

ADDENDUM TO THE

CALL FOR ARTISTS / REQUEST FOR QUALIFICATIONS (RFQ)

Asian Pacific Historic District Gateway
Chinese Japanese Filipino Pacific Islander

Regarding the artist selection process, staff of the City of San Diego and/or the Centre City Development Corporation may pre-screen each application to verify eligibility and to evaluate responsiveness to the criteria. Applications deemed to be marginally responsive may not be forwarded to the panel for review.

Q1. I am an artist and would want to design the gateway. I plan to partner with a company that would fabricate and install the gateway. Since the bulk of the fee and risk would apply to the fabricator, would the fabricator be the entity acquiring the insurance? In the contract it sounds like the artist is responsible for the insurance.

A1. The lead artist will be the contract holder, and the contract holder is responsible for carrying all the required insurance. But the contract holder can require any sub-contractors to carry the same or higher levels of insurance.

Entered: April 7, 2010

Q2. Do all funds funnel through the artist or can separate agreements be reached so that the artist and fabricator are paid as separate entities?

A2. The City will issue only one contract – to the lead artist. It is the contract holder's responsibility to make agreements with any sub-contractors.

Entered: April 7, 2010

Q3. Are the artist and fabricator each assuming risk associated with their role in the project or is the artist held fully responsible for all risk?

A3. The City will hold the contract holder responsible. If the contract holder has sub-contracts, the contract holder can hold those sub-contractors responsible.

Entered: April 7, 2010

Q4. If you are an artist with a business license in San Diego County will you be required to also get a San Diego City license?

A4. Yes.

Entered: April 7, 2010

Q5. Would the transfer of ownership of the gateway to the City be subject to state and local sales and use tax?

A5: No.

Entered: April 8, 2010

Q6. Since I am not descended from any of the ethnic groups celebrated in the Asian Pacific Historic District and I don't live anywhere near San Diego, will this have any bearing on my appropriateness for this project?

A6. Our evaluation panel is not allowed to give preference to any artist based on ethnicity or geographic location.

Entered: April 14, 2010

Q7. There is a 300 dpi maximum is 72 dpi acceptable? Is there a preference for closer to 300 dpi?

A7. I've done some online research to answer this question and I think perhaps we've been confusing dpi with ppi. In any case, the point is that we want artists to submit images that are of a quality that does justice to their work, but also of a size that doesn't crash our computers. (I do realize that I have just mixed resolution concerns with size concerns.) If you are confident that your 72 dpi image is going to work fine with our hardware/software set-up it's going to look OK when we project it with an LCD projector onto the white wall of a conference room, feel free to submit images at 72 dpi.

Entered: April 14, 2010

Q8. Is there a length restriction for the Letter of Interest? Can it be 2 or 3 pages or is 1 preferable?

A8. No length restriction, but everyone appreciates well-written, concise letter. In the past, I have seen a good letter of interest be the thing that tips an application into the winner's circle so you are smart to be giving this careful consideration.

Entered: April 14, 2010

Q9. I realize that in the RFQ the focus of the Letter of Interest should be about the approach to

the Asian Pacific Historic District Gateway, but there is a certain commonality that I would like to briefly express about my other projects. Is this something that can be part of the letter or be included in the image descriptions?

A9. You may put this information wherever you choose. However, I would recommend putting it in the Letter of Interest because panelists usually read the Letters of Interest first and sometimes instead of the image annotations. A tip: Don't fail to discuss the project in your cover letter. The panelists are looking for your interest in and understanding of the project, among other things.

Entered: April 14, 2010

Q10. Can any other materials, such as reviews about my public art, be included?

A10. Please do not submit materials other than what is requested in the RFQ. The panel cannot review anything "extra." A good place to put this information would be in your résumé under a header titled "Selected Reviews" or something similar.

Entered: April 14, 2010

Q11. Could you elaborate on what an environmental graphic solution is?

A11. Please conduct this research on your own through the Internet or other resources.

Entered: April 14, 2010
