



REQUEST FOR QUALIFICATIONS

ART AROUND ROSWELL VIRTUAL TOUR

Submission Deadline:

Monday 5PM – EST September 28, 2020

Please Submit Questions and Proposal to:

Elan Buchen
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Roswell Arts Fund
PO Box 768136
Roswell GA 30076



PROJECT SUMMARY

Roswell Arts Fund, with funding provided by the Fulton County Arts & Culture, seeks to partner with a creative videographer and producer to create a virtual experience of our public art collection.

The selected party will be awarded up to \$15,000 depending on negotiations of the final product.

The goal is to create a digital video(s) that focuses on large-scale public art sited by Roswell Arts Fund throughout Roswell, GA.

During this time of distance and isolation, we will not only document the works, but bring new and unexpected experiences afforded by way of technology. The virtual experience will feature views of each work, including close and unusual perspectives not available to a typical viewer. This may include drone photography or any number of additional concepts.

Audio recording and documentation will also be important. Artists, community members, and leaders will be interviewed and recorded to encompass the breadth of the exhibit. Closed captioning for hearing impaired and non-english speakers must also be provided.

A format will also be created such that additional pieces in the forthcoming years may also be added to an expanding database/archive of interactive productions.

The completed project will debut on web and social media pages, available to view free of charge. Vignettes will be featured on social media throughout the rest of the exhibition to reach individuals that may be unable to view the exhibit in person, and to promote our work to a broader audience.

Specific Virtual Tour Objectives:

- Create a product that uses audio and video to showcase the diverse large scale public art works of Roswell.
- Create a product that go above and beyond the experience of viewing the works in person, accessible to all ages.
- Create vignettes of the pieces such as they may be viewed individually or as a whole.
- Create a system that will lay the groundwork for additional works in the years to come.

ELIGIBILITY

- This call is open to all artists, designers, and teams. Roswell Arts Fund strives for inclusivity and diversity representative of the Roswell community and the metro Atlanta area in all initiatives.
- Submissions must be from individuals or teams that have a proven history of tackling similar projects and managing artistic talent.
- Submissions must contain resume(s), a narrative describing methodology (up to 250 words), and examples of similar projects.



EVALUATION CRITERIA

Each submission will be evaluated on the following criteria:

Methodology

- How does the narrative of the submission align with the goals of this RFQ?
- Does the proposal address the Virtual Tour objectives?

Professional Background

- Does the provided resume(s) demonstrate a history of professional work in related subjects?
- Does the submission demonstrate an ability to manage artistic talent and a variety of stakeholders?

Artistic Merit

- Do the provided examples of work demonstrate a high degree of artistic merit?
- Is the work generated original and unique?

Public Art Selection Process and Panel:

This panel is comprised of diverse Roswell stakeholders including business, civic, and community leaders as well as art professionals. Special attention and best practices will be utilized in the conducting of the review process to ensure a fair and diverse selection pool.

If the Public Art Selection Panel receives an insufficient number of proposals (a number decided by unanimous approval of the panel), the call for art may be rereleased or extended for further submissions.

Applicants will be notified if this occurs.

SUBMISSION REQUIREMENTS

- **Applications must be received no later than September 28 – 5pm EST, 2020**
- To submit proposal and all documentation, please complete the Google form found here - <https://www.roswellartsfund.org/RAFVirtualTourRFQ>



Proposals must include ALL the following items. Incomplete applications will be not be considered.

1. Identification and Demographics (if submitting as a team, please provide information for all team members):

- Name (legal name as appears on license)
- Age (18-24, 25-36, 37-45, or 45+)
 - Gender (optional)
 - Ethnicity (optional)
- Primary living or business address

2. Methodology or Narrative

- In 250 words or less, please describe why you are interested in this RFQ, what your methodology is for approaching a project of this type, and why you feel you are the right candidate.

3. Resume(s)

- Please include resumes for each team member (no longer than 3 pages per resume)

4. Examples of work (up to 10)

- Please provide digital links to examples of work relevant to the submission.
- Please include a word document or PDF with descriptions and context provided for each of the examples.

Contractual Expectations:

- Roswell Arts Fund will design, print, installation and deinstallation of exhibition layout.
- Artists who have submitted to this Request for Qualifications agree that the City of Roswell, Fulton County Arts & Culture, and Roswell Arts Fund may utilize parts of the submission in part or whole for non-commercial, educational, and promotional purpose with credit given to the submitting parties.
- Copyright shall remain property of the submitting artists.
- Artist(s) agrees that the information provided to Roswell Arts Fund is truthful to the best of their knowledge and has not knowingly represented any information or work as not their own or erroneous.



Schedule of Steps in Call for Art Process

Date	Step
August 25	Release RFQ
September 28	Submissions close; applications due
Week of September 28	Art Selection Panel Meeting
October 2nd	Artist notifications and confirmation of finalists. Finalists notified of details to submit proposal.
Week of October 12	Finalists interviewed and proposals reviewed.
Week of October 19	Contractor selected and awarded based on proposal negotiations.

Questions about the project may be directed to:

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