leo Villareal, James Carpenter, Soo Sunny Park, and Ryan McGinness (whose work hangs from 3710 Market Street, on the façade that faces the space that will become the pocket park).
- The artist should be prepared to consider ways to engage the public through their art, both in ways that are both permanent and experience-based.

## **PROJECT BUDGET**

The budget for the public art project is \$210,000. The art budget includes all fees related to the art including but not limited to design, fabrication, delivery, insurance, artist fees, travel, presentations, etc.

## **ELIGIBILITY**

This opportunity is open to all artists regardless of their geographic location. Artists must be able to attend the artist site visit and interview in Philadelphia.

## **PROJECT SCHEDULE**

February 19, 2016 – Call for Artist submissions due no later than 4:30pm.

March 2, 2016 – Up to 4 finalists selected, complete project details released to finalists.

March 23, 2016 – Artist site visits with design and development teams.

May 4, 2016 – Finalist interviews with selection committee.

Spring/Summer 2016 – Collaboration with design and development team.

Fall 2016 – Design of art complete.

## **APPLICATION PROCESS**

A selection committee, comprised of representatives from Wexford and UCSC as well as art and design professionals who serve on the PRA's standing Art Committee, will review artist's response to this call in order to select not more than 4 finalists for the project. The finalists will each receive a small stipend, detailed specifications about the project and will be invited to Philadelphia to meet the project team and tour the site. Those artists will then be invited to participate in a formal interview with the selection committee. The interview, combined with the Call for Artist submission, is the basis for selection. No formal proposals will be required during the artist selection process. Once the artist is selected they will work with the project team to develop a proposal.

Artists are to submit the following materials either on a CD or electronically:

1. Six images of recently-completed work in JPEG format at a resolution of 150dpi and no larger than 1.5MB per image. CDs should be labeled with your name and contact information (including phone number, mailing address and email address).
2. A list that describes each of the six images, including the title, date, material, project budget and other pertinent information regard the works.
3. A résumé that includes your contact information.
4. A brief statement about your work and your interest in the project. Should be no more than 250 words.

## **DUE DATE**

Submissions must be received no later than 4:30pm on Friday, February 19<sup>th</sup> at 4:30pm (please note that this is NOT a postmark date). All applicants will receive a confirmation once their materials are received. Materials should be sent to either:

Julia Guerrero  
Philadelphia Redevelopment Authority  
1234 Market Street  
16<sup>th</sup> Floor  
Philadelphia, PA 19107

- OR -

[Julia.guerrero@pra.phila.gov](mailto:Julia.guerrero@pra.phila.gov)

Please note that email submissions may not exceed 2MB in size.

Questions related to this Call for Artists may be directed to Julia Guerrero at [julia.guerrero@pra.phila.gov](mailto:julia.guerrero@pra.phila.gov)

*Dates are subject to change. We reserve the right to change, modify or revise the Call for Artists at any time.*