



## CALL TO ARTISTS Kings Beach Roundabout Art 2015

Tahoe Public Art  
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### Call Summary

We are inviting proposals for Kings Beach Roundabout Art, a permanent public art installation to be placed on the North Shore of Lake Tahoe in each of two traffic roundabouts in Kings Beach, CA. The roadway is North Lake Boulevard (which is also CA State Highway 28), the main thoroughfare. There are two roundabouts, and two (2) *separate* artist's proposals will be chosen, one for each roundabout.

This project is commissioned by Tahoe Public Art, a formal consortium of North Tahoe Arts, North Tahoe Business Association and Tahoe City Downtown Association. This is a Request For Proposal (RFP) process and **proposals must be postmarked no later than January 25, 2015.**

There will be three rounds of selection: the first two by juries and the final selection by the community-at-large. The first jury will sit February 15, 2015; the second jury will sit March 12, 2015 and the final selection will be made on March 19, 2015. The installation must be in place by September 26, 2015 and the unveiling will be held on September 27, 2015, as the crowning jewel celebration of North Lake Tahoe's Art Month.

The artist's honorarium will not exceed \$125,000 per roundabout. This includes all labor, transportation, materials, and installation costs.

There is no restriction on artists' eligibility (beyond the project's required parameters stated below); however, no additional funding for travel costs is available.

### Project Description

For this project, the artist or artists will be creating/providing a notable piece of permanent artwork that will be on display and highly visible at all times—24/7—outdoors



in our mountainous environment, on the shores of Lake Tahoe, a natural international treasure that attracts more than 3.5 million visitors each year from around the world.

This roundabout piece will not just augment the natural beauty of the immediate surroundings; it will inspire the public's awareness of stewardship for our unique and irreplaceable lake basin, and connect the public with that environment as well as with each other. This project will bring the different communities of the area together with its beauty, meaning and celebration of the Lake Tahoe basin's grandeur. In addition, the artist will work with the Tahoe Public Art program to create a narration of the piece that will be used online and as part of a smartphone "app" that will help guide the public along the growing "art trail" of the North Shore communities.

The Kings Beach area on the North Shore of Lake Tahoe is undergoing an improvement project in its town center—its "commercial core." The Kings Beach Commercial Core Improvement Project (KBCCIP) has transformed the aging infrastructure of the district into a more welcoming, walkable area, complete with pedestrian and bicycle amenities including bike lanes, sidewalks and public seating areas. The project has introduced two new roundabouts, smoothing traffic flow through the area and making the town center much more pleasant for all.

The roundabouts have been electrified in preparation for the installation of meaningful public art in these two locations, in the center of Kings Beach. All project partners, including the North Tahoe Business Association, Placer County and CalTrans, are enthused about the inclusion of public art and have collaborated to create a well-prepared setting in which to showcase these pieces.

Although this art piece is not required to be functional, artists are encouraged to incorporate elements of functionality and sustainability into the piece. Functionality can be expressed through multiple means. For example, pieces including the use of photovoltaic cells or wind turbines with generator to power lighting included in the piece are encouraged, as are pieces that incorporate technical components to create a WiFi hotspot. Interactivity and/or kinetic elements are also encouraged, but functionality that contributes toward sustainability are seen as a separate component in this project.

The Tahoe Public Art consortium (TPA), formally introduced in 2014, is facilitating this project, working closely with the KBCCIP partners. TPA partners include the North Tahoe Business Association, North Tahoe Arts, and the Tahoe City Downtown Association.



## Art criteria and goals

TPA would like any art piece installed in the roundabouts to meet these criteria/goals:

### Physical Criteria:

1. Art piece must be able to sustain strong winds (up to 100 mph gusts)
2. Art piece must withstand significant snow load, possibly for extended periods of time.
3. Art piece surface: strong preference for a surface that ensures any spray paint “tagging” can be easily removed
4. Art piece may be no more than 50 feet in height
5. Art piece may be no more than 25 feet in width
6. Art piece may weigh up to, but not more than, five tons (10,000 lbs.)
7. Art piece must withstand sand flung by snowplows in winter months
8. Self-lighting of piece in design is encouraged using solar or wind power: lights must be downcast, no uplighting allowed (due to TRPA regulations); embedded and/or hooded lighting is fine
9. If art piece includes a water feature, the water must be a recycling closed system, including filters. It must be able to be shut down and drained for winter. Winterization cannot include the use of anti-freeze because it cannot drain to the lake.
10. The use of locally-sourced materials is encouraged: please specify if this is the case in your proposal
11. Use of TRPA color scheme is encouraged (generally, this is earth tones: for more information please refer to Tahoe Regional Planning Agency’s website, [www.trpa.org](http://www.trpa.org))

### Interpretive Goals:

The Lake Tahoe Basin, and the North Shore specifically, is a unique, irreplaceable environment that is surprisingly fragile. With more than 3.5 million visitors each year, it is critical that visitors and residents are also stewards of this natural paradise. We see public art as an effective way to convey this while providing an enjoyable art experience



in a visually dramatic setting.

- Art is encouraged to highlight a perspective of the basin’s natural environment, be it lake or terrestrial. This can include but is not limited to:
  - o Lake clarity
  - o Invasive species
  - o Human impact upon terrestrial animals (garbage, runoff, development, etc.)
  - o Climate change
- Art is encouraged to embody the intention of encouraging stewardship of Lake Tahoe and its environment
- Art is encouraged to honor cultural history of the basin, including but not limited to:
  - o The Washoe people
  - o Early Euro-American settlers
  - o Women in the basin
  - o Sports and/or recreation in the basin
- Art is encouraged to be iconic: art that will stimulate feeling, thought, and positive action and will attract attention
- Art is encouraged to showcase elements of sustainability and functionality, such as creating a WiFi hotspot; inclusion of small wind turbine with generator and lighting; embedding of photovoltaic cells with generator and lighting.
- Art is encouraged to create and/or contribute to a “sense of place” within the community

## Art Location Description

One art piece will be placed in the center of each of the two roundabouts recently constructed in Kings Beach, CA. The roundabouts are situated in the center of North Lake Tahoe Boulevard, which is also CA State Highway 28, running across Lake Tahoe’s North Shore, forming the main thoroughfare that connects the North Shore communities.



Each art piece will be installed on a 4'x4' pad in the center of each roundabout. Each roundabout is plumbed (with 110 power).

## Site or Art Location Plans

The art site, the interior of the Kings Beach traffic roundabouts, is an open public location, accessible 24/7. As such, we encourage the use of coatings that will make removal of any graffiti "tagging" possible. In addition, public safety must be another consideration. Because this location is on a traffic roundabout (not a pedestrian crosswalk), the piece must be best appreciated from the perimeter, to discourage pedestrian-vehicle conflict. However, it must be anticipated that a person could attempt to physically explore this piece unsupervised, and that a reasonable person may do so without harm from the piece itself.

The roundabout itself moderates traffic flow. It is desirable to have the center of the piece be non-transparent such that drivers using the roundabout cannot see through it as they circumnavigate the roundabout.

Kings Beach, CA is on the North Shore of Lake Tahoe, a short distance from the CA/NV border. Once the stomping ground of luminaries such as Howard Hughes, the area is now a diverse community of roughly 4,000 full time residents and many second home owners. The local public school serves families across the north shore with its Spanish-English bilingual program, and the Boys and Girls Club's popular programs help ensure the strong presence of families in the Kings Beach area. The median age of residents is 32 years old. Kings Beach has enjoyed a growing artist movement, with murals and other efforts in the area over the past several years. The addition of these roundabout art pieces is expected to further enhance the art scene in the region.

- o For more information about Kings Beach, please go online to [http://en.wikipedia.org/wiki/Kings\\_Beach,\\_California](http://en.wikipedia.org/wiki/Kings_Beach,_California).
- o For more information about Tahoe Public Art, please go online to: [www.tahoepublicart.org](http://www.tahoepublicart.org).
- o For more information about TPA partners, please go online to:
  - o North Tahoe Business Association: [www.norhtahoebusiness.org](http://www.norhtahoebusiness.org)
  - o North Tahoe Arts: [www.norhtahoearts.com](http://www.norhtahoearts.com)
  - o Tahoe City Downtown Association: [www.visittahoecity.org](http://www.visittahoecity.org)



- o For more information about the greater North Lake Tahoe area, please go online to: [www.gotahoenorth.com](http://www.gotahoenorth.com)

## Budget

The artist with the winning proposal will receive an honorarium of \$125,000.00. This will cover the costs of artists' fees including engineering, labor, materials, fabrication, transportation, documentation, and installation.

Costs such as insurance, taxes, studio overhead, and miscellaneous items are not eligible for inclusion.

## Artist Eligibility

- This call is open to artists nationally.
- Both professional artists and students are eligible.
- Artist teams are eligible for the project.
- Local artists are encouraged to apply.

This Call to Artists is an Equal Artistic Opportunity: selection of the winning proposal will be made without regard to sex, race, color, age, national origin, religion, disability, genetic information, marital status, sexual orientation, gender identity/reassignment, citizenship, pregnancy or maternity, veteran status, or any other status protected by applicable national, federal, state or local law.

## Application Requirements

**Proposals must be sent via USPS ("snail mail") to the following address:**

Tahoe Public Art  
c/o NTA  
P.O. Box 6354  
Tahoe City, CA 96145



Proposals should consist of:

- The \$25 application fee: make checks out to “Tahoe Public Art” with “application fee” in the memo line;
- Up to 5 jpeg (300 dpi or greater) images of previous pieces: label with piece name, date created, location of piece, dimensions, materials used. Images to be submitted on a DVD included with the application;
- If piece is already built, up to 5 jpeg images of piece (300 dpi or greater): label with piece name, date created, current location of piece, dimensions, materials used. Images to be submitted on a DVD included with the application;
- Annotated list of previous projects, including: description, dimensions, material, location, budget, client or commissioning organization, and any other relevant project information;
- Artist/Artists Statement of interest (500 words or less);
- Resume or short biography;
- Self-addressed stamped envelope (SASE) for the return of hardcopy materials;
- Project proposal (for RFPs) including sketch(es) to scale, description of materials and any functional elements. A maquette is encouraged but not required.
- Budget breakdown which includes the design fee, materials, fabrication, transportation and installation costs
- Those artists selected to go on to the second level of consideration will have the option to be interviewed by the second jury panel. This is not required, but the opportunity will be offered to all artists whose work will be evaluated by the second jury.



## Selection Criteria

Art selections for the two permanent pieces will be judged on a weighted system based on the following criteria (in no particular order):

- Artist Portfolio/Previous Work;
- Art Piece Content: How does the art piece interpret, enhance and preserve the natural beauty and/or history of Lake Tahoe? Does the art piece interpret/promote environmental stewardship and/or cultural unity?
- Utilization of reclaimed and/or locally-sourced materials or minerals for art creation;
- Is the art piece interactive? Does it contain technological pieces such as photovoltaic cells for solar power, WiFi, etc.?
- Is the piece safe for people of all ages? (i.e., no sharp edges, does not require supervision in a public setting, etc.);
- Required maintenance. Is the art piece relatively maintenance-free?
- Artist's studio location: local artists are encouraged to apply.

## Project Timeline

The timeline includes dates for the following milestones, as they apply:

1. Submission deadline: January 25, 2015
2. First Jury Panel review: February 15, 2015
3. Second Jury Panel review (with interviews: March 12-13, 2015
4. Final artist selection: March 19, 2015
5. Artists notified: March 20, 2014
6. Artist contracts finalized and signed: March 26, 2014
7. Fabrication: March 26 – August 31, 2015
8. Installation: September 13 – 26, 2015
9. Unveiling and celebration: September 27, 2015



## Sources for Additional Information

For additional information that may be of use, please go online to the following sites:

Tahoe Public Art: <http://www.tahoepublicart.com/>

North Tahoe Arts: <http://www.northtahoearts.com>

North Tahoe Business Association: <http://www.northtahoebusiness.org>

Tahoe City Downtown Association: <http://www.visittahoeconomy.org>

Tahoe Truckee Community Foundation: <http://www.ttcf.net>

For information about the North Lake Tahoe community: <http://www.gotahoenorth.com>

For information about ongoing Lake Tahoe research: <http://terc.ucdavis.edu/>

For information about Lake Tahoe issues and regulations: [www. http://www.trpa.org/](http://www.trpa.org/)

For information about Lake Tahoe preservation efforts:

<http://www.keeptahoeblue.org/>

<http://sierranevadaalliance.com/>

## Resources for Questions

For questions or additional information, please email the Tahoe Public Art Program Coordinator, Marguerite Sprague, at [tahoepublicart@gmail.com](mailto:tahoepublicart@gmail.com).