



# HAYS FARM PARK FITNESS COURT

## REQUEST FOR QUALIFICATIONS

### RFQ SUMMARY

Arts Huntsville, in cooperation with the City of Huntsville Parks & Recreation, is issuing a Request for Qualifications to Huntsville area artists interested in creating art for public display. The art will be submitted in digital format (scanned, photographed, or digital art created at high resolution). This art will be printed on a large vinyl wrap mural on an Outdoor Fitness Court® at Hays Farm Park.



*A sample Outdoor Fitness Court. 'The Heavy Collective' at Delhi Park in Santa Ana, California, is a collaboration between Bud Herrera, "Thirds Realm" and Kimberly Duran, "Shmi". Photo courtesy of National Fitness Campaign.*

The deadline for online application submission is Sunday, January 26, at 11:59 PM (CST).

**Applications are to be submitted at:**

[artshuntsville.slideroom.com](http://artshuntsville.slideroom.com)

All questions regarding this application should be submitted in writing by Monday, January 20, at 5:00 PM via e-mail to:

Jennifer Johnson  
Public Art Program Manager  
Arts Huntsville  
email: [publicart@artshuntsville.org](mailto:publicart@artshuntsville.org)



*Image courtesy of National Fitness Campaign*

## ARTIST SELECTION CRITERIA

Artists for this proposal will be selected by a panel of jurors including, but not limited to, members of the Public Art Committee (PAC) and local neighborhood representatives.

Artist must be age 18+ and legally permitted to work in the United States.

The selection panel will review and evaluate the applications based on criteria that may include but is not limited to the following:

- A complete portfolio that meets the designated criteria (see below)
- Availability and ability to work for the term of the project
- References
- Resides in the Arts Huntsville service area (within a 35-mile radius of Huntsville)



*Image courtesy of National Fitness Campaign*



*Selected artist Jamal 'FRESKO' Turner, posing with his art on the Fitness Court® at the Legacy Park grand opening, June 28, 2023.*

## PORTFOLIO CRITERIA

To be considered, artist portfolios will consist of 3-5 existing works that:

- Represent the artist's capacity to create dynamic artwork designed to introduce beauty, cultural relevance, whimsy, or delight to the site
- Demonstrate artistic excellence
- Demonstrate an ability to produce artwork appropriate for all ages that engages with Huntsville's growing, diverse city population
- Are non-commercial in nature

## SITE INFORMATION

An Outdoor Fitness Court® will be located at Hays Farm Park. Applicants are encouraged to visit the site and surrounding neighborhood. Artists should consider connecting with community members to better understand the people to whom their design should appeal.

Hays Farm Park is an in-development park located 801 Haysland Road in south Huntsville, Alabama, near Grissom High School and the Hays Farm shopping complex. In addition to the Fitness Court®, Hays Farm Central Park will feature a gazebo, windmill, lagoon, waterfall, pavilion and restrooms. Walking paths and connectivity to the City's greenway network along with ample parking and LED lighting are also planned. The three selected finalists will be provided with documents showing the layout, measurements, and placement of walls and equipment in the Fitness Court®.



Hays Farm Park facilities and pavilion renderings (above) and park site plan courtesy of Bostick Landscape Architects.



Artwork will be allowed to wrap around the entirety of the wall plus various sized “front art zones.” The side-edge of the main wall will be reserved for the artist’s photo, logo, and short bio/description.

The Fitness Court® is a 32’ x 35’ outdoor bodyweight circuit training system that supports 28 simultaneous users on 30 separate pieces of equipment that are grouped into seven stations. The 7 movement, 7-minute system provides a full-body workout to people of all ability levels. The integrated system includes a sports floor to simulate the indoor gym exercise and the steel bodyweight training wall provides users with many exercise combinations. <https://nationalfitnesscampaign.com/cities>

## FINAL DESIGN & INSTALLATION CRITERIA

The selected artist agrees to produce work that meets the following criteria:

- Artwork is appropriate for all ages.
- Artwork cannot contain trademark images, logos, tag lines, or be in any way thematically linked to a commercial business, establishment, product, or service.
- Overt religious and political themes and symbolism will not be accepted.
- NFC and the Huntsville Public Art Committee reserve the right to approve or reject any artist/design or make suggestions on final art.
- Artwork must follow NFC brand standards which include but are not limited to:
  - Can not reference playgrounds or young children (for safety purposes)
  - Can not condone violence disturb the peace
- Artwork must complement the powder coating color, Pantone 2191C, NFC Custom Cyan. Swatch to be provided to finalists in the RFP.
- Selected artist will collaborate with NFC to fit artwork within Fitness Court® design templates and standards.
- Installation by National Fitness Campaign: Artwork will be digitally sized for a 32’L x 8’H mural wall and various-sized “front art zones” to be wrapped around an outdoor Fitness Court® training wall. Diagrams will be provided to finalists. The digital design will be printed onto an anti-graffiti laminate vinyl. NFC & NFC’s State-wide Sponsors reserve the right to review final artwork submission. Logo may be represented on back and side walls alongside of artwork & artist bio.



- Final Artwork Accepted File Types
  - Adobe Illustrator (ai)
  - Adobe PDF (pdf)
  - Illustrator EPS (eps)
  - Scalable Vector Graphic (svg)
  - PSD, JPG or other rasterized graphics  
200 dpi, preferably 300



## GOALS & THEMES

The primary artwork wall of the Fitness Court® will provide a prominent backdrop for the park’s planned outdoor stage area. To optimize this visual relationship, artwork should be dynamic and bold, utilizing large-scale forms that will effectively frame and enhance live performances. Abstract or representational pieces with pastoral or musical themes are particularly well-suited for the space.

## BUDGET

Three finalists will receive a \$250 sketch fee each from Arts Huntsville to produce a site-specific proposal sketch for final consideration. The selected artist from the sketch round will receive an all-inclusive award of \$5,000 from National Fitness Campaign, to be paid after artwork is installed. This award must cover every cost incurred by the artist in the course of creating the final artwork.

The project partners will cover the costs of insurance, installation, and permits (if required). Selection and funding are contingent upon a signed Agreement between the artist and Arts Huntsville.

## ANTICIPATED TIMELINE

- |                        |   |
|------------------------|---|
| • December 9, 2024     | RFQ Released                                      |
| • January 26, 2025     | Application Deadline                              |
| • Early February, 2025 | Panel Reviews Qualifications/3 Finalists Selected |
| • March 21, 2025       | Finalist Sketches Due                             |
| • Late March, 2025     | Artist Selected                                   |
| • April 2025           | Selected Artist Contracted                        |
| • April/May 2025       | Artwork Revision Period                           |
| • June 2, 2025         | Final Artwork Deadline                            |
| • June 9, 2025         | Artwork Files to NFC                              |
| • June 9-19, 2025      | NFC Approval, Printing/Shipping Period            |
| • Summer 2025          | Installation & Artist Payment                     |

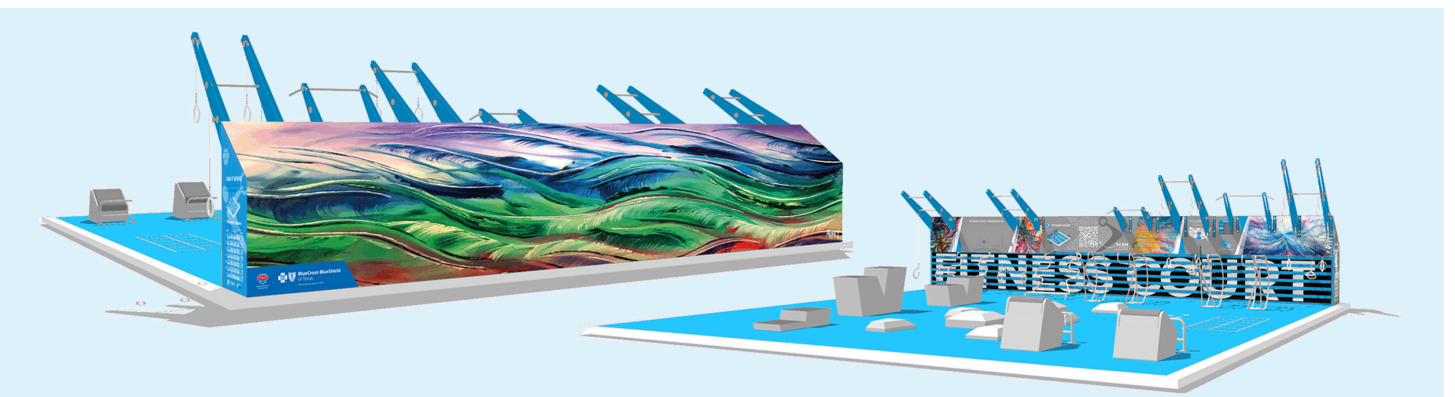
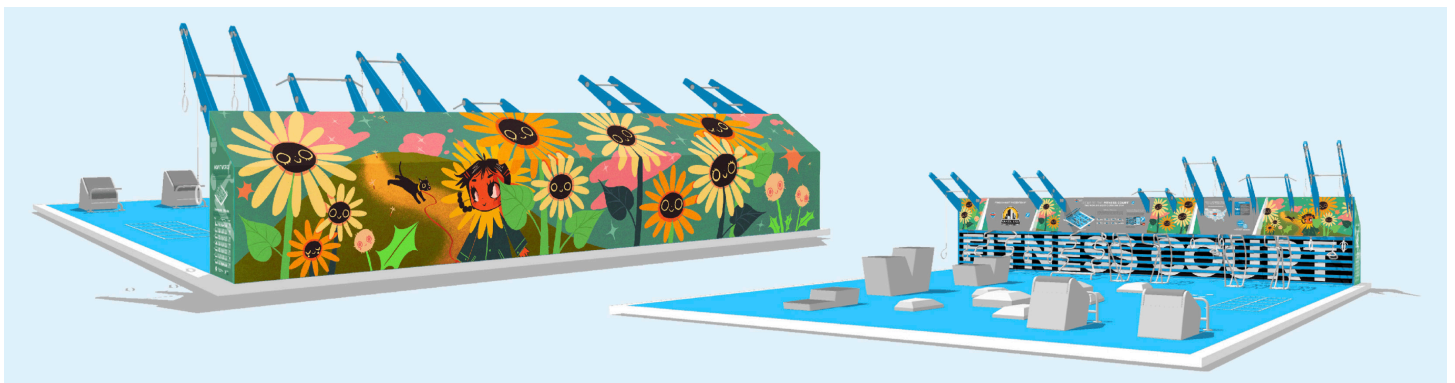
## HOW TO APPLY

A complete submission must include all the information and materials described below through Slideroom at: [artshuntsville.slideroom.com](http://artshuntsville.slideroom.com)

- Letter/statement of interest: Describe your interest in the project and preliminary ideas for how you would approach this project. The letter should demonstrate your understanding of the project objectives and a preliminary proposal on how they would be achieved. [Limit 1 page. Formatting guidelines: Double spaced, 12 point font, one-inch margins]
- Portfolio: 3-5 images. Artwork can come from existing body of artist work or may include new works of art specifically prepared for this application.
- Headshot & 100-word artist bio
- Three professional references

*Online proposals submitted at Slideroom only. E-mail, faxed, or hand-delivered materials are not accepted. Application materials due Sunday, January 26, 2025 at 11:59 PM (CT). There is a \$10 Online Application Processing Fee. Artists requiring a fee waiver (due to financial hardship, limited income, etc) may submit their request to Arts Huntsville at [publicart@artshuntsville.org](mailto:publicart@artshuntsville.org).*

*Arts Huntsville strongly recommends submitting your application at least 5 days prior to the deadline to give ample time to troubleshoot. For help, contact Jennifer Johnson directly by emailing her at [jjohnson@artshuntsville.org](mailto:jjohnson@artshuntsville.org) or by calling 256-469-8664 Monday-Friday, 9 am - 4 pm.*



*Local artist Fitness Courts: Artwork by Crisselle Mendiola Lillie King Park in Santa Ana, California (top) and Heath Cromwell for Charley Taylor Park, Grand Prairie, Texas (bottom).*