

**Call for Artists
Public Art Opportunity
Request for Proposals**

**Massey Hill Heritage Discovery Project
Fayetteville, NC**

Submission Deadline

All proposals are due no later than May 18, 2017.

The Arts Council of Fayetteville/Cumberland County is accepting proposals from artists or artist teams interested in creating a work of public art for the Massey Hill community in Fayetteville, NC. The selected artist/team will work with the community to design, fabricate and install a permanent work of art that reflects the textile mill heritage of the neighborhood. It will be located within a roundabout at the intersection of Camden and Cumberland Roads (North Carolina). The space is 80 ft. in diameter (from curb to curb) and can accommodate an 8-10 ft. diameter base for a work of art.



Project Background:

Over a century has passed since the textile industry moved onto the farmland of Massey Hill. The first of the mills was Holt Cotton Factory. Tolar-Hart and Victory Mills, later known as Lakedale, opened around 1900. During the next 100 years “mill villages” sprung up around the mills and thousands of families relied on the textile jobs to raise their families in the area, forming a close-knit bond and spirit that remains today in their descendants and the residents of Massey Hill, some forty years after the mills were closed in the mid-1970s.

In 2016, a new roundabout was installed at the intersection of Cumberland and Camden Roads, a few blocks from the site of the original Lakedale Mill and related mill village. The City of Fayetteville

and the N.C. Department of Transportation (NC DOT) have tentative plans for landscaping and additional infrastructure on the site. The area is primed to house a permanent work.

This project provides a unique opportunity to engage citizens with connections to the community in the creation of a visually appealing public art work that reflects the proud history and spirit of this textile community. The successful overall project will not only engage citizens but will also spur the collection of important artifacts, oral histories, etc., to help promote community pride and celebration of place. The tangible result of those efforts will be a commissioned, installed public art work reflective of that special spirit. It will be a permanent reminder of a proud past and the unique bond of a special community.

Guiding principles for the project, as set forth by the Steering Committee, include:

- **Reflective** of the humble but proud history and people of the Massey Hill Community.
- **Inclusive** to engage the community in the process.
- **Heritage** to honor the lives and lifestyles of the textile mill workers and their impact on the community.
- **Pride-building** to increase awareness and appreciation of the importance of the textile industry to the community and to the region
- **Traffic/pedestrian safety**
- **Sustainable**
- **Low-maintenance**

Budget

Total project budget is all-inclusive including artist design fee, materials, fabrication, community engagement, installation, travel and expenses is \$40,000.

Artist Eligibility

This call is open to professional artists or a team of professional artists residing and working in North Carolina, South Carolina, Georgia, Florida, Virginia, Alabama, Mississippi, Tennessee, Arkansas, and Louisiana. Arts Council staff, City staff, Public Art Commission members, Massey Hill Heritage Discovery Project Steering Committee or their immediate families, are not eligible to apply for this project.

Selection Process

An artist selection panel of local and/or regional arts professionals and community stakeholders will review eligible applications, determine a shortlist of finalists, interview the finalists and select one artist or team of artists. The selected artist or team of artists will be recommended to the City of Fayetteville Public Art Commission for final approval and to enter into contractual agreement for this project.

Selection Criteria

The artist will be selected on the basis of the following criteria, as evidenced in application materials and conversations with listed references:

- artistic merit in concept and fabrication;
- experience incorporating artwork into right-of-way area of a DOT owned road (NC DOT Public Art Right of Way Policy can be found by [clicking here.](#))
- demonstrated ability to collaborate in every phase of a project with a select group community stakeholders, and City representatives;
- demonstrated ability to complete projects on time and within budget.

Proposals

Proposals will demonstrate a capacity for meaningful community engagement and participation. The selected artist/team will engage with community members up to four times from planning to installation and will successfully use community input to create a work that represents Massey Hill.

All proposals must include:

- Description of the Project: for a permanent public artwork. Include how it enhances placemaking in a neighborhood setting. (Maximum two pages).
- Statement of Interest: Describe your interest in the vision of this project or past experience of how you would approach or have approached this type of work. (limit to one page)
- Statement of Community Involvement: A local committee will schedule public engagement opportunities. Describe how you will use community input to create a work that represents the culture of Massey Hill. (Maximum one page)
- Images of Prior Work: Minimum of 4 electronic images of previous work of similar size and scope. You may also submit links to video.
- Accomplishments and Qualifications: Highlight your professional accomplishments as an artist and any relevant public or private commissions.
- If you are applying as a team: Designate one artist to be the “lead” applicant and submit a resume from each member of the team.

Submission

All proposals are due no later than May 18, 2017. Proposals may be submitted online to publicart@theartscouncil.com.

Anticipated Project Timeline

- By April 13, 2017 – Release of RFP
- May, 18, 2017 – Deadline for submission of Proposals
- By May 24, 2017 – Artist selection by Steering Committee
- June 1, 2017 – Skype Interviews with finalists
- On June 15, 2017 - Community Event (artist must be present)
 - Introduce Artist
 - Scholar Presentation
 - Announcement of Collection schedule and event
- On June 24, 2017 – Collection/Community Engagement Event (artist must be present)
- July 7, 2017 – August 1, 2017 - Design Phase
- By August 1, 2017 – Artist conceptual presentation.
- By August 15, 2017 Obtain approval by DOT and City.
- August – September 2017 - Fabrication
- October 2017 - Installation
- Late October 2017 - Dedication & Celebration