



Call for Artists
Requests for Proposals (RFP) for Harrah's Resort Southern California
Public Art Installation

The Project

Harrah's Resort Southern California (HRSC) and the Rincon Band of Luiseño Indians are seeking an artist(s) to create site specific original artwork as part of the enhancement of the resort property.

The Award

- A Commission for the artist(s) selected will be negotiated to support his/her work.

Project Intent

The location for the first piece of public art to be installed will be located in the Porte Cochere (Valet Area). The vision for this project is for a signature sculpture of exceptional quality and enduring value located in a prominent public space. This site specific art work should:

Demonstrate artistic excellence.

- Enhance the lobby entrance with a distinctive, aesthetic experience both highly visible and welcoming to guests entering the casino/hotel lobby.
- Highlight the importance of the property and provide a recognizable identity for the Luiseño culture.
- Be an original art piece appropriate for the installation to stand up to vandalism, graffiti, weather, etc. and be adequately and safely displayed and secured.
- Consider site limitations. Ground space on the site is limited and will require the selected artist(s) to consider the site's limitations and the art element placement previously determined by the site architect. The design of the artwork may be free-standing.
- Create a signature presence for the resort. This should be a representation of the Luiseño culture and history.
- Provide excitement and interest for the community as a whole.
- Celebrate Rincon's identity and rich heritage.

Information about the Installation Site and Immediate Surroundings

Attached to the RFP are the following:

- Preliminary site plan
- Sample Agreement for the Creation and Transfer of art

Eligibility

The competition is open to established professional artists living in the Southwest and California. Only professional artists with reviewable portfolios are eligible to apply, e.g., prior participation in one or more juried art competitions/shows, artistic exhibitions, public installations, gallery representation, etc. The artist selection panel will consider Indian preference as one factor in the selection process.

The Commissioned Artist(s) will work with staff to create a site-specific, durable piece for this installation. Applicants who wish to be considered for this project should have experience working within Indian country, in public settings, as well as proven ability to fabricate their own work or to work with fabricators and installers. The artwork for this site must reflect the Project Intent as described above.

The Commissioned Artist(s) will be required to provide evidence of appropriate liability, property damage, and workers compensation insurance while working on the site.

How to Apply

Artists interested in this project must prepare and submit the following:

- **Proposed Artwork Concept for HRSC.** This proposal shall include conceptual design drawings, sketches and/or maquettes, sufficient to communicate the artist concept. It should include a timeline, budget and describe the specifications for the artwork related to materials, size, weight, installation requirements and maintenance guidelines.
- **Letter of Interest.** No more than one page in length, which explains your interest in the competition. Please include your name and contact information and state the format of your sample submittal (CD/DVD or USB drive).
- **Artist's Statement.** No more than 200 words in length, describing your work and how your work addresses mainstream perspectives of Indians and your approach to understanding Luiseno culture and history.
- **Tribal Affiliation.** Statement of status as an American Indian identity, or enrollment status and/or ancestry in a North American Indian tribe.
- **Current Resume.** If submitting as a team, an individual resume should be submitted for each team member describing the individual or collective artistic accomplishments.

- A list of at least **three professional references** familiar with your work and working methods. The list must include complete addresses, telephone numbers, and e-mail addresses.
- **Work Samples** should be placed on CD or DVD, or a USB Drive that can be easily opened by a PC and MAC. Artists applying as a team should submit work samples of each individual artist's work. All work samples must be submitted in either of the two following formats:
 - a. A minimum of eight digital images saved on one CD or USB Drive. HRSC will only accept JPEG file formats. All JPEGs must be sized at 250 dpi, 5"x7". You must number and title each JPEG and include a description sheet with corresponding numbers. The sheet should list your name and the titles, dates, media, and dimensions of your work.
 - b. Video(s) on a standard NTSC formatted DVD that plays in a DVD player. Video should be no more than fifteen minutes in length and each video on the DVD should be a single chapter. HRSC will not view QuickTime files. Clearly mark the outside of the DVD with your name and title(s) of the work(s). Do not submit original work. Note: If you are submitting video on DVD or USB Drive, you may send up to two additional images supporting your qualification to create public artwork. Each JPEG must be formatted as instructed above and sent on a separate labeled CD with a description sheet. Videos may also be placed on a USB Drive, each file must be clearly labeled.

Optional: Each artist may include up to three selections of support materials such as reviews, news articles, web links and other related information.

Submit all materials in a 10"x13" envelope. Do not use staples, paperclips, folders, or report covers on any application materials.

Materials must be received by HRSC by 2 pm on Tuesday, June 13th. Postmarks are not acceptable. Hand deliveries will be accepted.

PLEASE MAIL APPLICATION MATERIALS TO:

**Harrah's Resort Southern California
777 Harrah's Rincon Way
Valley Center, CA 92082
Attn: Darcy Gray**

SUBMISSIONS FOR HRSC WILL NOT BE RETURNED.

Final Artist Selection:

Members of the Rincon Tribal Council along with a few executives from HRSC will review the submittals and select an artist to create an original site-specific artwork.

The final commission of artwork for the site will be awarded no later than July 2017.

Criteria for Selection:

- An initial proposal that reflects **Project Intent** as described in this document.
- A body of work reflecting artistic excellence in Native American art.
- Experience working in tribal settings and public process.
- Experience fabricating and installing permanent artwork suitable for the outdoor environment.
- References provided as part of this application which will be contacted prior to final selection.

Additional Information:

The selected artist will receive a Contract for the commission in an amount sufficient for all remaining elements of the project including fabrication, shipping, and installation. The selected artist will be required to execute this contract form with Rincon Band of Luiseño Indians.

For information on the Rincon Band of Luiseño Indians, visit <http://www.rincontriibe.org/>

If you have any questions or need any additional information, please email Darcy Gray, business development manager at dgray2@harrah.com



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