

**1STACT SILICON VALLEY – SAN JOSE SOFA DISTRICT  
MURAL PROJECTS – (DIGITAL OR TRADITIONAL)**

**REQUEST FOR QUALIFICATIONS**

**DEADLINE – FEBRUARY 6, 2008**

**APPLY ONLINE AT [WWW.CALPAA.COM](http://WWW.CALPAA.COM)**



**Project Objective**

The goal of this project is to enliven the streets of SoFA, San Jose’s emerging downtown arts and culture district and create a unique pedestrian experience. There are three mural projects included in the plan, each of which is described below. Murals can be completed in paint or installed as digital print. All sites are located on private property and will not require public review. However, 1<sup>st</sup>ACT works closely with a team of property and business owners in SoFA who are invested in the future of the district. A subset of this group, the SoFA Curatorial Team, will review submissions and designs.

**Mural Site Specifications**

Budgets are all-inclusive (artist fee, transportation, materials, fabrication, installation, insurance)

*Site 1 (residential, with retail at ground level)*

*325 S. First Street*

Wall Finish: plaster

Wall Dimensions: 137 feet long by 50 feet high

Orientation: Southeast

Budget: \$50,000

*Site 2 (former nightclub, currently vacant)*

*400 S. First Street (back of building)*

Wall Finish: smooth concrete, some painted white

Wall Dimensions:

68.5 feet long by 19 feet high

Orientation: Northeast, faces 2<sup>nd</sup> Street

Budget: \$25,000

*Site 3 (nightclub)*

*417 S. First Street*

Wall Finish: rough red brick

Wall Dimensions: 153 feet long by 15 feet high

Orientation: Northwest, faces San Salvador St.

Budget: \$25,000

**Artist Eligibility**

Open to all artists.

## **Application Requirements**

Applications must be submitted online at [www.CALPAA.com](http://www.CALPAA.com).

- Artist statement discussing your approach or experience with art in public places and reasons for interest in project
- Resume (3 page maximum)
- Examples of work: 5 digital images of your work

## **Selection Process**

The SoFA Curatorial Team will review all submissions and invite a limited number of paid (\$250) proposals based on the following criteria. A walking tour of mural sites will be available for finalists.

1. Artistic Excellence
2. Ability to complete projects of scale on time and within budget
3. Willingness to work with stakeholders on final design

The Curatorial Team is not required to select an artist from these submissions.

## **Timeline**

Application Deadline: Friday, February 6, 2009 (midnight, PST)

Finalists will be notified by February 13, 2009.

Solicited project proposals will be presented to the Curatorial Team on March 26, 2009.

Projects will be awarded by April 1, 2009.

All murals will be installed or in progress by June 1, 2009.

## **SoFA (South First Area)**

SoFA is a neighborhood that claims nine arts organizations, three theaters, several restaurants and nightclubs, and many creative industries. A team of key stakeholders in SoFA (owners, retailers, arts leaders) has come together to create a comprehensive plan for transforming and activating SoFA over the next three years. They've identified key words that speak to the nature of SoFA: eclectic, organic, artistic, creative, inclusive, and pedestrian-friendly. The streetscape of three blocks of First Street in SoFA is being redesigned to narrow the street, widen the sidewalks and create a more pedestrian-friendly environment. The first year plan includes public art, landscaping, lighting, outdoor dining, the redesign of a park and the streetscape project noted above. The team has also developed a programming plan that includes the already successful South FIRST FRIDAYS gallery walk which takes place the first Friday of every month, SubZero, an annual outdoor festival produced by the arts organizations in partnership with Zer01 (biennial art and technology festival), and several public performances.

## **1<sup>st</sup>ACT Silicon Valley**

1<sup>st</sup>ACT Silicon Valley is the commissioning entity for these murals. 1<sup>st</sup>ACT is a network of cross-sector leaders who care about the cultural and aesthetic quality of life in Silicon Valley. Our vision is for Silicon Valley to look and feel equal to the richness of our diversity and global leadership in technology and innovation. 1<sup>st</sup>ACT brought together a cross-section of 30 leaders to create a vision of downtown San Jose as a vibrant, urban center—as Silicon Valley's City Center. The main principles of the vision are being

demonstrated in SoFA, a neighborhood that serves as a southern gateway to downtown San Jose and has the potential to be a central place for art, creativity and vibrant urban experiences.

Direct questions to:  
Erika Justis  
Director of Creative Place  
1<sup>st</sup>ACT Silicon Valley  
ejustis@1stact.org  
(408) 200-2020