

**Sculpture Commission for the Plaza where Greenwood Avenue meets the Beltline**  
**Request for Qualifications**

Application Fee: None

Project Budget: Up to \$17,500, including, but not limited to, artist fees, fabrication, insurance, shipping, travel, installation, pedestal and other site work. Landscaping and City of Atlanta art maintenance fees will be covered separately and are not required to be part of the budget.

Deadline: Submissions must be received via email by midnight on July 15, 2020

Background and Project Description:

Laura Adams and Andrew Feiler, along with Atlanta City Council Representative Jennifer Ide, invite you to submit a proposal for a sculpture to be placed permanently in the plaza where Greenwood Avenue meets the Beltline in Atlanta's Virginia Highland neighborhood.

Laura Adams and Andrew Feiler were married on May 5, 2018. Having requested no presents from the family and friends who gathered to celebrate, they were completely surprised by an extraordinary gift of art. Friends and family had contributed funds to commission a work of public art to be permanently placed in the plaza at the end of Greenwood Avenue at the Beltline, in front of Laura and Andrew's home in the old B. Mifflin Hood Brick Company building.

*Laura Adams* has been a working artist for over twenty five years. Using a unique technique of heavily layered paper collage on canvas, she creates works that celebrate the beauty of nature and mankind's connection with the natural world. Her work also brings attention to environmental degradation, especially the forces that have caused the loss of three billion North American birds over the past fifty years. In addition, Laura is the owner of Brickworks Gallery, also located in the B. Mifflin Hood Brick Company building, which features artists whose work is well-crafted, accessible and tells compelling stories.

*Andrew Feiler* has been part of the Atlanta business, civic and artistic scenes for twenty five years. Andrew has served on the boards of Hands On Atlanta, Research Atlanta, the Metropolitan Atlanta Arts Fund, the Rialto Theatre, and the Trust for Public Land. He currently serves on the board of the Anti-Defamation League Southeast and chairs the board of Public Broadcasting Atlanta. He has a long record of serving as a policy advisor to progressive elected officials and political candidates. Andrew's artistic photodocumentary work focuses on telling sensitive stories of hidden history.

*The Atlanta Beltline* is transforming urban Atlanta from car-centric to pedestrian-friendly. The brainchild of then Georgia Tech graduate student Ryan Gravel, the Beltline is comprised of three abandoned rail line that form a 22-mile loop around central Atlanta. Reflective of Atlanta's history as a railroad town and transportation hub, these former lines are now being built out as a pedestrian way, a series of parks and a future path for public transit. Andrew was involved early in the infancy of the Beltline, hiking the

trail with Gravel as he fleshed out his vision and serving on the steering committee that laid out the vision for the Beltline parks.

In 2013, Andrew and Laura purchased the *B. Mifflin Hood Brick Company building* at the end of Greenwood Avenue where it meets the Beltline. Through an extensive renovation, they turned the former brick company showroom (built 1909; expanded 1921) into a home and art studio/gallery. The building is now listed on the National Register of Historic Places because of the significance of its namesake, B. Mifflin Hood. Hood, who moved to Atlanta in 1905 to start his brick company, was an early advocate for ending the convict leasing system. This horrific Jim Crow practice resulted in untold numbers of African Americans being arrested on trumped up charges and leased out to private companies for hard labor. Hood played a central role in ending the convict leasing system in Georgia.

Greenwood Avenue is currently the sole official access point to the Beltline from the neighborhood of *Virginia Highland*. Founded as one of Atlanta's first streetcar suburbs, Virginia Highland is a neighborhood of bungalows and other historic buildings predominantly from the 1910s to 1930s. Bringing the neighborhood full circle, the intersection of Greenwood Avenue and the Beltline is a planned stop on a future Beltline transit line.

A small greenspace, a parklet, is at the convergence of the Beltline and Greenwood Avenue. The small tree currently in this space will be relocated and the commissioned sculpture will be placed in the parklet. Dimensions and photographs of this space can be found later in this RFQ.

#### Suggested Goals and Themes for the Artwork:

Creating a visual linkage between the Beltline and Greenwood Avenue  
Serving as an iconic landmark along the Beltline  
Reflecting on the history of the site and/or Metro Atlanta  
Reflecting on the environment and/or natural habitat of Metro Atlanta and/or Georgia  
Embodying the values of Laura Adams and Andrew Feiler

#### Evaluation Process and Selection Criteria:

The artwork should be three-dimensional, free-standing, durable and easily maintained. Any artist is eligible to submit a proposal and will be considered regardless of race, religion, national origin, gender identification, military status, sexual orientation, marital status or physical ability. Artists may submit an extant work of art or a concept for a proposed work of art along with other requested information and documentation outlined below. Multiple works may be submitted. Submissions will be evaluated by a selection committee. After reviewing all submissions, the selection committee will invite up to three finalists to create detailed site-specific proposals. Submissions will be evaluated based on the following criteria:

Artist's statement: fit with above articulated goals and themes of this commission  
Artistry: aesthetic appeal based on submitted project images  
Technique: mastery of materials; site integration

Materials: suitability of materials for the site; durability of chosen materials; ease of maintenance  
Experience: scope and scale of previous projects; demonstrated ability to create permanent public art

The selection committee reserves the right to reject all first-round applications and all second-round proposals.

#### First-round Submission Requirements:

Deadline for first-round submissions is midnight on July 15, 2020. Please email the following to [abf@andrewfeiler.com](mailto:abf@andrewfeiler.com):

*Letter of interest:* Maximum one page; file name "artist's last name, first name, cover"; addressing why you are interested in this project, your artistic focus, and your past experience with public art.

*Artist CV:* Maximum two pages; include mobile number, email and address; File name "artist's last name, first name, CV".

*Examples of prior public art:* Images with brief project description, title of work, location of work, date of completion, materials, and budget; File names "artist's last name, first name, example, image number".

*Concept outline:* Maximum one page; file name "artist's last name, first name, concept"; summary of proposed artwork including materials and dimensions.

*Concept images:* If the proposal is for an extant piece of work, include photographs of that work from multiple angles. If proposal is for an anticipated piece of work, submit drawings, maquettes or digital renderings. File name "artist's last name, first name, concept, image number".

*References:* Three professional references who you have worked with or collaborated with on public art projects.

#### Second-round Process:

Up to three finalists will be invited to attend an optional site tour, ask questions and gather additional information for their second-round proposals. Each finalist will be granted a \$500 stipend to develop their second-round proposal and will have six weeks to complete their detailed proposals.

Second-round proposals must include maquettes or digital renderings illustrating multiple perspectives of the artwork within the space. Also required are details on the proposed concept, materials, dimensions, estimated weight, installation requirements, planned site work, and a detailed budget. After submitting second-round proposals, finalists will meet with the selection committee – in person or online -- to discuss their proposal.

Once the winning proposal is selected, legislation will be submitted to Atlanta City Council to accept the proposed commission as a gift from the friends and family of Laura Adams and Andrew Feiler. Awarding

the commission is contingent upon acceptance of the proposed artwork and terms by the City of Atlanta. Selection of a finalist does not constitute a contract and is not a guarantee of the right to enter into a contract. Once the proposed gift and terms are approved by the City of Atlanta, a contract will be let with the artist. The contract will include a mutually agreed upon timeline to completion.

Timeline:

Deadline for first-round submission: July 15, 2020

Finalist notification: Late-August 2020

Site tour: Early September 2020

Second-round proposal submission and discussions: Late October 2020

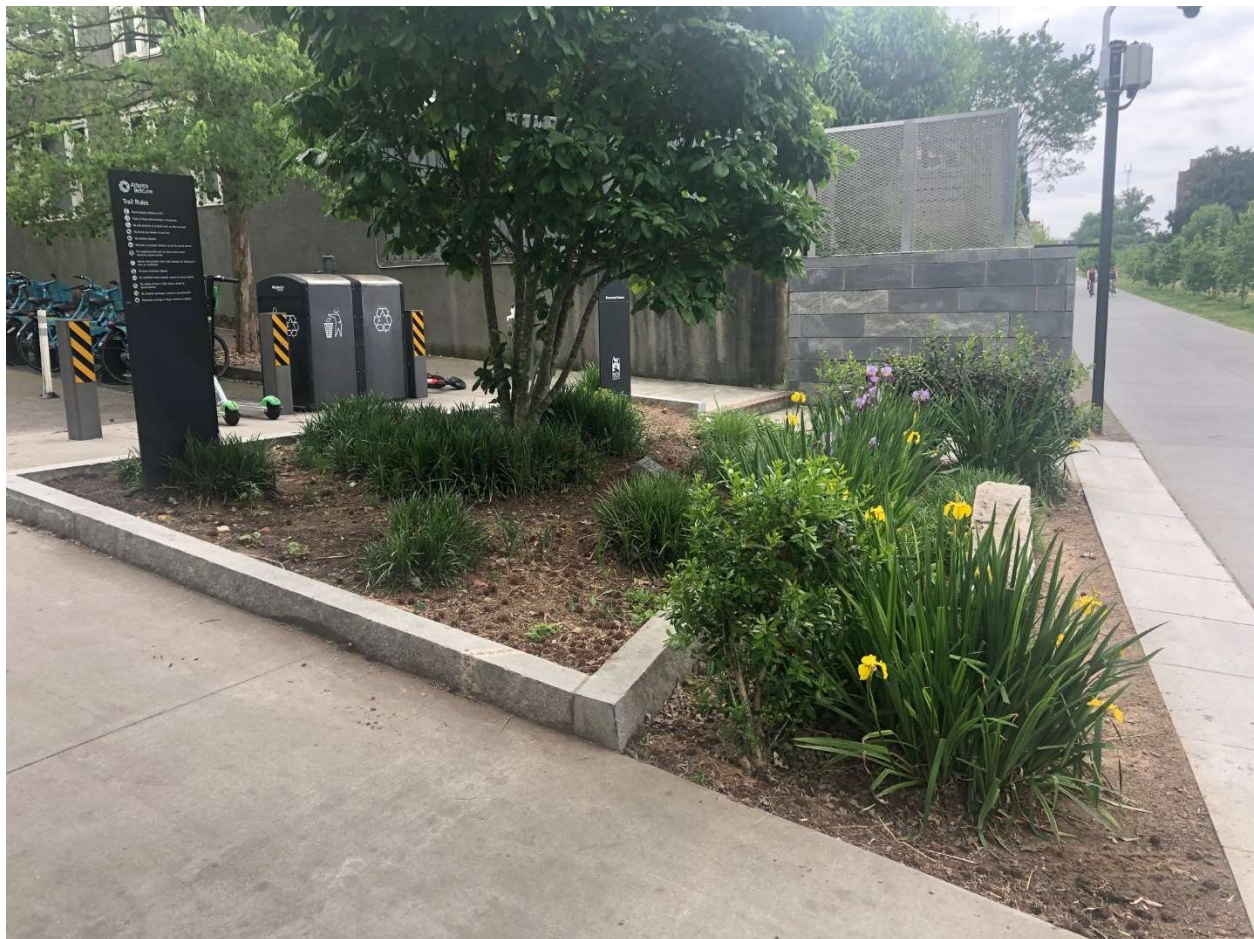
Winner selected: November 2020

Acceptance by City of Atlanta target: January 2021

Installation target: May 1, 2021

For questions, contact Laura Adams and Andrew Feiler at [abf@andrewfeiler.com](mailto:abf@andrewfeiler.com).

View of Site from the Beltline (Space designated for commission is inside the raised granite curb):



Site Details (Space designated for commission is inside the raised granite curb):

