REQUEST FOR PROPOSAL: Art Selection for First Floor Community HUB of Thrive On King

Summary

The ThriveOn Collaboration is requesting proposals for the coordination of selection and integration of artwork for the First Floor Community Space of Thrive On King. Summarized below is a description of the project, an outline of the services to be provided and additional information on the project.

Project Background

The ThriveOn collaboration of Greater Milwaukee Foundation, Medical College of Wisconsin and Royal Capital Group is together redeveloping the former Gimbel's-Schuster Department Store on Dr. Martin Luther King Jr Drive at the intersection of the Halyard Park, Harambee, and Brewers Hill neighborhoods. These vital communities are full of talent and assets that have helped shape the ThriveOn partnership. ThriveOn King will be home to a community hub with neighborhood amenities, mixed income residential units, the Greater Milwaukee Foundation’s headquarters and several departments and community-facing teams from the Medical College of Wisconsin, including the Institute for Health and Equity. This community hub is planned to open the spring of 2023. The community hub (First Floor) has been designed with extensive and on-going community engagement.

Scope of this Request for Proposal

The ThriveOn King partners are seeking a vendor who can assist us in facilitating the process of identifying and securing art for the ThriveOn King building. The partners want to ensure the history of the surrounding Bronzeville area is reflected as well as its thriving future in artwork that is commissioned or acquired for the building. ThriveOn King will celebrate, engage, and collaborate with residents to share aspirations and vision for art pieces and installations. The vendor selected for this process will work closely with the architects to ensure coordination with construction timeline, selection of materials and installation of art will work in the historic designation of the building. We seek to have this process be inclusive, centers the community and one that values different stakeholder perspectives and needs. In addition to working with the architect, vendor will work with project community engagement team to engage residents to inform the criteria of selection and recommendation of artists or artwork.

The vendor selected to lead this project will work closely with the ThriveOn King Steering Committee, the architects supporting the integration of arts in the design of the first floor, the Community Engagement team, ThriveOn workgroups and residents to shape the ThriveOn King artistic vision. Artwork in ThriveOn will reflect the qualities, characteristics, and vision of the Halyard Park, Harambee and Brewers Hill neighborhoods. Primary sites have been identified and the partners will be open to other sites recommended by the vendor (total number of pieces to be determined).
The Interior sites include:

1) Large wall in the community gathering space on raised platform that serves as a designated space for a permanent or revolving art installation in tandem with a stage for presentations, performances, and guest speakers.
2) Ceiling of the Mezzanine level on East side of building.
3) Main entry-way location.
4) Other locations throughout the first-floor public spaces to be identified.

Exterior sites might include:

1. West and south side of the parking garage.

**Conceptual considerations:** ThriveOn partners are interested in artwork that celebrates the historic nature of Bronzeville, leaders of the African American community, and reflects the qualities, characteristics, and vision of the Halyard Park, Harambee and Brewers Hill neighborhoods. Artwork for this facility could address the following:

* Functions as collection or a body of work—multiple images or objects located throughout the facility
* A thematic series of works sited in various locations that address the history and vibrancy of the neighborhood.
* Contains multiple layers of metaphoric meaning.
* Has a strong intellectual and poetic dimension.
* Is timeless and bears repeated viewing over time.
* Is complex enough to allow viewers to learn from it over time and provides a sense of discovery.
* Serves, as an ambassador—the artwork needs to be appealing and accessible to non-arts people.

**Potential Materials**

The selection committee is interested in permanent, durable materials that are low maintenance, especially for exterior locations. Permanent materials, including natural materials that support the artist’s concept are appropriate for the interior.

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**Project Timeline**

We anticipate the planning process beginning in mid-April once the vendor has been selected and anticipate the process to be completed by end of December 2022. Anticipating we will be engaged in virtual planning for some of the process the vendor must be comfortable facilitating planning processes using Zoom or Teams.
Once selected the vendor will have through the 4th Quarter of 2022 to manage the Call for Arts process and identify / assist in acquiring work that will be installed on the first floor of ThriveOn. Construction will be underway during 2022 and any requirements of installations will need to be developed in partnership with the architect, developer, and general contractor.

Expected outcomes of the process:

1) Artwork will be installed in the spaces identified as priority areas (exterior garage, Mezzanine ceiling, community HUB “stage” area and other first floor areas yet to be identified).
2) Artwork identified and acquired or commissioned that reflects the vibrancy of the neighborhood, respects the cultural history of Bronzeville and celebrates the future of the neighborhood, fulfilling the primary projects identified within this RFP.
3) An engaged set of stakeholders who feel pride of participation in the process and in the final outcomes / selection.
4) An artistic expression on the first floor that reflects the partners generational commitment to the neighborhood, its history, and its residents.
5) Project management of the overall process that is inclusive of multiple stakeholders, completed on-time and on-budget.

Vendors interested in assisting should please submit a proposal summarizing their experience in developing community centered art plan, how they will approach this work inclusive of community voice and facilitate the planning process. This process will be supported by the ThriveOn King Community Engagement Team; vendor must have a collaborative approach to this work. Please include the proposal a timeline with key deliverables and estimated cost. Please share summary of past projects that demonstrates ability to lead this process. Please share with us your familiarity with the ThriveOn King project and existing efforts to engage with residents. You can also visit the project website here for more information: https://thriveoncollaboration.org/

Please be sure to include the following in the proposal:

- a brief description of your firm and past experience with similar projects;
- provide a list of similar projects in which you have lead or participated;
- experience collaborating with residents or other stakeholder groups and translating that collaboration into artistic vision for a building or public space;
- provide your fee schedule / estimated cost for the project.

Send all responses to: mwimby@greatermilwaukeefoundation.org

Process & Timeline

Arts RFP released February 18th

All proposals are due by midnight Saturday March 12th

Selection Committee reviews proposals

Committee will meet week of March 14th resulting in a recommendation of two finalists maximum
Interviews with the two finalists will occur week of March 21st.

Committee will select finalist following the last interview; notification to selected vendor is targeted to be no later than April 5th.

Questions can be directed to Monique Wimby at mwimby@greatermilwaukeefoundation.org and we will respond as soon as possible to be timely give the submission deadline.