



Request for Proposals (RFP)  
**Deadline: August 17, 2017**

**Homenaje a Los Braceros:  
The Bracero Monument  
Public Art Project**

*Photo: Smithsonian Archive*

# 01

## PROJECT BACKGROUND

The Department of Cultural Affairs (DCA) and the Office of Councilmember Jose Huizar of the 14<sup>th</sup> District are interested in honoring the history and contributions of the Braceros between the 1940's and 1960's. The Bracero—a Spanish term vaguely defined as "one who works with his arms" or performs "manual labor"—was the term used to describe the 4.5 million Mexican men who legally migrated to the United States to support their families and respond to the economic needs of the United States.

The Mexican Farm Labor Program, commonly known as the Bracero Program, was a temporary guest-worker program initiated during World War II between the United States and Mexico. The Bracero Program sponsored over 4.5 million guest-workers from Mexico to fill the labor shortage in agriculture production. More than 20 states participated in this program, becoming the largest foreign worker program in United States history. Often working in harsh conditions and separated from their loved ones to earn an income, the Braceros sacrifices were not done in vain, as they were responsible for growing and maintaining the agricultural crops that sustained the U.S. economy during its hardship. With a 47% Latino population, the cultural effects of the Bracero Program has deep roots in the city of Los Angeles, and its important history and legacy should be highlighted.

The bracero monument will be located in a highly visible location at a new, outdoor plaza on Spring Street and Cesar Chavez Avenue, adjacent to historic El Pueblo and Chinatown. "Homenaje a los Braceros, The Bracero Monument Public Art Project" is intended to inform and celebrate this untold history of Los Angeles.

Additional construction site renderings can be found by clicking on [these links](#).

# 02

## CRITERIA

Council District 14 and DCA are seeking artists interested in creating a strong visual symbol of the bracero legacy. The monument should reflect the history of the braceros, pay homage to them, the nature of the work they performed, impact on society, and their contributions to Los Angeles. The monument is intended to elevate and reveal the past, and should be presented in a manner that is culturally sensitive. Artists must demonstrate the professional capacity to oversee the design, fabrication and installation of a public monument in a public space. Artists must also demonstrate the ability to work in consultation with project teams, including architects, landscape architects, engineers, fabricators, and general contractors. The selected artist/artist team must be available for meetings with the principals of the project, City advisory committees, and the public.

Artists may apply individually or as a team. Artists' teams may not change over the life of the project. Up to three artists/artist teams will be selected to further refine their proposal for the project. Selected finalists may be required to attend a mandatory site walk-through.

# 03

## ELIGIBILITY

This Request for Proposals (RFP) is open to professional artists/artist teams who live and work in the County of Los Angeles. Artists working in any media that have experience working in the public realm are encouraged to apply. Employees of the City of Los Angeles are ineligible to apply.

# 04

## PROJECT BUDGET

**The budget for the project is \$250,000.** The budget is all-inclusive and must cover all expenses associated with the design, fabrication and installation of the monument. The City will prepare the site for the artist for the purpose of supporting and facilitating the implementation of the art project. Funding for the project is provided from the Arts Development Fee Trust Fund and private donations.

# 05

## SELECTION PROCESS

An artist selection panel may be composed of, but not limited to, arts professionals, a project engineer, representative of Council District 14, and local community representatives. The panel will review all applications and select up to three artists/artist teams based on their proposal concepts. The three finalists may be invited to a site walk-through and/or provided with more technical information and given a chance to refine their proposals more fully. The finalists will receive a \$500 honorarium to develop their proposal further. After presenting the refined proposals to the selection panel, one artist/artist team will receive the commission based on proposal review and artist interview.

# 06

## HOW TO APPLY

All applications must be submitted electronically via Slide Room by visiting <https://culturela.slideroom.com>. Incomplete and late applications will be deemed ineligible and not be considered.

**Deadline to apply is August 17, 2017 at 11:59 p.m.**

Artists are encouraged to visit the project site and surrounding area during the development of your proposal, and conduct any additional research pertaining to your specific interests in this public art opportunity.

A complete application must include:

**1. Artist's Contact Information** including name, business name (if applicable), physical address, mailing address, telephone and email. Teams must identify one artist to be DCA's primary contact for the team, as well as contact information for each artist on the team.

**2. Statement of Interest** [500 words max] in submitting a proposal for the Bracero Monument Public Art Project.

**3. Proposal Description** [750 words max] including the proposed artwork concept, physical materials, and dimensions.

**4. Curriculum Vitae** [PDF or DOC format only, 4 pages max]; teams must submit a CV for each artist on the team with a total of 4 pages per team member.

**5. Proposed Artwork/Media Files** [max five (5) files] can include images, video, and/or audio. Each of the image files must include the title of the image, size, materials and brief description.

**6. Past Projects/Media Files** [max fifteen (15) files] can include images, video, and/or audio; teams are encouraged to include projects created by the team. Each of the image files must include the title of the image, year, size, materials and brief description. For any commissioned project(s), also include the client, budget and location.

# 06

## HOW TO APPLY

(continued)

**7. Itemized Budget** [PDF or DOC format only] including preliminary costs for all aspects of the proposed project, i.e. design, fabrication, installation, insurance, engineering documents, permits, contingency, etc.

**8. Timeline** [150 words max, DOC format only], estimated timeline for fabrication and installation) and proposed maintenance plan.

\*Additional material included that is not requested by DCA will not be reviewed.

# 07

## RIGHTS & RESPONSIBILITIES

The Department of Cultural Affairs reserves the right to decline all applications to this RFP, and/or cancel this RFP at any time. This RFP is subject to the City's Campaign Finance, Contractor Responsibility, Equal Benefits, Equal Opportunity, Living Wage, Minority / Women Business Enterprise and Slavery Disclosure Ordinances, as well as any other ordinances in effect in the City of Los Angeles.

# 08

## ABOUT DCA

The Department of Cultural Affairs (DCA) manages the City of Los Angeles Public Art Programs. DCA supports the creativity of local artists by funding and partnering with the City's arts and cultural communities. The City demonstrates an ongoing commitment to arts and culture through DCA's ongoing activities, including community arts programming, cultural grants, marketing, public arts and youth arts and education programs, to stimulate and foster the creation of arts and cultural experiences throughout the diverse neighborhoods of LA.

# 09

## QUESTIONS

Please contact Tania Picasso at 213.202.5544 or [tania.picasso@lacity.org](mailto:tania.picasso@lacity.org)

RFP is available online at: [culturela.org/grants-and-calls](http://culturela.org/grants-and-calls)