



CALL TO ARTISTS, CREATIVES & CREATIVE TEAMS

Request for Proposals (RFP)

- Art Installation at the U.S. National Whitewater Center
- Charlotte, North Carolina
- Project Name: Winter Creative Installation
- RFP Submission Deadline: April 3, 2020 by 11:59pm EST

Background

The Whitewater Center (Whitewater) is a locally owned and operated 501(c)(3) nonprofit organization dedicated to providing real engagement through authentic experiences. Since 2006, Whitewater has facilitated access to the active, outdoor lifestyle through various activities and programming. The 1,300-acre facility is situated along the Catawba River, and is home to 30+ land and water-based activities, outdoor instruction and certification programs, festivals, races, films, and various outdoor events throughout the year.

In November 2019 Whitewater debuted *Lights* and ice skating. *Lights* was a half-mile walking trail that lead viewers through a series of immersive light installations. The site-specific installations were inspired by and integrated into the forest. The experience offered a range of approachable and multi-sensory works created by Charlotte-based artist [Meredith Connelly](#).

Between November 2019 and February 2020, over 220,000 community members engaged with *Lights* and ice skating.

Whitewater is planning to expand upon the integration of art and creative experiential opportunities as part of the Whitewater Center's winter programming. Whitewater is opening a call for creative proposals inspired by the natural world, environmental stewardship, and/or an active lifestyle that encourage family and civic interaction.



About the Project

Whitewater is seeking a creative professional or team to design, develop, and create an engaging and immersive outdoor art installation for winter 2020/2021. The project needs to be completed no later than October 31, 2020.

The theme of the project should be inspired by nature, environmental stewardship, and/or an active lifestyle that encourages family and civic interaction.

For the purpose of this RFP, there are no set limitations to material, scale, medium, or budget, nor are proposals limited to a specific site location on the premises of the Whitewater Center. These details will be discussed and outlined after the initial screening process and in-person interviews have been held.

Creative proposals are not required to include illumination, but artists should consider and plan for how their work will be experienced at night.

Eligibility

General:

- Applicants must have previous professional creative experience
- Applicants must be at least 18 years old on the date of RFP submission
- Applicants must have experience managing budgets and meeting established deadlines
- Whitewater employees are eligible to submit

Creative Practice & Professional Skills:

- Previous experience creating work outdoors or translatable skills
- Strong foundation of elements and principles of design
- Superior attention to detail and craftsmanship
- Experience or willingness to work outdoors in various weather conditions
- Driven by collaborative work and a commitment to community engagement
- Ability to communicate effectively and synthesize abstract concepts
- Experience leading the design, execution, and installation of creative concepts



Submission Requirements

- Professional resume/CV (one for each team member, if applicable)
- Artist statement
- Proposal, which should include:
 - Letter of interest addressing your approach to the project and scope of services (250 words max)
 - Supporting concept sketches or designs
 - *The proposal elements should be combined and uploaded as (1) PDF*
- Relevant work samples made within the last 3 years (up to 10 samples)
- (2) Letters of recommendation from past clients or mentors (optional for submission)
- Limit of (2) proposals per applicant or team

RFP Parameters and Requirements

- Concepts are not limited by size, scale, or location on the Whitewater Center grounds at this time, but must be designed with the natural limitations of the facility in mind.
- Applicants to this RFP agree to abide by the terms and conditions of this RFP.
- No submitted materials will be returned.
- Whitewater shall not be liable for any cost incurred by the applicant prior to the issuance of a contract purchase agreement and will not pay for solicited or obtained information. Applicant shall not include or integrate any such expense as part of its proposal.
- Whitewater will obtain 100% ownership of proposals submitted and artwork produced, in whatever stage of completion. Artwork produced shall become the property of Whitewater as a work made for hire as defined by the copyright laws of the United States. Whitewater shall be the sole and exclusive owner and copyright proprietor of all rights and title in and to the results and proceeds of artist's services hereunder. In addition, artist will represent being the sole author of the work and that all services are original by artist and not copied in whole or in part from any other work.
- All questions and requests for information or clarification must be submitted in writing to events@whitewater.org and must be submitted prior to 11:59pm EST on March 27.
- Any communication concerning this RFP must be conducted exclusively with events@whitewater.org until the evaluation and award process has been completed.



Proposal Review Process

Proposals will be reviewed by a panel consisting of Whitewater staff and select creatives from the Charlotte community. The panel will evaluate all proposals for completeness, clarity, and conformity to all RFP requirements.

An initial screening of submitted proposals will occur in advance of the panel's review. Proposals missing required submission materials will not receive further consideration.

Panelists will evaluate:

- The quality of the artist's creative body of work
- The strength of the proposed concept(s)
- Assessment of durability of concept materials
- Public's ability to interact with the work
- The concept's accessibility for Charlotte regional audiences

Timeline for Proposal Selection:

- Request for proposals distributed: March 2, 2020
- **Proposals Due: April 3, 2020**
- Panel Adjudication: April 2020
- Notification of Interview with Panel: April 2020
- Evaluation and Contract Award Period: TBD
- Contract Execution: TBD
- Project Installation/Completion Deadline: October 31, 2020
- Project Activity Period: November 1, 2020 – February 2021 (subject to change)



Project Requirements for Selected Artist(s)

- Selected artist(s) must enter into a written agreement with Whitewater upon selection for the project.
- No funds will be awarded in the absence of a signed contract/agreement.
- No compensation will be given in the absence of a signed contract/agreement.
- The selected artist(s) is required to attend project management meetings convened by Whitewater throughout the program period.
- The selected artist(s) is required to attend media preview, opening week, special events, etc. on dates selected by Whitewater.
- All taxes and reporting of taxes will be the responsibility of the selected applicant(s).
- It is further understood that all budgets include travel costs. No additional and/or contingency funds will be available.

Resources

- Website | <https://usnwc.org/>
- Maps | <https://usnwc.org/visit/facility-map/>
- Questions about this RFP can be directed to: events@whitewater.org

How to Apply

Application link: <https://usnwc.org/whitewater-center-winter-2020-programming-rfp/>

Applicants must apply by **11:59pm EST on April 3, 2020**. Please note extensions will not be granted and any proposals received after the deadline will not be considered by the panel.