

National Music Centre: Request For Qualifications (RFQ)

Date of Issue: August 23, 2013

National Music Centre Public Art Project
500 9 Avenue SE Calgary, Alberta

Summary: The intention of this RFQ is to select an Artist or Artist(s) based on Qualifications, Experience and References. **Design concepts are NOT required for this RFQ.**

The National Music Centre (NMC) is seeking qualifications from experienced, creative and innovative artist(s) with a demonstrated ability to create a permanent, integrated public artwork at the new home of NMC, 500 9 Avenue SE Calgary, Alberta Canada.

The successful artist(s) will work with NMC and the architectural design team to determine the best location for public art at this site. The artist will take the lead in developing public art for the agreed upon location in consultation with the NMC Public Art Committee. Due to the nature of the funding and scale of this project, the artwork must be integral to the design of the site.

Artists who have established a diverse practice with a range of integrated media artwork specialties are encouraged to consider this project. Previous experience on a design team is preferred and successful community engagement experience is required due to the number of communities impacted by this project.

The all-inclusive budget for this project is \$250,000 CDN.

Full details and up-to-date information on the NMC Public Art Project can be found at:
nmc.ca/publicart

Closing Time: Friday, October 18, 2013, 4:00 pm MST

Note: Submissions will NOT be opened publicly

It is the Proponent's responsibility to request clarification of any item that is unclear or uncertain within the content of this RFQ package before closing time by contacting:

NMC Public Art Project Manager:

publicart@nmc.ca
nmc.ca/publicart

NMC's Public Art Statement

NMC's expectation for the public art component is the creation of a work that is conceptually challenging, contemporary, engaging and thought-provoking. The work should integrate with the site in a sophisticated manner and should inspire the public to explore and learn how music makes them think and feel, and how it can be created in their communities.

About the National Music Centre

The National Music Centre gives Canada a place that amplifies the love, the sharing, and the understanding of music. Its vision is to become a national catalyst for discovery, innovation, and renewal through music. NMC is home to the histories and memories of music in Canada, with a growing collection of unique and iconic musical instruments and sound equipment.

Designed by Allied Works Architecture, the new National Music Centre will be a 160,000 square-foot, architecturally stunning destination in the heart of Calgary's East Village. It will resonate with the community by way of expanded programming, including education, performance, entertainment, recording, artist incubation, and community building collaborations—both in Calgary and across the country.

Across our nation, the soundtrack of Canadian culture plays daily. It connects us, creates links to our past, engages us in the moment, and awakens inspiration for the future. Music in Canada will now have a place to call home—the National Music Centre.

NMC Experience

For the first time, the spectrum of Canada's enduring musical narrative will be combined with collections, programs, and inspiration spaces—allowing all of us to remember, explore, create, and celebrate the story of our music as one we wrote together.

Programming

Programming at NMC is innovative, diverse, inclusive, and collaborative. NMC reaches music lovers through programs and exhibitions, including a wide demographic of people from elementary school children to professional musicians. NMC delivers programming in four streams: education, exhibitions, incubation and performance. These streams are designed to:

- provide original and inspiring experiences for all ages,
- showcase NMC's exceptional collection of musical instruments and sound equipment,
- draw on NMC's rich partnerships, at the regional, national and international levels,
- provide one-of-a-kind creative opportunities for musicians, researchers and technicians through artist-in-residence programs.

NMC visitor experience

The new exhibition experience is based on the music festival experience, where visitors will be drawn from stage to stage by sound and light pouring from every room. The over-arching exhibitions narrative will be driven by key themes—rather than chronology, geography or genre—creating surprising juxtapositions, and leading visitors to unsuspected and unexpected ideas, performers, and performances—which explore the story of music in Canada.

The interactive exhibitions are designed to engage and enhance the visitor experience. Everything is designed to encourage visitors to contribute and connect. Curiosity will drive visitors to explore the building as they are attracted by sounds coming from the exhibition stages.

The values of NMC’s visitor experience are:

- **Informal.** NMC is comfortable and welcoming. Programming embraces spontaneity, opportunity, and self-directed learning.
- **Interactive.** NMC encourages visitors to play with sound and create music, to connect with each other, to contribute to the story of music in Canada.
- **Individual.** Programming is flexible and accommodating of each individual’s physical, emotional, and intellectual level. NMC aims to create genuine points of access and connection, and to foster thinking and creativity.
- **Immersive.** Visitors are absorbed by the activities and learning experiences being offered.
- **Inspirational.** Visitors leave with more questions than when they arrived and feel inspired to learn, create and explore music.
- **Innovative.** NMC will deliver unique experiences through progressive methods of delivery to ensure all visitors are engaged.



About the New National Music Centre Building

At the gateway to Calgary's East Village, the new National Music Centre will be home to the country's most comprehensive collection of musical instruments and sound equipment, and exhibitions about music in Canada including the Canadian Music Hall of Fame and the Canadian Country Music Hall of Fame Collection.

Special Features

- Incorporation of the famed King Eddy Hotel as a live music venue
- Rolling Stones' mobile recording studio
- Radio station
- 300-seat performance space
- Recording and practice facilities
- Two classrooms
- Distance learning studio
- Café and retail space
- Temporary exhibition space

The Design

The overall concept for the building is that of a musical instrument; the exterior will be reminiscent of instrument cases, while interior flow will be inspired by rhythm and acoustics.

The inspiration for the building was drawn from Canada's iconic landscapes—from the cadence of waves to the lullaby of lakeshores, from the silence of the prairies to the echo of the arctic, and the energy and diversity of Canada's urban spaces.

For more information on events, programs, and the future of NMC please visit nmc.ca.

Location of the Public Art

Several possible sites have been identified outside and within the building. NMC encourages artists to think about alternate areas for public art. Final site selection will occur as part of the consultation and development process with the selected artist(s).

The exterior site options include:

- The east and south facing walls on the west block of the King Eddy building.
- The south facing wall on the east block.
- The walkway above 4 Street SE.

The interior site option is:

- The main stairwell located in the heart of the east block.

Images of the potential site options for the public art installation are available here: nmc.ca/publicart

This RFQ represents the opportunity to be involved in the creation of a facility like no other in Canada and, to a certain degree, the world. The new building will be the catalyst for giving music a permanent home in Canada, engaging people through music, and revitalizing one of Calgary's most historic communities.

NMC encourages artist(s) with the capability, creativity, skill, and experience to develop and design the public art component for the National Music Centre to submit responses to this RFQ. NMC is committed to ensuring this RFQ process is open, fair, and transparent, with the express intent of engaging the best ideas and creative minds from around the world.

Project Budget: \$250,000 CDN all-inclusive. The total project budget will include all fees, construction and fabrication costs, engineering and installation costs, shipping, concept design fee, site visit costs, maintenance and conservation, contingency, and so on.

RFQ Deadline: Proposals must be received by 4:00 pm MST, **Friday, October 18, 2013**. No exceptions. Refer to application procedures at nmc.ca/publicart.

Artist Qualifications: NMC seeks professionally qualified artist(s) to submit a proposal for consideration and potential selection. Selected artist(s) must demonstrate an ability and interest in engaging in site-specific public art.

Schedule: This is a draft schedule and subject to change.

- 1) Artist solicitation, RFQ posted for eight-week period: August–October 2013.
- 2) Jury adjudication and artist interview: October–November 2013.
- 3) Artist selection, contract process and scope development: November–December 2013.

- 4) Concept design: December 2013–March 2014.
- 5) Detailed design, 8–10 month period for the artist to complete the project, TBD based on the scope of the project with artist: Summer–Fall 2014.
- 6) Fabrication and installation, dependent on NMC construction timelines: TBD.
- 7) Project unveiling: Upon NMC completion.
- 8) Project completion and evaluation: One to three months post-installation.

RFQ Evaluation Procedure: All responses will be reviewed by a jury. Short-listed artists will be invited to an interview. The winning artist will be selected on the basis of their submitted portfolio, an interview, and references.

Required Elements: Artist(s) responding to this RFQ must provide the following information:

- 1) A letter outlining your background and relevant past experience, along with an explanation of interest in this opportunity. Please include a brief description of your artistic vision for the NMC Public Art project and your vision on what makes a public art project important (maximum of three pages).
- 2) Qualifications, including biography, current contact information, and current artist CV.
- 3) An artist statement briefly describing the scope of your artistic practice as related to this project.
- 4) Four colour images of past work labeled with date, title, and medium.
- 5) Examples of public art experience including any examples from your portfolio—links to web-based portfolios are encouraged.
- 6) Three professional references including contact information.

NMC encourages artists working in any media suitable for continual exterior exposure to apply. Safety and durability of the materials must be carefully considered due to the public nature and usage of this site, as well as Calgary's harsh climate.

Questions: Artists' may ask questions about the preparation of their response to the RFQ by contacting the public art project manager only at publicart@nmc.ca. Note that all questions, and their answers will be posted on nmc.ca/publicart throughout the RFQ process for the shared benefit of all participating artists. Participants are asked not to contact any staff or contractors involved with the NMC project.

Confidentiality: All submissions will be treated as confidential between NMC and each participant. NMC will not disclose their contents to other participants or the general public. NMC reserves the right to discuss submissions with its consultants and related parties.

Contractual status: NMC is not bound to accept any RFQ. Participants should be aware that no contractual relationship with NMC will arise upon submission to the RFQ. All submissions become the property of NMC.

Format and address: Please submit two hard copies, and one electronic copy (in PDF format on CD-ROM or USB stick) of the submission to:

**NMC Public Art Request for Qualifications
c/o National Music Centre
134 11 Avenue SE
Calgary, Alberta, Canada T2G 0X5**

Deadline: Proposals may be submitted until October 18, 2013 at 4:00 pm MST. Responses that do not fully meet the criteria outlined above will not be considered, at the sole discretion of NMC. Late or faxed submissions will not be accepted. Do not send materials not specifically requested (videos, DVDs, articles, etc.). Submissions will not be returned.

Full details and up-to-date information on NMC Public Art Project can be found at: nmc.ca/publicart

Please help us promote this opportunity by forwarding it on to any interested individuals or organizations.