



## REQUEST FOR QUALIFICATIONS: PERMANENT PUBLIC ART INSTALLATION HONORING THE BLACK PANTHER PARTY



Link to RFQ: [here](#)  
Deadline for Submissions: March 1, 2023\*\*

\*\*Open to artists from the continental U.S.



The Temescal Telegraph Business Improvement District (TTBID), in partnership with the Dr. Huey P. Newton Foundation (DHPN) and Made in Color (MIC), is elated to share this request for qualifications for the Temescal Roots Project. We seek an artist to design, fabricate, and install a public art installation at the intersection of Telegraph, Shattuck Avenue, and 45th Street in the Temescal District of North Oakland.

The Temescal Roots Project aims to develop the plaza site into a lively and welcoming community space that will elevate and support new and existing community programming and events in the area.

An artist or team will be selected to develop an integrated public art installation that simultaneously enhances Kasper's Plaza and honors the deep-rooted legacy of the Black Panther Party in Temescal. This is about celebrating history and bringing it to life front and center.

### **Temescal Roots Project Overview**

While the Black Panther Party's origin story is firmly planted in Oakland, the Party's roots in Temescal are lesser known. Temescal is not only where Huey P. Newton was raised; it is also where he graduated from high school (Oakland Tech % 1959) and would later establish the first Black Panther Party headquarters.

In 2021, the TTBID received a grant from the Kenneth Rainin Foundation to develop a concept for this historic public art installation – this is the birthplace of what we now call The Temescal Roots Project. Led by the TTBID, MIC, and DHPN, this dynamic engagement has brought together business owners, community members, Black Panther Party alums, and artists to discuss how the presence of the Party has impacted Temescal, the city of Oakland, and beyond. Through a series of community conversations, we've gathered insights and brainstormed what this installation could look and feel like and how it can honor the rich history of the Party.

We are seeking to identify a lead artist (or artists) for the Project, with plans to apply for grant funding to bring the installation to life.

### **Temescal Roots Project Goals**

- Develop a more inclusive identity and history of Temescal that is grounded in its people and culture
- Recognize and celebrate the contributions of the African American community, including the Black Panther Party.

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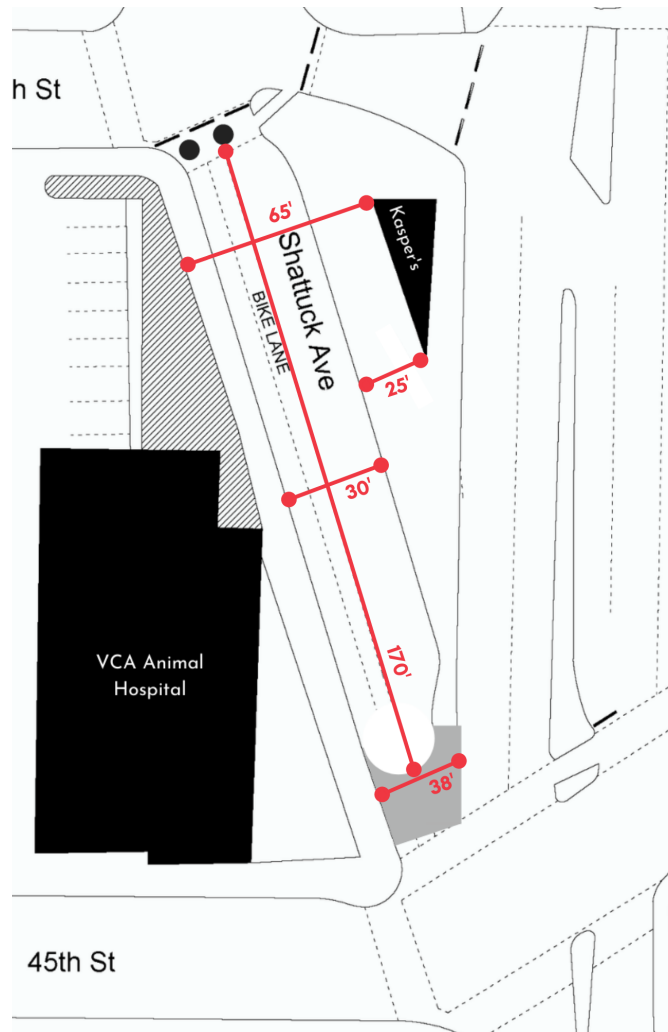
- Reconnect people to place through a public artistic representation of Temescal's identity and history that includes marginalized cultures, people, and voices on the verge of being displaced and forgotten.
- Celebrate the legacy of the Black Panther Party in its entirety rather than any specific member(s) or events.
- Counter negative misconceptions and stereotypes about the Party by decentering male party members, firearms, violence, and uplifting the Survival Programs, self-defense, and women's contributions

## Installation Site Overview

The historical Kasper's Hot Dogs building - scheduled to reopen in early 2023 after being closed for nearly 20 years - sits on a triangular pedestrian plaza at Telegraph, Shattuck, and 45th Street intersection in Temescal.

This site deeply connects with the Black Panther Party since founder Dr. Huey P. Newton was a frequent patron of the neighborhood eatery that first opened in 1943. Known as the Original Kasper's Hot Dogs, Kasper Koojoolian first opened this modest location for an Armenian immigrant whose family went on to open several other Kasper's (and later, Casper's) Hot Dogs throughout the Bay Area.

In 2020, the City of Oakland shut down this last block of Shattuck Ave. to vehicular traffic to create a pedestrian plaza capable of hosting outdoor community programming. For the past two years, the plaza, located centrally at the original Kasper's restaurant, has hosted several events, including the weekly Freedom Farmers Market, highlighting Black farmers across California. The site has also hosted various community swaps, clothes exchanges, film screenings, and a monthly pop-up resource village for unsheltered individuals.





The plaza consistently hosts a bicycle lane, a bike-share station, and soon, a parklet for Kasper's when it reopens. In addition, there is an entire block (~300 ft.) of open street in the center of the plaza that we are focused on, pictured here.

## Installation Goals

Aside from the fact that this installation cannot be a mural, there are no limitations about what form the artwork (or works) will take. However, the following are guiding principles for the final concept:

- Preserve the community's memories of the Black Panther Party and its values.
- Create a space for reflection, celebration, and gathering while complementing the intersection, neighborhood, and surrounding community.
- Include meaningful visual elements appropriate to the project and responsive to the neighborhood values and history.
- Be accessible and visible to the general public.
- Be designed in collaboration with community members and the Temescal Roots Project team.

## Installation Site and Materials

Kasper's Plaza is the primary site for the installation. The Plaza is the space adjacent to the Original Kasper's Hot Dogs flatiron building, at the triangular intersection of Telegraph and Shattuck between 45th and 46th Street. While the Kasper's business will be using their surrounding sidewalk for outdoor dining, the adjacent block of Shattuck Avenue is closed to traffic, creating a prime location for public art and community events.

- Materials must be durable and designed to withstand vandalism and/or graffiti. Materials to consider include metal, stone, sustainably sourced wood, recycled-content materials, or other permanent, durable materials.
- The work of art must be fabricated in durable, permanent media that are safe and easily maintained.
- Consideration must also be given to creating artwork that can be reproduced and replaced in the future if required.

## Eligibility

While this project is open to practicing professional, individual artists or teams living/working in the United States, we strongly encourage Oakland Bay Area artists working in all permanent visual mediums as well as those of Black or African descent to apply.



The selected artist can have previous experience producing for the public. However, there is still a need to demonstrate the complete capacity to design and execute the vision.

## **Budget**

If selected to move forward to the Request for Proposal phase, you must submit a budget not to exceed \$200,000. This budget will need to include all artist/artist team design and collaboration fees; fabrication and transportation of work to the site; collaboration with the design team for installation requirements; and artwork integration oversight as needed. In addition, all art installation costs will need to be covered by this proposed budget.

Additionally, the selected artist(s) – or if a team, the lead artist – will be required to hold an Oakland Business Tax Certificate for the duration of the project, as well as to provide proof of insurance for general commercial liability, automobile, and worker's compensation (as applicable) following City standards.

## **Estimated Artist Selection Timeline**

### *Phase One: Open Call*

- RFQ Issuance: *Friday, February 3, 2022*
- RFQ Orientation via Zoom (optional attendance): *Friday, February 17, 2023*
  - [Register Here](#)
- Submission Deadline: *Wednesday, March 1, 2023*
- (2) Panel Review Meetings - *Selection of Semifinalists: March 16/17, 2023*

### *Phase Two: Selection of Semifinalists*

- All applicants notified: *April 1, 2023*
- RFP Issuance to semifinalists: *date TBD*
- RFP Orientation on-site (attendance strongly encouraged): *May 2023*
- Proposal Submission Deadline: *June 2023*
- Panel Interviews with semifinalists: *mid-June 2023*
- (2) Panel Review Meetings - Critique and selection of final designs: *TBD*

### *Phase Three: Selection of Final Design*

- Finalists (3) notified: *TBD*
- Public Community Feedback Event: *Summer 2023*
- Artist Selection & Contract Process: *Summer 2023*
- Final Art Design Review: *Summer 2023*



## **Review and Selection Process**

### *Phase One - Open Call*

Submittals from artists will be pre-screened by TTBD and MIC staff for compliance with RFQ requirements. A Selection Panel (Panel) composed of community members, TTBD/MIC/DHPN staff, and the consulting landscape architect will meet to review artists' qualifications based on application materials. It is anticipated that the Panel will recommend up to (8) semifinalists to be interviewed in Phase Two of the selection process.

Semifinalists (individuals and teams) will be selected based on the following criteria:

- As demonstrated in materials submitted, professional and artistic qualifications and standards of excellence in innovation, creativity, and originality.
- Appropriateness of applicant's medium and style to the site.
- Previous experience as it relates to the project goals and setting.
- Experience with the public art review process and/or previous collaboration with various stakeholders.
- Demonstrated ability to successfully deliver the project on schedule, professionally, and within the project budget.
- Artists currently living in or working in Oakland will be given a nominal numerical preference.

### *Phase Two: Semifinalist Selection and Interviews*

Semifinalists will then be required to submit a written proposal with renderings of their approach and a working budget for the project. We'll then dive deeper into the approach and vision for this project in a scheduled interview with the Panel.

Following interviews, three artists or artist teams will be recommended to receive the commission. TTBD/MIC/DHPN leadership must approve the recommended artist(s)/team(s) before contracts can be executed.

Each semifinalist will receive an honorarium of \$250.00 after submitting a completed proposal and participating in the interview.

### *Phase Three: Selection of Final Design*

Finalists will be invited to finalize their concepts in preparation for the public feedback period and event. This event (date TBD) will be an opportunity for the public to view the final concepts and vote on their favorite.. There will also be a virtual component to the feedback period, wherein members of the public can also voice their preferences. All finalist teams will receive a stipend of \$825.00 upon completion



of this period. Ultimately, one artist or team will be selected to implement their design at Kasper's Plaza.

### **Temescal Roots Project Mandatories**

- The installation may not interfere with public infrastructure, utilities, or right-of-way and must meet City code and permit requirements and ADA requirements.
- Public art should reflect and complement the surrounding community.
- The artwork must be durable and restorable if vandalism occurs.
- All proposed locations and concepts for artworks are subject to approval by the Temescal BID and the City of Oakland.
- Concepts that make it through to the final selection round will be subject to public and community feedback.

### **Submission Process**

Each applicant must complete [this application form](#). You do not need a Gmail account to access the Google Drive folder.

The application form includes the following:

- Resume: Submit a current resume that outlines your professional accomplishments as an artist and a listing of completed public art projects, including final budgets. The resume must be a maximum of two pages.
- Images of Past Work: Submit up to (5) images of at least three past projects demonstrating your qualifications for this project.
- Statement of Interest: Briefly describe your experience, philosophy, and approach to public art.
  - Why is participating in this project particularly significant to you?
  - What would you bring to this project that gives you a competitive advantage over other applicants?
- Do you have a connection to the Black Panther Party? If so, please elaborate.
- Descriptions of Past Work: Submissions must include images, including project sponsor/funder, location, date, media, dimensions, budget, and other essential information.

Submissions must be received as a complete application by **March 1st at 11:59 PM.** Incomplete, non-compliant, and/or late submittals and materials not specifically requested in this RFQ will not be reviewed.