



Request for Artists Qualifications (RFQ)

Dekalb Perimeter Community Improvement District

Dunwoody, Georgia

Table of Contents

1. Executive Summary
2. About the Site
3. Context Map & Site Photos
4. Production Budget
5. Submission Requirements
6. Application Deadline
7. Project Goals and Considerations
8. Selection Process
9. Timeline
10. The City of Dunwoody
11. Perimeter Community Improvement Districts and Perimeter Connects
12. MARTA and Artbound
13. Living Walls
14. Eligibility
15. Inquiries and Additional Information

For additional information, please contact:

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December 1st, 2022



1. Executive Summary

The Dekalb Perimeter Community Improvement District (PCID), in collaboration with the City of Dunwoody, MARTA Artbound and Living Walls, is seeking qualifications from artists or artist teams for the commission of a site-specific outdoor public mural at the Dunwoody MARTA Station on the south side of the station’s parking garage. The mural will be installed in 2023.

Artists will be reviewed by a selection committee composed of Dunwoody Art Commission members, community members, senior art and design professionals, MARTA’s Director of Art in Transit, and PCID staff members. The selection committee will select three semi-finalists to prepare a detailed concept for the mural. The selected artists will be given a \$1,000 honorarium each (mockup fee).

The final selected artist or artist team will be awarded \$50,000 (artist fee), inclusive of any travel costs. This does not include all additional production costs including but not limited to materials, installation, assistants and site manager fees, insurance requirements, etc. These production costs will be all covered and managed by Living Walls. Artists must demonstrate ability to execute work durable to, and suitable for, outdoors with the ability to withstand the elements of the local climate as well as interaction with the public.

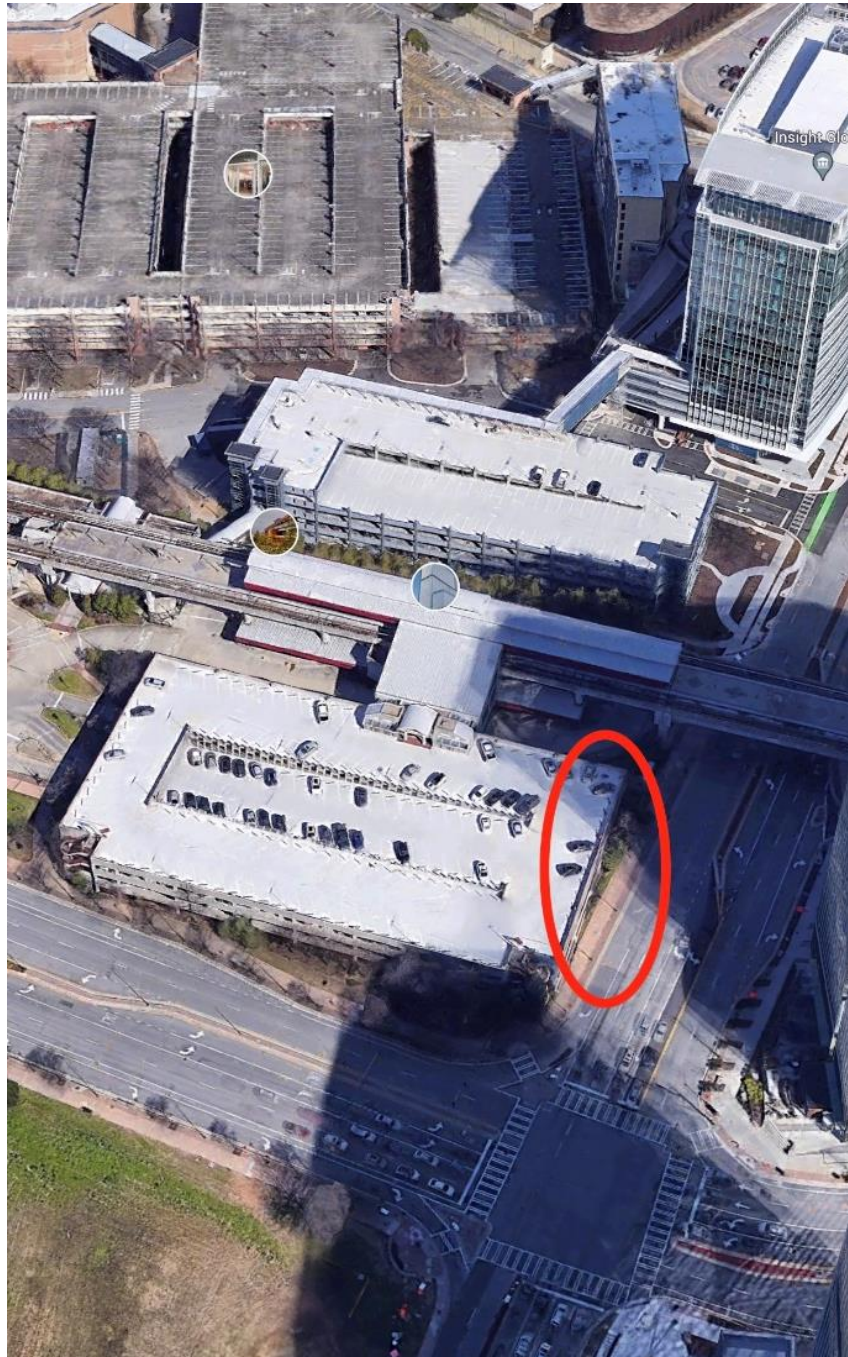
2. About the Site

The Dunwoody MARTA Station is one of Perimeter Center’s most visible stations and is a key connection point for the district’s residents, employees, and visitors. This station is within walking distance of Perimeter Mall and other shopping establishments, major employers including State Farm, Carvana, and Insight Global, and provides a connection with Xpress commuter buses. Additionally, “last-mile” shuttles provide commuters with access between the Dunwoody station and many multi-tenant commercial properties, and visitors with access to hotel shuttle services.

The City of Dunwoody, the Dekalb PCID, and MARTA are all actively investing in station upgrades to provide increased visibility and an improved experience for patrons. This project was proposed due to an initiative for public art enhancements and additional placemaking activities led by the City of Dunwoody. The chosen mural site provides high visibility.

3. Context Map & Site Photos

The proposed mural location is on the south side of the parking garage facing Hammond Drive. The aerial photo below of the Dunwoody MARTA Station shows the designated area circled in red.

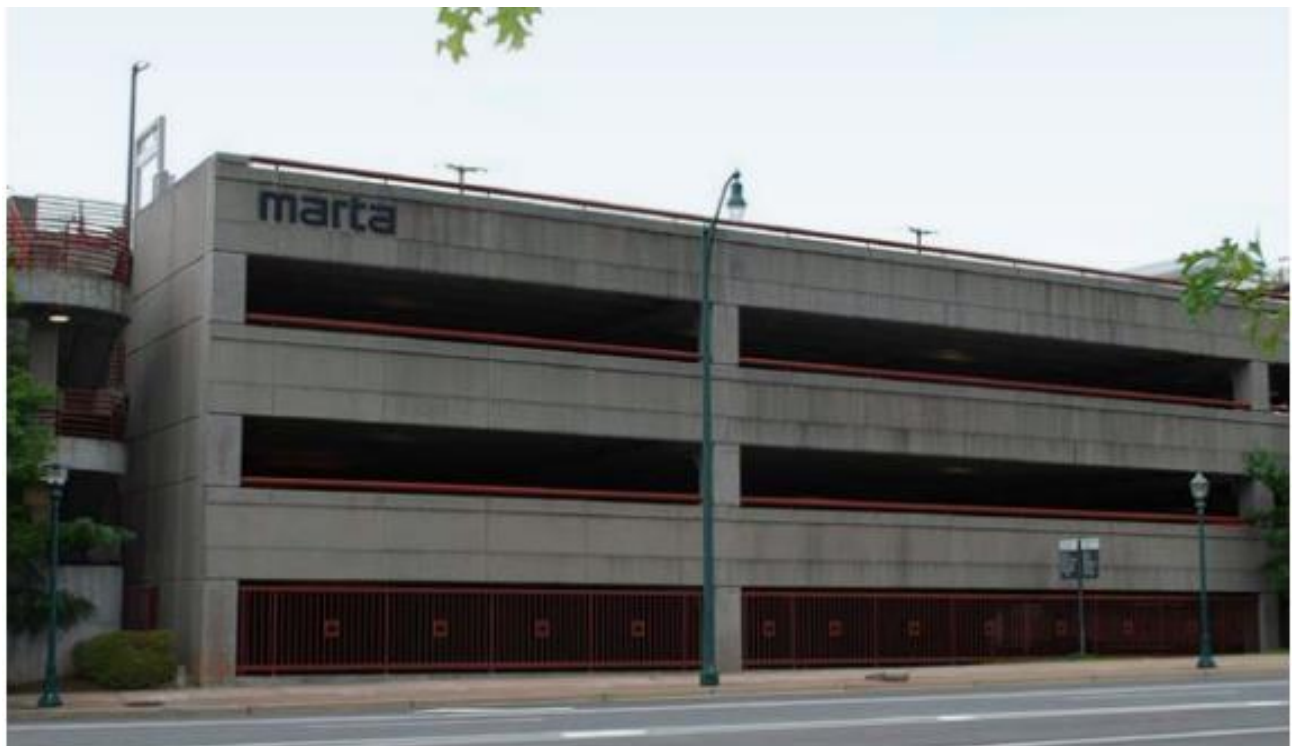


The images below show the south side of the Dunwoody Station parking garage along Hammond Drive.



SOUTH ELEVATION AT DUNWOODY PARKING LOT

2ND Flr, Spandrel = 160'-0"W X 5'-9"H = 920 SF
 3RD Flr, Spandrel = 160'-0"W X 5'-9"H = 920 SF
 4TH Flr, Spandrel = 160'-0"W X 5'-9"H = 920 SF
 Columns @ 2ND & 3RD Flrs = 2'-4" W X 5'-3"H X 8 Locations = 98 SF
 Columns @ Ground Flr = 2'-4"W X 8'-0"H X 4 Locations = 75 SF
GRAND TOTAL = 2,933 SF





4. Production Budget

The production budget will be managed by Living Walls and will cover the procurement and operation of the necessary equipment for installation such as boom lifts, an on-site production team including a site manager, heavy equipment operators, and two artists assistants, as well as permitting, insurance, all paint materials, sundries, sealants, and other professional costs.

Living Walls will also provide insurance for the project as well as production guidance from start to finish of the project.

5. Submission Requirements

For this RFQ Stage, artists are invited to submit a presentation or document in pdf format. This document must be labeled with the name of the artist or artist team and must include:

1. A current CV (or one for each member of the team, if applicable)
2. Images* of five (5) recent projects (up to a maximum of 5 images per project) including a written description of the materials, size, title, location, commissioning body and project cost
3. Names and contact information for two references (preferably for projects completed within the past five years)

*Media files (audio/video) may be provided via URL with still images included in the package.

Packages too large for email may be submitted via Dropbox or another file-sharing link. Concept proposals are not necessary at this stage and will not receive an honorarium.

6. Application Deadline

All credentials must be submitted by email to Nikki@PerimeterConnects.com by 12pm EST on January 20, 2023.



7. Project Goals and Considerations

- Fits well within the context of the site (in terms of scale, design, and theme)
- Aligns with the [City of Dunwoody's Public Art Goals and Themes](#)
- Artistically engaging and sufficiently stimulating to ignite conversation, foster interaction and evoke appreciation by the public
- Consideration of the audience – residents, employees, and visitors of Central Perimeter and the City of Dunwoody
- The artwork must be suitable for public viewing and be free from advertising or logos except for MARTA signage
- Materials should be of the highest quality and should be designed and fabricated for durability as well as for minimal maintenance
- Finished mural must be sealed using MuralShield or similar product.
 - <https://muralshield.com/>

8. Selection Process

Phase 1: Request for Artist Qualifications

Professional artists are invited to submit their credentials to be reviewed by a selection committee of City of Dunwoody officials, community members, senior art and design professionals, and PCIDs/Perimeter Connects staff members. The panel will select three artists from the submissions received through this RFQ.

Phase 2: Request for Artwork Concept Proposals

Three selected artists will be invited to submit a detailed concept design proposal. The artists will be paid an honorarium of \$1,000 for preparation of a detailed concept design, specific to one site, which will be assigned by the selection committee. Concept designs will be reviewed by the selection committee, which will make recommendations for award of the commission. Final approval of artist and artwork will be by the DeKalb PCID Board of Directors and MARTA.



9. Timeline: December 2022 – May 2023

December 1st	Application Opens
January 20th	Application Closes
February 10th	Semi-finalists Notified
February 13th – March 3rd	Conceptual Mockup Design Process
March 6th	First round of mockups delivered
March 10th	Semi-finalists receive mockup revision suggestions
March 13th – 17th	Conceptual Mockup Design Revisions
March 20th	Final Design/mockup Delivered
March 24th	Finalist Selected
May	Mural Production Begins

10. The City of Dunwoody

Located just north of Atlanta, Dunwoody, Georgia is a premier hub for business, shopping, dining, and genuine hospitality. With easy access to mass transit and major highways, the city provides accessibility to key Georgia tourist attractions, events, and festivals while still delivering the charm of a small community. The city’s business-friendly atmosphere, diverse recreation options, lower-overall cost of living and proximity to mass transit has established Dunwoody as an up-and-coming center of employment, transportation, educated workforce and population density.

11. Perimeter Community Improvement Districts and Perimeter Connects

The Perimeter Community Improvement Districts (PCIDs) plans and implements vital transportation improvements to enhance mobility and access to the Central Perimeter Business Districts. Representing both the Central (DeKalb) and Fulton Perimeter CIDs, the PCIDs are self-taxing districts that use additional property taxes to help accelerate needed transportation and infrastructure improvement projects.



For two decades, the PCIDs have led efforts to accelerate transportation and infrastructure improvements at the crossroads of I-285 and GA 400 to create the South’s premier livable center. In that time, the PCIDs, with their partners at state and local levels, have invested in public improvements that continue to transform the once suburban, auto-centric commercial district into one of the fastest growing, and most dynamic mixed-use, transit- oriented activity centers in the Southeast United States.

Perimeter Connects, a program of the Perimeter Community Improvement Districts, supports the vitality of the Central Perimeter area by providing free transportation consulting services to employers and commercial properties as well as implementing transportation solutions to improve access and mobility in the Central Perimeter area.

Visit www.PerimeterCID.org for more information about the PCIDs and Perimeter Connects.

12. MARTA and Artbound

Established in 1971, MARTA is among the largest transit agencies in the U.S., providing 95 percent of the public transit trips in the metro Atlanta region with 110 fixed bus routes, 38 heavy rail stations, 2.7 miles of light rail, and on-demand paratransit services.

One percent of MARTA’s annual budget is allocated to enhance the ridership experience through visual and performance art. MARTA Artbound provides opportunities for artists year-round with a range of projects encompassing many modes of art. To learn more visit <https://itsmarta.com/artbound.aspx>.

13. Living Walls

Living Walls creates inclusive, intentional, thought-provoking public art to inspire social change. With over 10 years of experience curating and producing murals, installations, immersive experiences, community gatherings, and conversations, they envision a world where public art acts as a social and economic engine, where it is foundational to the growth and evolution of cities and channels the spirit and culture of local communities. For more information, visit livingwallsatl.com and follow @livingwallsatl on Instagram.

14. Eligibility

The RFQ is open to all professional artists or artist teams over the age of 18. Artists who have a strong professional profile, peer recognition, a history of public exhibitions, and who are experienced in semi-permanent, urban-scale works for exterior locations or who have successfully worked on collaborative projects are encouraged to apply.



15. Inquiries and Additional Information

Respondents can submit questions in writing by email to Nikki@PerimeterConnects.com. Questions and answers will be posted on the RFQ website (<https://perimeterconnects.com/DunwoodyMuralRFQ>) as soon as they are available.