

**Penn**  
UNIVERSITY *of* PENNSYLVANIA

**CALL TO ARTISTS:**  
**Request for Qualifications**  
Penn Data Science Building  
April 30, 2021

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## Introduction

PHDC and the University of Pennsylvania announce a two-stage process by which we will award and commission artwork at the new Penn Data Science Building, to be located at the corner of 34<sup>th</sup> and Chestnut Streets. This opportunity is part of PHDC's Percent for Art program, which requires developers building on land acquired from the public sector to commit one percent (1%) of their construction costs to original works of art.

This **Call for Artists: Request for Qualifications** is Part 1 of the Public Art Process for the Penn Data Science Building. In Part 1, up to five (5) Finalists will be selected from the pool of applicants by the Public Art Committee with input from key project stakeholders including community members and the development team. Finalists will be invited to submit a proposal in response to an upcoming project Request for Proposals ("RFP"). Finalists will receive a \$2,000 honorarium in return for completing and presenting their proposal to the Review Committee.

## General Description of the Development Project

The University's School of Engineering and Applied Science plans to build a new state of the art Data Science Building (DSB) at this highly visible urban crossroads. This high-performance building will house instructional laboratories for students, research centers, mixed-use classrooms, a 200-seat auditorium, undergraduate programs, and administrative space in 115,000 GSF. The six-story building will merge its technology focus with an attention to wellness, sustainability, flexibility, and will feature a mass timber structural system.

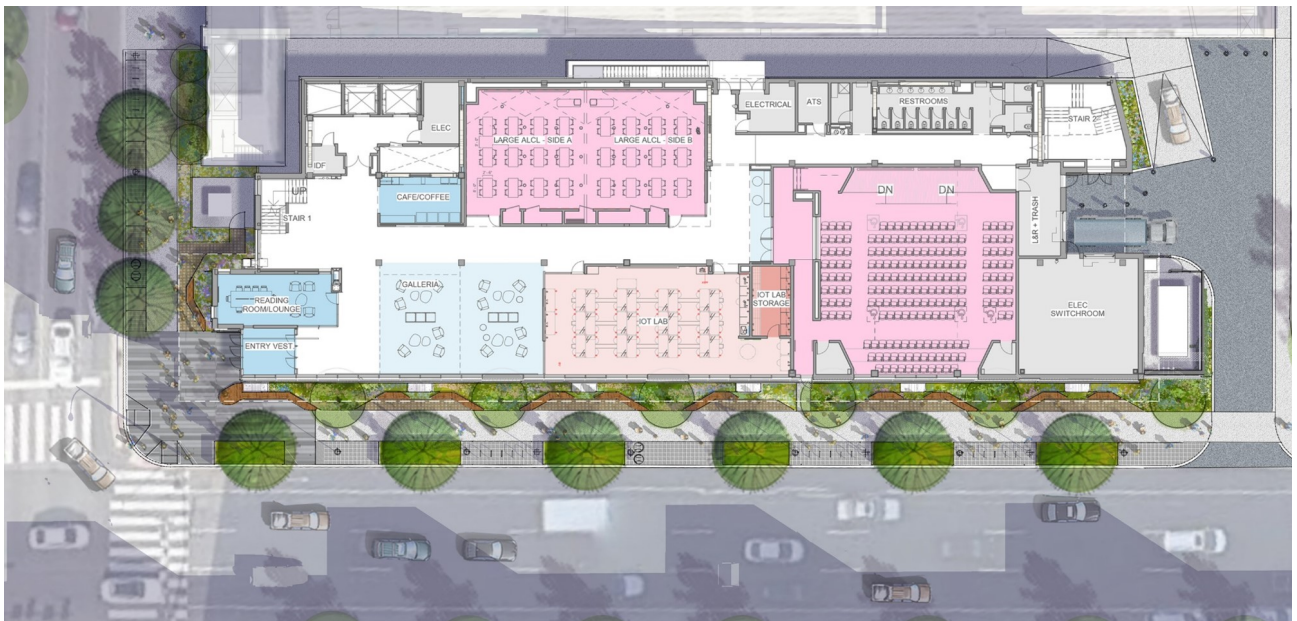
The art project will be coordinated with the exterior site design of the building and its adjacent neighboring structure. The Data Science project is planned to commence construction in May 2022 and be ready for occupancy in July 2024.

The design of the proposed DSB will include the following academic programs and elements:

- A Student Commons for faculty, student, and staff collaboration
- Instruction labs and classrooms on the first and second floors
- The Data Science Hub on the third floor



*Existing Site Context*



*Proposed Ground Floor Plan*

## Art Opportunity

PHDC's Percent for Art Program and the University of Pennsylvania seek to commission a **high quality, original, and site-specific public artwork that is integrated with the building's design**. The 34<sup>th</sup> Street corridor is a popular pedestrian route and Chestnut Street a major arterial for cars and cyclists through the city, making the site highly visible to a wide variety of travelers. This prominent corner is an opportunity for the artwork to respond to this site and contribute to an engaging and inviting public environment for all.

**The goal of this project is to create artwork that makes the approach to this building welcoming and inclusive to all neighbors, Philadelphians, students, and visitors.** The proposed facility has incorporated several sustainable, high performance strategies such as a Mass Timber structural system that reflect the University's commitment to environmental stewardship and carbon neutrality. Elements or themes that reinforce the building's environmental theme are welcomed. Artists should consider the potential art locations comprehensively, curating an overall experience. Strategies can incorporate elements spanning the west and south sides of the site including: the 70' high adjacent garage stair tower facade, visible from a block away; the screen wall around the existing electrical transformer; and the entire width of the sidewalk right of way fronting 34<sup>th</sup> Street, around the building entrance, and continuing along Chestnut Street to include the benches, ground plane, and tree planters.

The artwork could be a part of the design of the streetscape along the Chestnut Street and/or 34<sup>th</sup> Street sides of the building, or a combination of sculptural elements and two-dimensional work. The architecture's visual openness and design are the built language that support the concept and vision of the public art project. The artwork should promote engagement and consideration for all, through the creation of a unique, inviting, and immersive public art experience.

Please see the included site diagram to understand the potential art locations better visually. Architectural plans and detailed information regarding site accessibility and utility considerations will be made available to artists at the Proposal stage.

Applicants should have a strong focus on community engagement and cultural sensitivity of the location when considering this project. To facilitate the proposed artwork's integration into the site and building, collaboration with the architect and landscape architect is also welcome. More information will be provided for selected finalists at a Pre-Proposal Meeting.

All monuments and public art commissioned by PHDC must align with the values of inclusiveness, integrity, and respect for the diversity of Philadelphia's citizenry, visitors, and history.



**A** Existing Garage Wall  
H = +/- 40' (6 Story)  
W = +/- 20'



**B** Transformer Screening  
H = +/- 6'  
L = +/- 30'



**C** Entry Plaza Art Zone  
Zone = +/- 290 SF



**D** Raised Planter x 6  
H = +/- 3'  
W = +/- 6'  
L = Varies, +/- 17' to 21'

**E** Linear Landscape





*Main Entrance at Southwest Corner*



*Southwest Perspective Rendering*



*Southeast Perspective Rendering*



*Rendering Showing Column Detail*



## Art Budget

The total budget for the public art project shall not exceed **\$712,500** (“Art Budget”). The Art Budget must include all costs related to the art, including but not limited to community engagement, design, costs related to permitting and/or other public entitlements, fabrication, delivery, insurance, artist fees, travel, presentations, subcontractors and if appropriate, funds to address maintenance of the art for up to 10 years. The Percent for Art Policy requires that **\$37,500** of the Art Budget be committed to public education activities, with the goal of providing venues for residents to engage with the art and artist(s).

## Community Engagement and Public Education

PHDC requires that each Percent for Art project include specific activities to engage and provide arts-based education to the communities where Percent for Art projects are located. Works of Art created under PHDC’s Percent for Art Program are expected to have meaningful community engagement and responsiveness to community values and concerns. Artists will be evaluated in-part on their experience, understanding, and capacity to carry out meaningful community engagement.

## Response Submission Requirements

Respondents must submit the following information to PHDC in response to this RFQ. Please note that these materials will not be returned to the artist.

1. Submit the following as a **SINGLE** Word or PDF document (**Title your document** as last name\_first name\_Info; for example: Smith\_Jane\_Info)
  - **Artist Info:** Name, Address, Phone, Email, Website, Race (optional), how you heard about the call (optional)
  - **Statement of Interest:** This brief cover letter may include related experience, artistic ambitions, and/or a description of your vision for the site; you may include proposed images, if applicable (One text page maximum, including images)
  - **Resume:** not to exceed two (2) pages per artist, that includes name, phone number, mailing address and email address as well as a description of the artist’s body of work and background. If the Applicant includes more than one individual, please submit a resume for each member of the team.
  - **Image Identification Sheet:** These must correspond to the numbers of your submitted images. **List your images as:** Title. Year. Materials. Dimensions. Location (if applicable). Project Budget (if applicable).
1. Six (6) images of recent work. Even if the Applicant team includes more than one individual, please still only submit six (6) images total.
  - Images should be labeled as last name, first name, and number; for example: Smith\_Jane\_01
  - Images should be saved as JPEG format at a resolution of at least 150 dpi and no larger than 1.5 MB per image

General application guidelines:

- Submit what you believe is your strongest work, in the context of this commission opportunity
- Submit your work samples in the order you would like them to be reviewed
- For images with details: show the overall image first, followed by detail images
- Do not send additional catalogs, reviews, promotional items, or original artworks; they will not be reviewed
- Incomplete or ineligible submissions will not be reviewed; it is the applicant's responsibility to verify the completeness of their application

## Application Process

Submissions will be accepted in either of the following:

1. Online Submission – via PHDC's website (<http://www.phdcphila.org/>); or
2. Email Submission -- to [art@phdc.phila.gov](mailto:art@phdc.phila.gov) via a file-sharing program such as Dropbox (<https://www.dropbox.com/>) or Hightail (<https://www.hightail.com/>)
3. Hard Copy Submission – Applicants unable to use the methods above may submit a hard copy submission:

Percent for Art Program  
PHDC  
1234 Market Street, 16<sup>th</sup> Floor  
Philadelphia, PA 19107

### **Submission Deadline**

Applicants must submit their application no later than **June 10, 2021 (6/10/21)** at 5:00 PM; absolutely no application will be accepted after that time.

### **Related Parties**

An Applicant, whether an individual or business entity, may submit only one Statement of Qualifications in response to this RFQ. Individuals that are related to each other or business entities that are legally related to each other or to a common entity may not submit separate applications. PHDC, in its sole and absolute discretion, retains the right to reject any Statement of Qualifications where:

1. Applicants or principals of Applicants are substantially similar or substantially related parties; or
2. The PHDC has determined that the Applicant has violated these conditions or the spirit of these conditions.

### **Disqualification**

Submissions will be disqualified if:

1. They are submitted after the specified deadline;
2. They are submitted by some means other than the formats listed above;
3. The Proposal package is incomplete.

## Questions

All questions and requests for additional information should be directed in writing to [art@phdc.phila.gov](mailto:art@phdc.phila.gov) with “**Penn Data Science Building Public Art RFQ**” in the subject line. **The deadline for questions has been extended until May 14, 2021 (5/14/21).** Questions and/or requests for additional information and PHDC's responses to them will be posted on the PHDC website.

## Timeline

The timeline for this opportunity is as follows. PHDC reserves the right, in its sole discretion, to alter this schedule as it deems necessary or appropriate.

<b>Event</b>	<b>Date</b>
Notice of RFQ Opportunity Posted	4/30/2021
<b>Questions and/or Requests for Additional Information</b>	<b>5/14/2021</b>
<b>Answers to Questions Posted Week of</b>	<b>5/17/2021</b>
<b>RFQ Response Deadline</b>	<b>6/10/2021</b>
Notification of Finalist Shortlist	Late June 2021
Mandatory Pre-Proposal Meeting	7/1/2021
<b>RFP Response Presentation to Review Panel</b>	<b>8/5/2021</b>
Contract Execution	August 2021
Artwork Research & Fabrication	Begin Fall 2021
Artwork Installation	Completed by Summer 2024

## Eligibility & Selection Criteria

This opportunity is open to all artists regardless of their geographic location. The Percent for Art Program encourages applicant partnerships between emerging and established artists for this opportunity and strongly recommends that minority participation be represented on applicant teams. PHDC reserves the right to determine additional eligibility requirements.

Artwork will be selected based on creativity, artistic merit, technical proficiency, and relationship to the site. PHDC seeks to commission artworks that reflect the diversity of Philadelphia’s residents and visitors, its rich cultural landscape, and its multiple histories. Long-term maintenance, durability, and public safety concerns will be major considerations. Artists are required to comply with applicable rules, contracts, and procedures of all governmental boards and agencies of the City of Philadelphia.

Selected finalists must be available to make a presentation to the PHDC’s Art Committee, to be held virtually due to COVID-19 restrictions.

## RFP Phase

A Review Panel comprised of the PHDC’s Art Committee and project stakeholders will select a short-list of finalists for the project from the respondents to this RFQ. The selection will be based upon the artists’ responses to the RFQ and the quality and applicability of past work. The finalists will each receive detailed specifications about the project, drawings, and presentation requirements in the form of an RFP. Finalists will receive a \$2,000 honorarium in return for completing and presenting their proposal to the Review Committee. It is anticipated that these presentations will take place virtually due to the COVID-19 pandemic. The final selection will be at the discretion of PHDC and the developer.

## Scope of Services

Upon acceptance of an Applicant’s qualifications in response to this RFQ, the Committee will thereafter invite the Applicant to respond to an RFP, which will have the following requirements:

- Attend a pre-proposal meeting with community representatives, the development team and PHDC to discuss the Project.
- Provide a detailed plan for community engagement.
- Consider a broad range of ideas for what forms the resulting Project might take.
- Prepare a cost estimate for the Project. Artist fees, project fees and administrative fees must be broken out.
- Such other requirements as the Committee may impose.

## About PHDC’s Percent for Art Program

The City of Philadelphia was the first city in the United States to adopt programs for acquiring and commissioning works of contemporary public art for new development. The Philadelphia Redevelopment Authority (“PRA”) pioneered the Percent for Art Program in March 1959, becoming the *first program in the United States* to make the commissioning of public art an integral part of any publicly funded development. The City of Philadelphia followed in December of 1959 with its own Percent for Art Ordinance, an obligation for public capital projects distinct from the Authority’s program. In July 2019 PRA and the Philadelphia Land Bank merged with PHDC—combining staffs and making PHDC the public-facing brand. Although the PRA still exists, PHDC officially took over stewardship of the program in November of 2020.

In the first half century since the inception of the Program, over three hundred and fifty works of public art have been installed in all areas of the city. The stewards of the Program seek to further the pioneering spirit of the Program by supporting new and interesting applications for public art that reflect the diversity of the city. The stewards of the Program are committed to equitable processes of engagement and artist selection that encourage the full participation of our community.

## Declarations and Other Information

### Reservation of Rights

By submitting a proposal in response to this RFQ, an Applicant affirmatively acknowledges: (i) its acceptance of the terms and conditions of this RFQ; (ii) PHDC may exercise in its sole discretion the following rights; and (iii) PHDC may exercise the following rights at any time and without notice to any Applicant:

1. to reject any and all Statements of Qualifications;
2. to supplement, amend, substitute, modify or re-issue the RFQ with terms and conditions materially different from those set forth here;
3. to cancel this RFQ with or without issuing another RFQ;
4. to extend the time period for responding to this RFQ;
5. to solicit applications;
6. to conduct personal interviews with any Applicant to assess compliance with the selection criteria;
7. to request additional material, clarification, confirmation or modification of any information in any and all Statements of Qualifications;
8. to expressly waive any defect or technicality in any Statements of Qualifications;
9. each Applicant agrees to indemnify, protect and hold harmless PHDC from any and all losses, injuries, expenses, demands and claims against PHDC or the City sustained or alleged to have been sustained in connection with or resulting from (i) the submission of the Applicant's Statement of Qualifications; (ii) the delivery by the Applicant to PHDC of any other documents or information; and (iii) any other conduct undertaken by the Applicant in furtherance of or in relation to the Applicant's Statement of Qualifications. Each Applicant agrees that its duty to indemnify and hold harmless shall not be limited to the terms of any liability insurance, if any, required under this RFQ or subsequent agreement.

By submitting a response to this Request for Qualifications a respondent affirmatively indicates acceptance of the terms and conditions of this RFQ.

**PHDC, the PRA, and The University of Pennsylvania are under no obligation whatsoever to any Applicant as a result of this RFQ. The RFQ does not represent any commitment on the part of the PRA to any Applicant or the Program. In no event shall PHDC, the PRA, or The University of Pennsylvania be responsible for any cost, expense or fee incurred by or on behalf of any Applicant in connection with the RFQ. Applicants shall be solely responsible for all such costs, expenses and fees.**

**NOTICE: Documents provided in response to this RFQ may be required to be disclosed by applicable law, subpoena, and/or court order.**