



**Call for Artists & Designers
Request for Proposals for a
Creative Placemaking Online Platform**

Project Summary

The National Coalition for Asian Pacific American Community Development (National CAPACD) is seeking an artist or designer for the development of an online platform dedicated to Creative Placemaking in Asian American and Pacific Islander (AAPI) communities.

Over the past year, National CAPACD has convened its membership and allies to explore what creative placemaking and placekeeping looks like in AAPI neighborhoods across the country. We seek to articulate how this work is different from mainstream placemaking approaches and why it is a critical strategy for so many of our AAPI communities at this current moment in time. We define creative placemaking as the process of centering arts and culture as the primary vehicle for cultivating community social cohesion, building awareness of and organizing for social change, driving economic development and solving place-based challenges. By bringing together community developers, cultural organizations and artists from across the country, we have captured inspiring examples of this work led by organizations such as [Little Tokyo Service Center](#), [Chinatown Community Development Center](#), [Asian Economic Development Association](#), and [Asian Arts Initiative](#).

Through the creation of an online platform, we seek to document the stories that have emerged, and make available resources and tools to assist practitioners in other AAPI communities in their efforts to implement equitable, community-centered creative placemaking strategies. It will serve as a space to share information as well as explore difficult questions and common challenges. This online platform must incorporate multiple forms of narrative and media, and must embody the spirit of our collective Vision and Values for Creative Placemaking in AAPI communities. Types of media to be included in the online platform include, but are not limited to, videos, podcasts, graphics, and photography. One example of an online platform that inspires us is <http://www.plantingrice.com>. We envision the development and launch of this online platform as Phase I of our effort to share resources, and planning is currently underway for future phases that would utilize this tool to engage AAPI communities across the country in further dialogue. Phase I is funded by the National Endowment for the Arts and NeighborWorks America and will conclude by June 2021.

Artists and designers with experience in design of websites and other online platforms are highly encouraged to apply. Teams are also encouraged to apply. The application deadline is Monday, July 13, 2020 at 5:00pm Pacific Daylight Time and should be submitted to RFP@nationalcapacd.org.

The Award

A maximum of \$20,000 Commission for the artist/designer(s) selected to realize his/her/their work. Those artists invited to the second round of video interviews will be asked to share a concept for the project, for which they will receive a stipend of \$250.

Project Timeline

- **June 23, 2020:** RFP Released
- **July 13, 2020:** RFP Deadline, 5pm PDT
- **July 20 - 31, 2020:** First Round of video-Interviews
- **August 3 - 14, 2020:** Second Round of video-Interviews
- **August 28, 2020:** Notify artist/contracting period
- **September 2020 - March 2021:** Development of online platform

Project Team

National CAPACD will serve as the primary project contact for the selected artist/designer(s). All contracting and project coordination will be conducted with National CAPACD's staff based out of our Oakland, California office. Additionally, the selected artist will be expected to collaborate with a small group of 3 to 5 National CAPACD members and project consultants, who will serve as project advisors to provide input on product development.

Eligibility and Selection Criteria

The artist will be selected through two rounds of video-interviews led by a jury of community stakeholders. Three to five applicants will be invited for the first round of interviews. Afterwards, two finalists will be selected to be interviewed a second time, and then a final decision will be made. Applicants will be evaluated based on the criteria listed below, with priority given to underrepresented artists and designers.

- Strong project management skills, including demonstrated ability to work collaboratively in teams, within a budget and complete projects within a timely manner.
- Experience with designing platforms that others can update and to which content can be readily added.
- A clear understanding of and demonstrated commitment to working with progressive AAPI community-serving organizations
- Artistic excellence

Note: Artists and designers will have to provide their own liability insurance for this project.

How to Apply

This is a Request for Proposals. Applications must include all of the following for consideration:

- 3-page narrative, which should include a statement of interest, a description of artistic vision and values, and a proposed process and project timeline for all activities to be completed by March 31, 2021. If submission is by a team, the narrative must also clearly identify the primary contractor, and the role/scope of any partners or sub-contractors.
- Resume(s) of key individual(s).
- Portfolio of work that includes six to twelve slides of digital images of past creative work. Each slide should be numbered with the creator's name, title, date of creation, project length, medium and size.
- 3 professional references from individuals with whom you have collaborated.
- A detailed project budget for how funds will be spent. A budget template is provided below. Please clearly detail expenses related to any subcontractors.

Please submit your application materials by ***5pm PDT on Monday, July 13, 2020*** to RFP@nationalcapacd.org.

If you have any questions with regards to your application or submission, please contact RFP@nationalcapacd.org. If you wish to speak with an individual, please email this address with the best number to reach you at, as well as your question, and a staff member will contact you within 24 hours (on workdays only) via telephone.

Budget Template

CREATIVE FEES	HOURS/UNITS	BUDGET
Deliverables		
<i>Example - Deliverable: 3 concepts of prototype</i>		
Deliverable: [describe]		
Deliverable: [describe]		
Deliverable: [describe]		
Deliverables (add as needed)		
Sub-Contractors		
Name [describe]		
Name [describe]		
Other associated costs		
[describe]		
[describe]		
TOTAL		

Please also include a brief narrative outlining how time and cost overruns would be handled, including how the designer/artist alerts National CAPACD as the client and negotiates unanticipated changes or delays.