



CALL FOR ARTISTS
City of El Cerrito, California
El Cerrito Creative ReUse (ECCRU)
Artist Residency Program

REQUEST FOR PROPOSALS
Deadline: Thursday, May 18, 2017
www.el-cerrito.org/ECCRU

The City of El Cerrito invites artists to apply for a six-month residency taking place at the El Cerrito Recycling + Environmental Resource Center (“RERC” or “Center”).

The purpose of the program is to support local artists who work with recycled materials, and to encourage environmental stewardship – specifically resource conservation, recycling and upcycling – in the community through art that inspires people to think about sustainability and consumption.

The El Cerrito Creative ReUse (“ECCRU”) Artist Residency provides the artist with: a stipend, access to materials at the RERC for use in artistic projects, an on-site storage bin for materials, and support for an exhibition at the end of the residency. Artwork will be created in the artist’s own workspace, which is not provided. We encourage artists working in all mediums to apply, including but not limited to, painters, textile artists, musicians, performers, photographers, printmakers, those working in film and video, and conceptual and installation artists.

Eligibility

The ECCRU Artist must:

- Be either a resident of or work in Contra Costa or Alameda County
- Be at least 18 years old
- Demonstrate a commitment to upcycling and creative reuse

Additional Considerations:

- Artists must attend a tour of the RERC (see website for tour dates)
- Artists must demonstrate that creation of the artwork will be conducted in a safe workspace with the proper tools required for the chosen mediums. If deemed appropriate, the Artist must conduct a site visit to their workspace as part of the interview process.

Length of Term

The ECCRU Artist Residency is a six-month term, starting in the late summer or early fall of 2017. However, at the discretion of the El Cerrito Arts and Culture Commission (“ACC” or “Commission”), the term is negotiable up to 12 months.

Honorarium

The Artist will receive a stipend of \$100 per month of the residency (\$600 for the six-month term).

About El Cerrito and Our Recycling + Environmental Resource Center

The City of El Cerrito is located in western Contra Costa County and forms part of the highly urbanized area along the eastern shore of San Francisco Bay. This 3.9 square-mile city has a pleasant climate year-round, and the hilly areas of El Cerrito provide spectacular views of its famous neighbor, San Francisco. El Cerrito’s 25,000 residents enjoy over 100 acres of open space (known as the Hillside Natural Area), as well as 45 acres of parks, 18 acres of school recreational areas, and 38 acres of other amenities, including the Ohlone Greenway, a pleasantly landscaped area that runs along the BART right-of-way the length of the city and is popular with walkers, runners and bicyclists. El Cerrito’s major commercial corridor runs the length of San Pablo Avenue, a multi-jurisdictional state highway.

The RERC is a unique community resource that provides El Cerrito and area residents and businesses a convenient location to recycle a wide range of conventional and hard-to-recycle items, to exchange reusable items and to obtain information about other environmental concerns and efforts. The Center strives to be a one-stop shop for residents and businesses interested in sustainability topics from energy efficiency, to Earth Day, to transportation, and more.

The RERC serves as the City’s environmental heart, and also as an example of green building for residents and businesses alike. Operated by the City’s Environmental Services Division, the center was founded as E.C.ology by community volunteers in 1971 and the City took over its operation in 1977. The Center was rebuilt in 2011-2012 to serve as the sustainability hub for the City’s environmental mission and programs, and is home to the City’s Environmental Services Division and curbside recycling operation.

ECCRU Artist in Residency Program

The ECCRU Program was approved by the El Cerrito Arts and Culture Commission (“ACC”) in 2015. The Artist selected for the 2017 term will be the first ECCRU Artist in the City’s history. The Program is funded by the Art in Public Places Program, established with the passage of the City’s Public Places Ordinance (Section 13.50 ECMC).

A summary of the El Cerrito Art in Public Places Program is included on page 7.

Duties and Requirements of the ECCRU Artist:

1. During their residency, Artist will create artwork primarily using materials they find at the RERC Center.

2. Artist will conduct at least two workshops or other educational programs at the RERC or other City facility or school.
3. Artist shall give reasonable access to the ACC, City staff, or other person or group approved by the ACC to document the creative process.
4. Artist should keep a daily record of all materials taken from the RERC. City staff may assign a value to the materials collected by the artist, with the exception that Exchange Zone material collected within the daily limit for the public shall not be included in the valuation.
5. Halfway through the residency term, the Artist will give a presentation to the ACC demonstrating their progress and plan for the remainder of the residency
6. At the end of the residency, the artwork will be shown at an exhibition, with the duration and location of the show depending on the availability of City space and the nature of the work. The ACC will determine work(s) to be exhibited, and the Artist will assist in installation of the exhibition.
7. At the end of the residency, Artist must return unused items to the RERC.

Provided to the ECCRU Artist:

1. The City and RERC shall provide access to donated material at the RERC, other than things identified as off-limits by the City in the program guidelines or as verbally directed by any staff at the RERC.
2. The ACC shall provide a locked bin for storage and/or sorting located at the RERC.
3. Stipend: \$600 for six-month term
4. Support to host an exhibit and/or reception for the Artist

Acquisition, Donation, Display, and Retention of Artwork:

1. Artist retains copyright of their artwork, and rights granted by the Visual Artists Right Act and the California Art Preservation Act.
2. Artist shall donate to the City one piece created during the ECCRU Residency.
3. ACC shall have the option to purchase additional artwork at its discretion for the City's collection.
4. The ACC/City shall have all rights over exhibition, placement, and any other use of donated and purchased artworks.
5. In the event that the ACC/City determines that any artwork should be sold or otherwise disposed of, the ACC shall give the Artist first rights to purchase it back at a price to be determined by the ACC.

Selection Process

A selection committee will evaluate the application materials and select finalists for interviews in May/June 2017. The committee may also seek more detailed proposals and, if deemed appropriate, may conduct a site visit to the artists' workspaces.

The committee may consist of two members of the ACC, one RERC staff member, a local artist and/or a member of the El Cerrito Environmental Quality Committee. Selection criteria will include:

- Applicant's professional qualifications as an artist
- Demonstrated commitment to resource conservation, recycling and creative reuse through art

- Experience in art and/or environmental education
- Artistic merit as evidenced by the submitted materials
- Appropriate studio workspace for the artist's chosen medium(s) and demonstrated ability to work safely with required tools and materials
- Proven ability to undertake successful creative, innovative, and effective approach in comparable projects
- Meet the El Cerrito Art in Public Places Program's guidelines for artwork
- Excellent communication skills
- Demonstrated ability to work creatively with groups of different ages and backgrounds
- Experience with and dedication to use of non-toxic and sustainable art methods
- Ability to meet deadlines
- Artist must be at least 18 years of age and either live or work in Contra Costa or Alameda County
- Priority will be given to working and/or teaching artists

The City of El Cerrito and the ACC are committed to reflecting the diversity and cultural richness of our City in selecting the ECCRU Artist. The selection committee will also identify artists who have a demonstrated interest in and commitment to community outreach and education. References provided will be contacted prior to any interviews.

Based on the applications and review of support materials, references and interviews, the ECCRU Artist will be recommended by the selection committee and approved by the ACC. City Staff will assist the Artist with the contract, any required insurance coverage, and all activities undertaken at the RERC. The ACC reserves the right to reject any application.

Application Requirements

The City requires that all submissions be provided in electronic format only, either via a link to an online file sharing site, or on one PC-compatible CD or flash drive (usb stick), or by email to Suzanne Iarla (contact information provided on page 6). The CD or flash drive should be clearly labeled in ink with the artist's name, current email address and telephone number.

The applicant must provide:

- 1) Completed application form
- 2) Professional Resume and Exhibition List: Please do not send more than three pages. Please arrange your exhibition list by year and indicate solo versus group shows.
- 3) Images and image list:
 - i) Please submit 10 to 20 images. Please use good quality images in JPEG or PDF format no larger than 2 MB each. Images must be accompanied by an image list in a text file with title, date, size, media and, if applicable, description and/or conceptual intent. Additional information, if applicable, could include site, commissioning person or agency, and budget. Installations or 3-dimensional work may be illustrated by multiple images.

ii) **Video & Audio:**

You may submit a maximum of two video or two audio files. You may submit a combination of images, video and audio as long as the total number of files does not exceed 20. We accept MPEG-4 video files and all standard audio files. Each video and/or audio clip must be no longer than one minute, and each must be accompanied by a description in a text file.

4) **Proposal:**

Proposals should not exceed two pages and should address the following:

- i) describe your goal - a succinct statement of what you hope to accomplish;
- ii) describe specific projects you have in mind, if any, and how you would go about executing them;
- iii) describe the types of materials you are most interested in, and indicate whether you anticipate wanting to request donations of specific materials from the public towards your artwork;
- iv) describe your anticipated fabrication methods, and your experience with those methods;
- v) describe how your goal and proposed projects meet the selection criteria specified above.

5) **Three professional references**

Application materials, including CD or flash drive, will not be returned. Please do not send additional materials, such as letters of recommendation, newspaper clippings, postcards, etc. You may mention them in your cover letter and we will ask for them if needed.

Note: Proof of current residency or employment in Contra Costa or Alameda County will be required of the selected artist.

Estimated Timeline

The schedule is contingent upon the City's project schedule and may be changed at any time.

March 29, 2017:	Call for Artists Released
May 18, 2017:	Applications Due
Late May/June:	Interviews and Site Visits (if applicable) with Selected Applicants
June 26, 2017:	Selection Panel Recommendation
July 24, 2017:	Selection of Artist by the ACC

TBD: Term of ECCRU Artist Residency, including exhibition and/or workshop(s) and/or demonstration(s) and presentation(s)

Deadline

Proposals are due by Thursday, May 18, 2017, sent via email, by mail, or by hand during business hours to:

El Cerrito Creative ReUse Artist in Residence Proposals
10890 San Pablo Avenue
El Cerrito, CA 94530
siarla@ci.el-cerrito.ca.us

City Hall business hours are posted online at www.el-cerrito.org/Fridays

Inquiries

All questions regarding this Call for Artists are to be directed to Suzanne Iarla, Assistant to the City Manager, City of El Cerrito, 10890 San Pablo Avenue, El Cerrito, CA 94530. (510) 215-4318. Email: siarla@ci.el-cerrito.ca.us

Important

If you do not receive an email by Tuesday, May 23, 2017, confirming that we received your application, please contact Suzanne Iarla.



El Cerrito Art in Public Places Program

In 2005, the El Cerrito City Council adopted an Art in Public Places Ordinance (Section 13.50 ECMC). The purpose of the ordinance is to establish guidelines, procedures, and standards for the integration of public art into new private and public development and redevelopment projects. In order to realize the vision of enhancing art in public places, new projects with development costs of \$250,000 or more shall devote an amount not less than 1% of the development costs to the acquisition and installation of public art. This commission fulfills the San Pablo Avenue Streetscape Project's contribution to the Art in Public Places Program.

The Program dictates that public art shall:

- Be designed and constructed by a visual art professional who is not a member of the Project architect, engineering or landscape architect firm
- Require low a level of maintenance
- Relate in terms of scale, material, form and content to the immediate surroundings
- Meet all applicable building code requirements

The following guidelines should be taken into consideration for any public art placed within the City of El Cerrito:

1. **Quality:** The work should be of the highest standard with regard to workmanship, materials, assembly, content, placement, and appropriateness in theme and character as determined by the ACC.
2. **Elements of Design:** consideration should take into account that public art, in addition to meeting aesthetic requirements, also may serve as focal points, modifiers, definers of public spaces and/or creates identity within the public realm.
3. **Context/Style and Nature:** Works of art must be compatible in scale, material, form, and content with their surroundings. Consideration should be given to the architectural, historical, geographical, and social/cultural context of the site. Works may be participatory in nature.
4. **Diversity:** The Arts in Public Places program should strive for diversity of style, scale, media, artists—including ethnicity and gender—and equitable distribution of artworks throughout the City.
5. **Originality:** edition of one or part of a limited edition
6. **Conservation:** consideration should be given to structural and surface integrity, permanence, and protection against theft, vandalism, weathering, excessive maintenance, and accessibility requirements.
7. **Public Safety and Accessibility:** Each work shall be evaluated to ensure that it does not present a hazard to public safety and complies with all applicable building codes and accessibility requirements.
8. **Public Liability:** artworks should be examined for unsafe conditions or factors that may bear on public liability.