

SORRENTO HOTEL PARKING GARAGE

REQUEST FOR QUALIFICATIONS



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INTRODUCTION

The Seattle Mural Project and Magnetic ERV are seeking qualifications from artists and designers interested in creating a mural for the Sorrento Hotel garage at 932 Madison Street on the northeast corner of 9th Avenue and Madison Street on First Hill in Seattle, Washington.

The Sorrento Hotel, built in 1908, is in a moment of great transition with Magnetic ERV team's focus to celebrate and energize the historic hotel. From this RFQ process, a small group of finalists will be invited to submit proposals, one of which will be selected for the final commission. The commission will cover all services from design to final installation, including artist fee, travel, insurance, paint materials, lift, permits, and coordination with City of Seattle protocols.

WHAT WE'RE LOOKING FOR

We are seeking culturally invigorated artists with experience in public art, mural painting, and successful project management. Artists need to be driven self-starters and comfortable working alongside Magnetic ERV and Seattle Mural Project throughout the process.

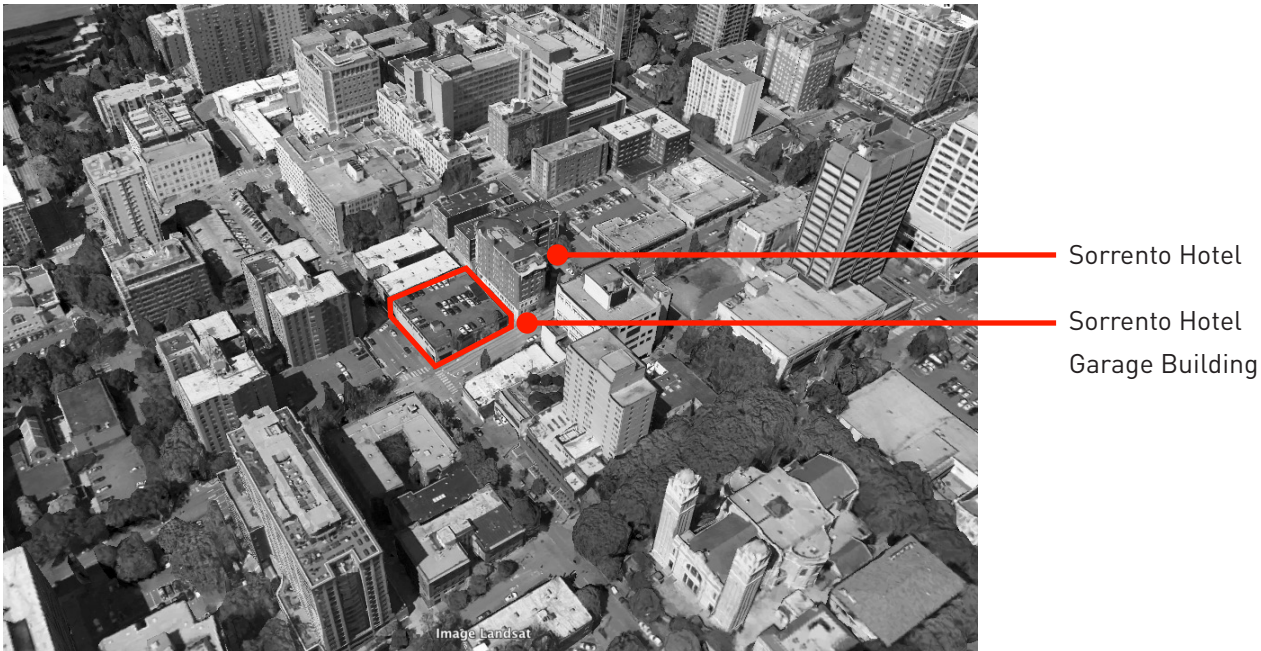
The proposed artwork should enhance the Sorrento Hotel's garage as a location with purpose within the community. The intention of the artwork is to draw people to the newly energized Sorrento Hotel and its grounds as a place to gather, relax, reflect, and socialize. We are inspired by bold geometric patterns, iconic street art, abstract and conceptual art. We seek a mural that stimulates thought, conversation, and creativity for viewers. Design considerations should include integration of the third-story windows into the design.

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MURAL SITE

The Sorrento Hotel garage is located at 932 Madison Street on the northeast corner of 9th Avenue and Madison Street on First Hill in Seattle, Washington. This dynamic location serves as the threshold to the First Hill neighborhood from downtown Seattle. Just walking distance to Capitol Hill and downtown, the site's unique corner location allows for a mural that engages both 9th Avenue and Madison Street. This highly visible location is estimated to have over 25,000 vehicles pass daily.

The 9th Avenue facade is approximately 32' height x 120' length. The Madison Street facade is approximately 20' height x 125' length. The height of both facades varies as the site is sloped. The following pictures depict the current state of the Sorrento Hotel garage building.





- Sorrento Hotel
- Sorrento Hotel
Garage Building



Above: West Elevation



Above: South Elevation



Above: View from Corner

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SELECTION PROCESS AND POLICIES

The artist selected process will be as follows:

- Artists submit images of previous work and biographic information by January 5, 2015.
- Seattle Mural Project and Magnetic ERV will select a small group of finalists who will be paid an honorarium of \$200 each to create a proposal.
- Finalists develop proposal for final mural selection.
- Seattle Mural Project and Magnetic ERV will select final artist.

TIMELINE

November 28, 2014	RFQ is released to public
January 5, 2015	All electronic submissions due
January 16, 2015	Notifications of finalists sent
February 16, 2015	Proposals due
February 23, 2015	Announcement of final selection
April 2015	Mural painting begins (weather permitting)

COMMITMENT TO DIVERSITY

We love everyone. The well-being of public art is strengthened profoundly by the diversity of our differences in background, culture, experience, national origin, religion, sexual orientation, and much more. We actively seek and welcome applications from people of color, women, the LGBTQ community, and persons with disabilities.

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HOW TO SUBMIT

First things first, contact Natalie Gualy (natalie@magnetic-erv.com) for access to a DropBox folder for a private electronic file upload. Upload the required criteria to the private Dropbox folder that Natalie will share with the artist/artist team.

The submission process is free and easy – upload digital files of letter of interest, resume, work samples, and a completed application form to be considered for the Sorrento Hotel garage mural project.

Artists and artist teams interested in the project should submit ONE copy of each of the following:

- Letter of Interest, no more than two pages, which explains the artist's or artist team's interest in the project, experience working on comparable projects, and statement of approach.
- A resume not to exceed two pages. Includes artist training, professional experience, and art/public art commissions. If submitting as a team, a separate resume should be submitted for each team member.
- A brief description (including title, year, location) of ~3 work samples of your past or current mural projects, preferably related to public art and/or social practice and community work (include URL links when possible).
- Completed application. This application will be located in your private Dropbox folder.

DEADLINE

All submission materials must be received via the provided Dropbox folder by January 5, 2015 by midnight Pacific Standard Time. There is no entry fee. Late applications will not be accepted.

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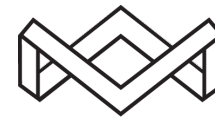
WHO WE ARE

MAGNETIC / ERV, a hospitality management and real estate development company, is a collective of entrepreneurs committed to creating unique projects that reflect the spirit of our age. Throughout our combined careers, in addition to many hospitality projects, we have also produced a variety of cultural events including concerts, a film festival, numerous art installations, and a myriad of performing art shows. Our goal is to create lasting relationships with our customers, engage our community and generate strong returns for our investors. We like to build, enhance or transform buildings into spaces that deliver these unique experiences.

SEATTLE MURAL PROJECT is an ongoing celebration of street art working to realize awesome murals by matching street artists with funding, location and logistic support. We are founding a platform that brings internationally acclaimed artists to the Seattle area and gives local artists a venue to gain recognition by the global arts community alongside nationally recognized muralists.

HAVE QUESTIONS?

Forward any and all inquiries about this project, the application process, and the required materials to: Natalie Gualy at natalie@magnetic-erv.com



MAGNETIC / ERV

