



MAYFAIR PARK | ARTIST-DRIVEN PUBLIC ART

REQUEST FOR PROPOSALS

PROJECT BRIEF

SUMMARY: Arts Huntsville, together with the City of Huntsville, invite artists or artist-led teams in the State of Alabama working in any outdoor resilient 3-D medium to submit proposals for public art.

SITE INFORMATION: The artwork will be installed in Mayfair Park, located at 550 Thornton Ave SW, in Huntsville, Alabama, in October of 2025.

ELIGIBILITY: Alabama resident artist or artist-led teams that are at least 19 years of age and authorized to work in the United States.

BUDGET: \$25,000, inclusive of all artist expenses.

APPLICATION DEADLINE: March 21, 2025.

All questions regarding this application should be submitted in writing by Monday, March 17, 2025, at 5:00 PM via e-mail to:

Julie Ward

Public Art Project Manager

Arts Huntsville

publicart@artshuntsville.org

*Project made possible by
Council Member Bill Kling
District 4*



HUNTSVILLE
The Star of Alabama



BACKGROUND & SITE INFORMATION

Mayfair Park's unique history opens the door for many interpretations of public art. In 1935, Mayfair Park's site was dedicated as a new landing field for the City of Huntsville. On March 15, 1938, 18 Army Ships were forced to land in Huntsville because of heavy winds. Patrolmen C.T. Barnett and Franklin Moore saw the planes circling in the darkness and quickly realized the ships sought a haven from the storms. The officers went to the local radio station and appealed for Huntsville citizens to drive their automobiles to the city's unlighted airport and turn their headlights on the landing field. Hundreds of citizens responded swiftly, forming a road semi-circle of lights about the port. The trained Army fliers dropped out of the sky one by one. All made perfect landings until the final plane caught a gust of wind and swung entirely around just before touching the ground—the pilot brought the ship to a safe landing. The park is loved by the community members who live in the vicinity and is used by many families whose children play softball, baseball, and soccer. The park has 8.88 acres, baseball, softball, lighted fields, a playground, restrooms, concessions, and a pavilion.

Proposals may be submitted for up to \$25,000. The artist award will include all expenses, including the cost of a 16 square foot pad (if required for installation). If a proposal involves a method other than concrete for the art installation please specify this in the proposal narrative, drawings, and budget.

Selected artist will create artwork to be located within the park's greenspace.

Proposals will be considered for any area of the park, but a location near the entrance between the pavilion and the playground is recommended/preferred.



Candidates may propose artwork placement anywhere within Mayfair Park's greenspace, but are encouraged to consider proposing placement somewhere within the illustrated area above.

ARTIST-DRIVEN PROPOSAL SELECTION CRITERIA

Professional artists or artist-led teams who reside in the State of Alabama are encouraged to submit qualifications. We encourage submittals from sculpture artists who work in outdoor resilient 3-D media and are practicing artists with professional artistic resumes. Architectural, engineering and design firms, galleries, organizations, public art consultants, and project managers are not eligible to apply unless they are part of an artist-led team.

All applicants must be at least 19 years of age and have all necessary documentation and permits to work in the United States at the time of submittal of qualifications.

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

The proposal should be site specific, and include considerations for the surrounding community and neighborhood.

The project will be selected based on the following criteria as evidenced by their application:

- Artistic excellence – conceptual and material, originality and technical skill
- Demonstrated experience of the artist/artistic team on larger-scale projects
- Ability of artist/artistic team to effectively communicate and collaborate with design professionals, engineers, community leaders and city officials
- Timelessness of the artwork, including the longevity of its materials, and maintenance requirements
- Technical feasibility of the proposed project and probability that the proposed concept can be built within budget
- Demonstrated ability to deliver a project on time and within budget

PROPOSAL CRITERIA

To be considered, artist proposals should include the following:

- Represents the artist's capacity to create dynamic artwork designed to introduce beauty, whimsy, or delight to the public, and/or addresses themes of historical, geographical, or cultural relevance
- Demonstrates artistic excellence
- Demonstrates an ability to produce artwork appropriate for all ages that engage with Huntsville's growing, diverse city population
- Are non-commercial in nature

FINAL DESIGN & INSTALLATION CRITERIA

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

- Is durable and intended to be installed on a long-term basis
- Creates a unique identity and sense of place
- Inspires a feeling of welcome and reflection on community and/or civic engagement
- Is accessible and appropriate to the broadest possible range of audience and reflects values of the diverse population of neighborhood residents that will visit today and into the future

PRELIMINARY BUDGET

The proposal should include a preliminary budget of up to \$25,000. If you require assistance preparing a budget, you are encouraged to utilize [Arts Huntsville's Proposal Writing Workbook](#). You may also contact the Public Art Project Manager [Julie Ward](#) for guidance.

The artist award includes all other costs associated with the project including, but not limited to, artist design fee, structural and electrical engineering as project artwork requires by Alabama-registered professionals (if relevant), insurance, labor, materials, taxes, fabrication, transportation, storage (if needed), coordination with Arts Huntsville; travel to and from the site, per diem expenses, project documentation, contingency, and any other costs related to the project. Any expenses that exceed the contracted amount will be the Artist's responsibility.

If the piece requires a concrete slab, the artist should include a line item in their budget for \$940 for a slab up to 4'x4'. If a slab is desired, this amount will be withheld from the artist's payment. The concrete slab will be installed by the Public Works Department of the City of Huntsville in the location designated in the approved design. If a proposal involves a method other than concrete for the art installation please specify this in the proposal narrative, drawings, and budget.

Arts Huntsville reserves the right to revise the preliminary budget. Budgets will be finalized before contracting any artist.

ANTICIPATED SCOPE OF SERVICES

The anticipated services to be performed shall consist of, but not necessarily be limited to, the following:

- Developing final design drawings stemming from the originally approved concept proposal
- Developing and securing approval for a project concept, budget, and schedule
- Including a detailed narrative description of the artwork, a description of materials and fabrication techniques, a comprehensive detailed budget, a project schedule and other documents critical to the completion of proposed artwork on approved schedule

- For any artwork that proposes to be integrated into a different site in the park further developing the design through collaboration via Arts Huntsville with relevant City of Huntsville personnel
- Performing all services and furnishing all the labor, supplies, materials, and/or equipment necessary for the fabrication and installation of the approved design -- this performance must be in accordance with the mutually agreed-upon project schedule
- Arranging for the transportation, protection, coordination, and installation of the artwork in consultation with Arts Huntsville and relevant personnel
- Working cooperatively and maintaining effective communication with all parties involved in the project
- Attending any requested coordination meetings
- Attending events, as requested, to celebrate, educate and inform the public about the project, for the period of time to be contractually defined
- Delivering a fully documented maintenance manual for the artwork, including designs, written descriptions, quality photos and presentations
- Providing copyright privileges as detailed in the contract and waiving specific VARA rights if the artwork is integrated into the site in a way that it cannot be removed without destroying a portion of the site

The selected finalist for each project will be responsible for completing and submitting all deliverables in a timely manner, as outlined in the Artist’s contract with Arts Huntsville for the benefit of the City of Huntsville.

See sample contract at <https://www.artshuntsville.org/public-artist-resources/>.

ANTICIPATED TIMELINE

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| • Tuesday, January 27, 2025: | Artist Driven RFP release date |
| • Friday March 21, 2025: | Deadline to apply |
| • Friday, April 4, 2025: | Artist selected |
| • Thursday, April 10, 2025: | Public Art Committee Proposal Review |
| • May 2025: | Project Installation |
| • May 2025- October 2025: | Design, Development, and Fabrication |
| • October 2025: | Installation Deadline |

RECOMMENDED RESOURCES

- [City of Huntsville, Alabama](#)
- [History of Mayfair Park](#)

Artists are encouraged to visit the site in person prior to applying: 550 Thornton Ave SW, Huntsville, Alabama, 35801.

HOW TO APPLY

A complete submission must include all the information and materials described below through Slideroom at: artshuntsville.slideroom.com

- **Letter/Statement of Interest:** [Limit 1 page. Formatting guidelines: Double spaced, 12 point font, one-inch margins] 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.
- **Resume/CV** - Include a current resume/CV [in PDF format] that outlines your professional accomplishments as an artist, and three professional references with a solid knowledge of your work and working methods. In the case of applicants applying as a team, please submit a single resume with 1 page per [additional] team member.
- **Portfolio of 5 images.** Artwork can come from an existing body of artist work or may include new works of art specifically prepared for this application. Work should demonstrate the qualities described in this RFP. You will also have the option to link your artist website/gallery, should you have one
- **Your project proposal** includes a visual rendering, proposed timeline, and a budget outlining an estimate of all artist expenses. Please refer to [Arts Huntsville's Proposal Writing Workbook](#) for guidance if needed.
- **Fabricator partner info** (if relevant): Artists hiring fabricators as part of their process will indicate the fabricator's name and contact information as part of this application.

Online proposals are submitted at Slideroom only. E-mail, faxed, or hand-delivered materials are not accepted. Application materials are due Friday, March 21, 2025 at 11:59 PM (CT). PLEASE NOTE: Only complete, timely submittals received from eligible artists will be reviewed by the Art Selection Panel and the Huntsville Public Art Committee.

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.

Arts Huntsville strongly recommends submitting your application at least 5 days before the deadline to give ample time to troubleshoot. For questions, please contact Julie Ward at publicart@artshuntsville.org. Please see the following sample artist's contract for award terms and conditions.