



## **ARTISTS AT PLAY ADVISORY GROUP GUIDELINES**

*Final – June 2013*

### **Background**

As defined by the Lease Agreement between the City of Seattle and Center Art, an Artist at Play Advisory Group was formed with Seattle Center, Center Art LLC., the Seattle Center Foundation, Seattle Center Advisory Commission and Office of Arts and Culture to realize the development of the Artists at Play (AAP) project at Seattle Center. The AAP Advisory Group was convened in May 2013 to provide input on the framing and development of project guidelines and the artist/design team selection process.

### **Purpose Statement**

We are seeking an experienced, local Pacific Northwest artist/design team with energy and imagination to provide design and fabrication services for the AAP Project, which will help reinvent and enliven the former Fun Forest North site at the heart of the Seattle Center campus. While we welcome a team approach from the outset, we will also consider proposals from individual artists willing to enlist a team once selected. The project involves a space of up to 3 acres between the EMP Museum and the Armory, just south of Harrison Street. The artist/team may propose on all or a specific portion of the site. The total project budget is \$1,000,000 including artist or designer fees, all materials, fabrication, installation, community outreach, project selection and management, taxes and any/all permits. We seek to begin design in fall 2013 and complete construction in 2014.

### **Project Goals for Artists at Play**

- A free and accessible play area for kids with family-friendly amenities
- Recognize a unique siting opportunity to create something special
- Fully integrate with the site and the larger Seattle Center campus
- Engage KIDS of all abilities and meet the needs of a wide spectrum of users
- A vibrant creative concept integrating art, not your typical playground
- Dynamic, activating agent for Seattle Center campus that has a big impact and is visually stunning
- A long-term installation with a dedicated maintenance fund
- Follow best practices for design, public art and sustainable design
- Align with the spirit of the AAP Proposal and the SC Century 21 Master Plan

### **Values/Criteria**

The successful artist/team will be selected based on the following considerations:

- Compelling and creative concept proposal
- Keep function primary, kids should love it
- Provide multiple access points and ways to engage
- Proven track record of successful experience with projects of this scale
- Demonstrate ability to transform the site in an imaginative way
- Focus on promoting interaction from a child's perspective
- Successful design that works for a variety of age groups and skills
- Commitment to meaningful and broad-based community engagement



- Skill and comfort working in a team environment - architects, engineers, maintenance staff, donors and kids
- Consider adjacencies in location of play structure and available amenities
- Innovative, with insight into non-traditional design and construction methods
- Feasibility - likely to be completed within the budget and project timeline
- Overall completeness and quality of submittal
- Hold public safety in mind – adhere to all applicable Federal, State, and Local guidelines

#### **Audience**

- Entice and engage all youth, focusing on the 3-9 year old age bracket
- Provide play opportunities that are accessible and intuitive
- Family friendly - consider full range of desired amenities for parents and families
- Cater to both local neighborhoods and international visitors – think broadly about users

#### **Selection Process**

- A 7-8 member Selection Panel drawn from the local community
- The Panel represents a mix of disciplines and includes 4 members of the AAP Advisory Group
- Staff will serve as advisors to the Panel, providing background and contextual information, as needed
- Selection Process will be in two stages:
  - 1) First stage is a review of all artist/team RFQ entries with brief artist/team statement of what is personally compelling to them about this project and articulates their creative concept
  - 2) Second stage will focus on a shortlist of finalists who will each receive a stipend to create a more complete proposal with scope, schedule, budget, and team members identified, with donor having final approval

#### **Preliminary Timeline**

##### **2013**

Summer – Finalize and Issue the Call  
Fall – Submittals Due, First and Second Round Interviews  
End of 2013 – Finalize Selection, design work begins

##### **2014**

1<sup>st</sup>-3<sup>rd</sup> Q – Fabrication and Installation  
4<sup>th</sup> Q – Project Opening