

HAYWARD HERITAGE PLAZA ARTWORK PROJECT DESCRIPTION

Purpose: To commission artwork to honor the Ohlone Nation both past and present, for the newly constructed Plaza in downtown Hayward at the corner of C street and Mission Boulevard.

The artwork should make a strong aesthetic and educational statement, as well as beautify the Plaza.

Overall, we are interested in artwork that does the following:

- Beautify Plaza;
- Have meaningful content;
- Preserve an often marginalized history;
- And demonstrate respect for indigenous community both past and present.

Basic Criteria: Required criteria, including but are not limited to the following:

- Proposed art shall display a high level of artistic quality and craftsmanship that supports and enhances the General Plan of Hayward;
- Honors the intended group(s);
- Historically accurate;
- Manageable for the proposed site at Hayward Heritage Plaza;
- Weatherproof and positioned for long-term visibility;
- Shall be structurally sound, be accessible to the public, and present no environmental or safety hazard;
- Subject to review by the IA Committee, Library Commission, Hayward City Council, and any experts those groups seek to retain in order to determine completion.

TENTATIVE TIMELINE

- *Call For Artists* open December 2019 through January 2020.
(February 2020 determine minimum qualifications.)
- The Qualification Panel review and deliberate through March 2020 and then forward chosen artist's name to City Hall for final approval.
- Artist contacted mid-April 2020.
- Artist creates final Plaza artwork April-July 2020, in consultation with IAC as needed.
- Install artwork and unveil August/September 2020.

Indigenous Artwork Committee (IAC):

Mary Thomas Mary.Thomas@hayward-ca.gov

Veronica Martinez ymmartinez@chabotcollege.edu

Enrolled member of the Amah Mutsun Tribal Band, downtown Hayward resident, and Communication Studies Instructor at Chabot College.

Juan Pablo Mercado jmercado@Chabotcollege.edu

History Instructor at Chabot College, with emphasis on History and Public Art.

Pedro Reynoso? Liaison to Library Commission?

(And a Muwekma tribal member TBD)

Selection Process

We are currently open to select an artist with a budget of approximately \$10-15,000 based on appropriateness of the artist's media and experience for specific project requirements. Applicants who are qualified and interested in this project should submit an application.

The Indigenous Artwork Committee (IAC) will convene a Qualification Panel to review applications. Applicants will first be screened for the minimum qualification criteria as follows:

- The application is complete.
- The application submitted represents the artist's own original creative work.
- The artwork submitted reflects basic professional quality of craftsmanship, mastery of skills and techniques, professional approaches to processes and presentation, and/or communication of a unique vision or perspective.
- The artist's resume reflects evidence of professional competence. Qualifying activities may include some combination of the following: education and training as an artist; an exhibition record; previous public or private commissions; participation in artist-in-residency programs, or other related activities indicative of a professional practice.

The Qualification Panel will use the following criteria to score all qualifying applications:

- Artistic excellence and professional competence.
- Artist's meaningful connection to the Ohlone community and history. Motivation and education apparent.
- Appropriate imagery, style or approach for public space. A broad range of imagery and styles appropriate for a public place may be considered, from figurative, representational, abstract, or non-objective. Examples of non-appropriate imagery include artwork with sexually explicit content. A preferred approach should include the direct engagement of the IAC in the design or making of the artwork.

The panel's recommendation will be forwarded to the Hayward City Council for final approval.

REQUIRED: Artists must read the "required" research provided below to prepare and are encouraged to review the suggested reading as well. (brief descriptions to be added)

Required Artist Resources:

<https://www.haywardlibrary.org/faq>
<http://www.muwekma.org/index.html>

<https://kanyonkonsulting.com/ohlone-california-native-resources-introduction/>
<http://cla.berkeley.edu/languages/chochenyo.php>

Suggested Artist Resources:

<https://heydaybooks.com/book/the-ohlone-way-indian-life-in/>

<https://www.pbs.org/native-america/home/>
<https://amahmutsun.org/>
<https://anniesburke.com/films/>

How To Apply

Applications are available on the Call for Artists page of the City of Hayward website. Please be sure to allow adequate time to submit your application as technical difficulties can occur. The deadline for submittal is *January 31, 2020 by 5:00pm*.

Application materials include:

1. Resume

If you are applying as a team, please include your team/studio resume. If that is not available, please combine the individual resumes (one right after the other) of each team member into one document.

2. Letter of Interest

One page maximum. Including:

- Summary of your artistic focus. This should include a brief description of your inspirations and interests that are reflected in your artwork.
- Summary of your professional career, and how your experiences may qualify you for this public art project.

3. Please answer the following, in one paragraph

What motivates you to apply for this project to honor the Ohlone Nation both past and present?

4. Five images of previous work

- (We accept all image file types up to 5MB. Images should at least 72 dpi and no larger than 1280 x 1280 pixels.)
- For team application, please indicate the lead artist.

5. (Image descriptions)

- Please include the title, medium, dimensions, year and price (if applicable) for each work. You may also include a brief statement (2 sentences maximum) about each work.

SEE APPLICATION TIPS FOR MORE INFORMATION

APPLICATIONS TIPS

To ensure you are putting your best foot forward in your application, please read through and consider the following tips.

1. LETTER OF INTEREST - KEEP IT SIMPLE

- Your letter should be one page maximum.
- Summary of past or current experience that may relate to the skills or experience needed for this project.
- If you are collaborating with another artist address the reason for the collaboration.
- If you have never done a permanent work, address how you might translate your work into permanent materials.

2. RESUME - KEEP IT SIMPLE

- (Please keep formatting simple in your original document as only basic formatting will be saved.)

3. YOUR MOTIVATION – SHOW YOUR PASSION IN ONE PARAGRAPH

4. PICKING THE BEST IMAGES FOR YOUR APPLICATION

- Pick your strongest work.
- Submit only images of work for which you are the original creative artist.
- Do not compile multiple images within one slide.

5. HOW TO DESCRIBE YOUR IMAGES

- (Include a brief description of each project.)
- **Do not** include links to websites to explain the project further.