

Questions and Answers – The Edge Public Art Project

The City of Fishers and Fishers Urban Development are seeking qualified artists to create design concepts which reflect the City's vision of a smart, entrepreneurial, vibrant community. The concepts should convey the spirit of the artwork they would evolve into. They would be displayed on the façade of the Edge, a mixed use development in the heart of the City's Nickel Plate District.

The artwork would be showcased on a series of 7 banners which will each be approximately 23 feet tall and 7 feet wide. Artists are invited to submit up to three sets of design concepts for this public art project.

- This link connects to the Request for Proposals (RFP) which provides all the details for the project. <http://www.fishers.in.us/bids.aspx?bidID=70>.

What is the deadline for submissions?

- Submissions are due no later than noon EST on Thursday, May 5, 2016.
- Please forward them to Sue Harrison, Senior Planner, City of Fishers, City Hall, One Municipal Drive, Fishers, IN 46038

What is the budget for the project?

- The project which will include 3 sets of artwork for 3 separate sets of 7 banners is up to \$30,000.
- This amount is dedicated to the creative work plus the cost of the artist to attend the unveiling.
- Artists may submit one, two or three concepts for the Committee's review.
- The City will oversee and pay for the production of the banners and their installation.
- The budget for each submittal should reflect the artists' qualifications, time needed to produce the artwork, travel costs and the quality of the product.

What needs to be included in the submittal?

- The details of what is needed are outlined in detail in the Request for Proposals (RFP).
- The link to the RFP is <http://www.fishers.in.us/bids.aspx?bidID=70>.
- In general the submittal should include previous work samples, previous work sample details, art concepts for up to 3 sets of banners, an explanation of how the concepts address the selection criteria and a paper poster 24 by 36 which displays each set of design concepts separately. A timeline and budget are also required.

What is the context for the concepts?

- Fishers is a rapidly growing community of 90,000 which is located in central Indiana.
- It is known to be a great place to raise a family or grow a business.
- There is a desire to integrate more public art to better define and activate spaces.
- The City is currently articulating a vision for the City which is to create a community which is smart, entrepreneurial and vibrant. The concepts should embrace the spirit of that vision.

What is the Intent of This Artwork?

The intent of the artwork is to:

- Encourage people to explore the area.
- Define the space.
- Encourage community engagement.
- Nurture a strong sense of place.

How Visible Will the Artwork Be?

- The banners will be showcased on the east façade of the Edge mixed use development. It is 3 stories high.
- The banners will be lit and will be visible from the interchange overpass.
- The area has a high volume of pedestrians and cyclists and 32,000 vehicles pass by the site every day.

What does the side of the façade look like?

- The white rectangles which have been added to this photo represent the banners.
- The 2 banners at the end and the beginning will be used by the City to promote events or the Nickel Plate District, in general.
- The 7 banners in the middle will showcase the artwork.
- The City has asked for 3 different sets of artwork so the banners may be switched out from time to time.



How Will the Artist(s) be Selected?

- In 2014, the City approved a Community Arts Master Plan.
- The plan articulates a process for the selection of public art.
- The Selection Committee is tailored to meet the needs of each specific project.
- This Committee will include a representative from City Council, Fishers Arts Council, Nickel Plate Arts and the Arts Council of Indianapolis. The property owner and City staff will also be represented on the Committee.

When Will the Artist(s) Be Contacted About the Outcome?

- The City would like to be able to notify the artists the week of May 30th.

When Will the Artwork Be Installed?

- Late August/ early September

If I have questions, who do I contact?

- Sue Harrison, City of Fishers
- harrisons@fishers.in.us
- 317-595-3484