



## Downtown Austin Wayfinding Project

### Artist Information Meeting Q&A

Meeting Date: May 7, 2014

Q: What do you mean by “the artwork should remain an active, participatory project after the artist’s scope of work is complete?”

A: No matter the format, the artwork should not be a one-time event or a temporary installation. Rather, the artwork should endure for a much longer period of time so that many people can experience it over many years. The artwork could be a permanent installation or something in a reproducible format.

Q: Is there an expected lifetime for a digital app?

A: No. The expected lifetime of a digital app would be discussed with the project team during the development of the project. Realistic expectations and maintenance requirements will be established in collaboration with the project team for technology based solutions.

Q: How long will the selected artist, or artist team, have to complete the project?

A: The project schedule is listed in the Request for Qualifications (RFQ). There is some flexibility in the schedule since the artwork is not directly tied to the construction of the Downtown Austin Wayfinding Project; however, we prefer to finish the artwork by early 2015.

Q: What is the target audience?

A: Ideally, everyone! As listed in the RFQ, we expect the artwork to be dynamic, playful and appropriate for all ages. Wayfinding, in general, is used by visitors and residents alike; the artwork should be as well.

Q: How will you promote the project?

A: The selected artist will work with the project team to develop an outreach plan to promote the project. AIPP will assist with promotion via media contacts, newsletters and social media.

Q: Are there language considerations that the artwork should address?

A: Yes, there is interest from the project team to address various languages in the artwork.

Q: Does the artwork need to be ADA accessible?

A: Yes, all artwork commissioned by AIPP goes through a review by a Registered Accessibility Specialist. Web based applications would likely need to be ADA accessible as well.

Q: Does the artwork need to interact with the signs and other wayfinding elements?

A: The artwork opportunity is open to interaction with the wayfinding elements but it is not necessary. The key is to be complimentary to the overall system, not replace or modify the existing plan for signage.

Q: What is the status of the “Find Austin” app?

A: There have been some efforts in the Planning and Development Review Department to develop that app however trial efforts have been challenging. Efforts are currently stalled.

Q: Should the aesthetics of the artwork compliment the aesthetics of the wayfinding elements?

A: Not necessarily. Artists can propose a unique aesthetic within the project parameters.

Q: For the application, should artists submit only examples of past work?

A: Yes. At this stage, we are not accepting proposal images. However you may talk about your conceptual ideas in your Letter of Interest.

Q: What is the feeling about monetization of the artwork? Could the artist build in a fee or sponsorship opportunity?

A: it is possible. AIPP would need to explore options and parameters on a case-by-case basis.

Q: Could links to the artist’s website exist within the artwork?

A: Again, it is possible. AIPP would need to explore options and parameters on a case-by-case basis.

Q: Who owns the artwork, specifically in relation to digital applications?

A: Generally, the City of Austin owns the artwork (artist retains copyright). However we understand there are additional considerations related to digital applications and websites. We will explore and solidify parameters of ownership during the design phase of the project.

Q: What if I bring on another team member after the project begins?

A: That is okay provided that the additional team member functions in a supporting role. All known partners or collaborators must be included in your application, including a description of your working relationship in your Letter of Interest. Resume and images should also include all listed partners.

Q: How is the team structure handled in the contract?

A: That depends on the relationship of the team. If there is a lead artist, we will contract with that person. If all team members are equal partners, then all team members will sign the contract.

Q: Is there a certain number of unique sites that must be included in the artwork?

A: No. The type and number of unique sites will be proposed by the selected artist.

Q: Is planned construction included in the wayfinding map?

A: Yes but only if a permit has been issued.

Q: Do you need to list all of the unique sites in your application?

A: No, an extensive list is not required for the application.

Q: Is there a possibility for multiple games on a smaller scale?

A: Yes, as long as the scope of work stays within budget.