



Olga Garay
EXECUTIVE DIRECTOR

December 18, 2008

Dear Colleagues:

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On behalf of Mayor Antonio R. Villaraigosa and the Department of Cultural Affairs (DCA), I am pleased to invite you to bid for the 2009 Guadalajara International Book Fair Pavilion project. The City of Los Angeles has been invited to be the Guest of Honor for the 2009 Guadalajara International Book Fair (Feria Internacional del Libro de Guadalajara - FIL) to be held from November 28 through December 6, 2009 in Guadalajara, Mexico. Founded by the University of Guadalajara, FIL is the largest market in the world for Spanish language publications, and is one of the most important cultural festivals in Latin America with over 600,000 visitors from over 40 countries attending annually.

The National Endowment for the Arts (NEA) has provided an award to DCA to fund the design and construction of the Guest of Honor Pavilion area, which is intended to convey the dynamic nature of cultural life in Los Angeles. Additional NEA support will be utilized to showcase the best of Los Angeles' arts and cultural offerings throughout the FIL, and a separate artist grant program has been established for this endeavor.

The attached Request for Proposals (RFP) seeks bids from qualified architecture and/or design firms with experience in exhibition design and interior architecture installations to contract the design and construction of the Guest of Honor Pavilion area within the existing Expo Guadalajara Exposition Center. DCA will award \$300,000 for a 9 month contract to cover all design, materials, and construction costs. This is an international project, requiring final construction and installation to be done on-site in Guadalajara, Mexico. We are looking for creative and functional design proposals.

The accompanying RFP contains complete instructions to submit a proposal, and provides specific project information. A Pre-Proposal Conference will be held on Thursday, January 15, from 9:30 a.m. to 12:00 p.m. (PST) at DCA Headquarters to provide further information and answer questions. Space is limited for this event, so please see the attached RFP for details and RSVP information.

We hope you will consider participating as we celebrate this unique partnership and international opportunity to showcase Los Angeles' artistic legacy. Should you have any questions, please contact Andrew Kasdin, Arts Manger II, at 213.202.5542, or by email Andrew.kasdin@lacity.org.

Sincerely,

Olga Garay
Executive Director

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