



# CALL FOR ARTISTS

## MARGARET ORTHODOX ELEVATED STATION

BUDGET: \$150,000

DEADLINE: MARCH 26, 2010

PERCENT FOR ART COMPETITION  
PERMANENT PUBLIC ART COMMISSION

### INTRODUCTION

Southeastern Pennsylvania Transportation Authority (SEPTA) invites all Artists living in the Greater Philadelphia area to apply for a public art commission.

Artists are asked to envision permanent artwork that will welcome the thousands of pedestrians, shoppers, residents, motorists and SEPTA riders commuting through or passing by this busy station each day.

## ART IN TRANSIT PROGRAM

SEPTA has embarked on an Art in Transit Program designed to incorporate art elements into renovation and construction projects for selected stations and public transportation facilities. The program allocates up to one percent of the construction budget of capitably funded projects for the design, fabrication and installation of permanent artwork.

The purpose of the Art in Transit Program is to create a more inviting and dynamic transit environment for regular and new riders and to foster a feeling of pride within the surrounding community.

Currently, the Art in Transit Program includes approximately twenty projects, half of which have already been completed. Public artwork is considered an important component of each station's reconstruction project. Several stations have artwork integrated into the infrastructure wall, floor, stairways, columns, entrance gates or box beams, while others have distinct sculptural elements projected from the walls or suspended from the ceiling.

Each station has its own unique personality expressed in the artwork, and, in turn, the characteristics that contribute to the personality of each piece are a reflection of the community.

## MARGARET ORTHODOX MARKET FRANKFORD LINE STATION

Margaret Orthodox Station, the first of the Frankford end stations rebuilt back in the 1980's, is now ready for rehabilitation at an estimated cost of \$25 million.

This project will make the station into ADA compliance with the introduction of three new elevators connecting the train platforms with the street. The station will also be repainted and repaired, and will receive new lighting, glass block wind screens and security cameras.

## LOCATIONS FOR ARTWORK

Three potential locations have been identified for commissioned artwork.

The first two sites are on the existing exterior stainless steel panels. The metal surface, which faces north on Frankford Avenue is approximately 9 feet wide and 15 feet high, and the second surface which faces west is approximately 12 feet wide by 15 feet high.

Artwork with contrasting color, texture and/or material will be attached through the joints and will be designed to accommodate the existing stainless steel panel structures.

Arrott Terminal, a SEPTA transportation facility located immediately adjacent to and downstairs from the Margaret Orthodox Station, will serve as the third site for commissioned artwork. The Griscom Substation wall is about 200 feet long and is about 8 feet high to the underside of the canopy roof. Polychrome sculptural elements may be mounted on its exterior facade to greet arriving buses.



## APPROACH

Artists will be encouraged to interpret the dynamic energy of the community through a variety of approaches, including gestures, shapes or figures, expressed in either two or three dimensions. These representational or abstract expressions, of special significance to the area, may be incorporated into the overall design and composition of the artwork.

## MATERIALS

A range of materials, either alone or in combination, may be considered for the artwork; however, all must meet the challenges of a transit environment. Materials may include durable metals such as stainless steel, aluminum or copper.

## COMMUNITY

Many members of the community use the station every day, leaving in the morning for school or work and returning in the evening. It is essential that the artwork be inviting and meaningful to them and that it be perceived as a landmark for the community.

## BUDGET

SEPTA's Art-in-Transit Program has established a total art budget of \$150,000. The art budget is inclusive of all Artists' fees, legal fees, insurance, costs of materials, fabrication, shipment and installation and other project related expenses.

## ELIGIBILITY

This competition is open to all painters, printmakers, sculptors, photographers and crafts people living in the Greater Philadelphia area. Participation of Artists of color and Artists from the Frankford area is strongly encouraged. Artists may apply as individuals or as members of creative teams.

No proposal shall be from, or contract awarded to, any SEPTA or City employee or official who submits a proposal or solicits any contract in which he or she may have direct or indirect interest.

## CONTRACT AWARD

Once an Artist is selected, he/she will be required to enter into a SEPTA-approved Subcontract Agreement before commencing the work. The Artist will work as a subconsultant to the A/E Consultant. No selection shall be considered final until the Artist and the A/E Consultant have properly executed that agreement.

Selected Artists are expected to work with the project manager on the preparation of construction documents and in the consideration of conceptual and technical concerns to assure the full integration of the artwork into the specific requirements of the site.

Compliance with applicable rules, methods and procedures of all governmental boards, bureaus, offices, commissions and other agencies of SEPTA and the City of Philadelphia is required.

## ARTIST SELECTION PROCESS

### First Phase:

All entries will be reviewed by a five-member Selection Panel, which will include SEPTA's Manager of Art in Transit, a design team representative, a community representative, an artist and an arts professional, who together will recommend a group of five Finalists based on written statements, digital submissions and previous experience.

### Second Phase:

Finalists will be invited to an Orientation Meeting which includes a visit to the station. Drawings and detailed information about the site, including dimensions and structural requirements, will be provided at that time (information about SEPTA may be accessed at [www.septa.org](http://www.septa.org)). Finalists will be requested to develop a detailed proposal for presentation and review by the Selection Panel. The Selection Panel will then make its recommendation to SEPTA (the Panel reserves the right to recommend none of the submissions). A design stipend of \$1,000, which must cover all incurred expenses, will be awarded to each Finalist or Team.

## PROPOSAL SELECTION CRITERIA

Finalists' proposals will be evaluated based on aesthetic quality, sensitivity to community, responsiveness to functionality, feasibility and compatibility to the existing station design. Other selection criteria include adherence to specific dimension and weight requirements, technical proficiency, durability of materials, resistance to vandalism, concern for public safety and minimum maintenance.

## SCHEDULE

March 26	2010 Submission Deadline
April 8	First Phase: Panel review of submissions
April 29	Finalist Orientation Mtg. & Site Visit
July 9	Second Phase: Proposal Presentations
September	Community/Art Commission Meetings
Fall, 2011	Installation

SEPTA reserves the right to modify or revise the Call for Artists at any time.

## HOW TO APPLY

- Submit digital images of your artwork
- Submit a maximum of eight digital images of recent artwork with no more than 2 images of an individual work. A portion of the depicted work should relate in material and/or approach to the Margaret-Orthodox project. Collaborative teams must include up to six images per member. Images must be saved as PC compatible JPG files on a CD-ROM at 72 dpi. The maximum pixel dimensions are 1000 in width and 1000 in height. The file size must not exceed 2MB. All images must be clearly labeled with the number (order to be viewed), Artist's last name, and first name. Example: smith\_jane\_01. Do not label images with characters, commas, periods or spaces. The Image Identification Form must correspond with digital images. Do not imbed images in a Power Point presentation.
- Submit one copy of the Image Identification Form. The Image Identification Form must be downloaded and all information should be typed or clearly written. Each item must correctly correspond to the numbered image.
- Submit one copy of a current résumé. If you are submitting a proposal as a collaborative team, each member must submit an individual résumé.
- Submit eight copies of an "Approach" Statement. Please provide a printed statement describing a general approach to the El Station project. The statement should not exceed 150 words. A detailed proposal is not requested at this time; however, we do expect the statement to focus on the artwork you are proposing and not on your past work.
- Inclusion of a 9" x 12" self-addressed stamped envelope is optional.

Every effort will be made to ensure the safe handling of Artists' materials; however, we cannot be responsible for their loss or damage. If a self-addressed stamped envelope is not included, we will assume that you prefer to be notified by e-mail and your CD will be stored for future reference in our registry.

## ADDITIONAL GUIDELINES

- Incomplete or ineligible submissions will not be reviewed.
- All pages submitted must be 8 1/2" x 11"
- Use paper clips and not staples to secure any part of your application.
- Send no more than the maximum number of materials specified.
- Do not send folders, cover letters, printed reviews, brochures or catalogues. They will not be reviewed in this first phase of the process.

If you have a specific question, please e-mail it to: marshamoss@aol.com.

## DEADLINE

Submissions must be received by 5 pm on March 26, 2010. (We are unable to accept faxed or late entries.)

## NOTIFICATION OF RESULTS

Artists will receive notification of the panel's decision before April 15. Only materials accompanied by a return envelope with sufficient postage will be returned by mail. Otherwise material will be retained for future reference. SEPTA will not be responsible for loss or damage to entries.

## WHERE TO SUBMIT

All materials should be mailed or delivered to:

Marsha Moss  
Public Art Consultant  
SEPTA Art in Transit Program  
220 Locust Street 27-D  
Philadelphia, PA 19106

# 2010 IMAGE IDENTIFICATION FORM

SEPTA MARGARET ORTHODOX ELEVATED STATION ART IN TRANSIT PROGRAM.  
A SEPARATE IDENTIFICATION FORM SHOULD BE SUBMITTED FOR EACH MEMBER OF YOUR TEAM.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Telephone \_\_\_\_\_ Email \_\_\_\_\_

**1** Title \_\_\_\_\_  
Date \_\_\_\_\_ Size \_\_\_\_\_  
Medium \_\_\_\_\_  
Additonal Info \_\_\_\_\_

**5** Title \_\_\_\_\_  
Date \_\_\_\_\_ Size \_\_\_\_\_  
Medium \_\_\_\_\_  
Additonal Info \_\_\_\_\_

**2** Title \_\_\_\_\_  
Date \_\_\_\_\_ Size \_\_\_\_\_  
Medium \_\_\_\_\_  
Additonal Info \_\_\_\_\_

**6** Title \_\_\_\_\_  
Date \_\_\_\_\_ Size \_\_\_\_\_  
Medium \_\_\_\_\_  
Additonal Info \_\_\_\_\_

**3** Title \_\_\_\_\_  
Date \_\_\_\_\_ Size \_\_\_\_\_  
Medium \_\_\_\_\_  
Additonal Info \_\_\_\_\_

**7** Title \_\_\_\_\_  
Date \_\_\_\_\_ Size \_\_\_\_\_  
Medium \_\_\_\_\_  
Additonal Info \_\_\_\_\_

**4** Title \_\_\_\_\_  
Date \_\_\_\_\_ Size \_\_\_\_\_  
Medium \_\_\_\_\_  
Additonal Info \_\_\_\_\_

**8** Title \_\_\_\_\_  
Date \_\_\_\_\_ Size \_\_\_\_\_  
Medium \_\_\_\_\_  
Additonal Info \_\_\_\_\_