



MapWorks Tulsa - The Tulsa Map Request for Proposals (RFP)

Overview and Project Description

MapWorks Tulsa invites Oklahoma artist(s) working in all media to create the original artwork and design of The Tulsa Map; a folded paper map which will also have an online presence. A first of its kind, The Tulsa Map shall be an artistically designed map of the City of Tulsa which highlights the diverse, historical, creative, cultural, and vibrant spirit of our community. MapWorks Tulsa will print and distribute a first round of 10,000 free maps to reach both Tulsa residents and visitors to the city in May 2022.

Application deadline: 5:00 p.m. (Central Standard Time), January 5, 2022

MapWorks Tulsa, Inc. is a non-profit 501(c)(3) organization whose mission is to enhance the lives of Tulsa citizens and visitors by creating a map that illuminates Tulsa's diverse districts. This map will serve as an introduction to the city's spirit and energy while fostering unity, inclusion and identity through an ambitious design, an artistic lens, and community outreach.

I. Project Agreement

The final selected artist or team of artists shall enter into a Project Agreement with MapWorks Tulsa. Creation of The Tulsa Map, including artwork and design, shall be overseen by the Project Agreement.

II. Project Funds

Total cost to create the artwork and design of The Tulsa Map shall be three thousand dollars (\$3,000). All costs associated with the artwork are in this budget, and no additional funds will be available. Upon successful execution of the Project Agreement by all parties, the final map artist will receive a \$1500 deposit to begin the work and \$1500 upon completion of work.

Up to 3 artists will be selected as semi-finalists and paid an honorarium of \$200 for the development and presentation of a rough draft concept design proposal. This rough draft concept will include, but is not limited to, preliminary sketches and concept description. The artists will present their concepts to The Tulsa Map Artist Selection Panel for the second phase of the selection process.

III. Intent

Our vision for The Tulsa Map is an artistically designed map of the City of Tulsa which highlights the diverse, historical, creative, cultural, and vibrant spirit of our community. The Tulsa Map will be a folded paper map (approximately 20" x 27" Flat, 4" x 9" Folded). MapWorks Tulsa will print and distribute a first round of 10,000 free maps to reach both Tulsa

residents and visitors to the city in May 2022. The map will also translate into an interactive piece on a publicly hosted website for users to access and utilize. Changes to The Tulsa Map will be updated every two years by a newly selected regional artist(s).

We are not envisioning a map in the traditional sense. In an age where all of us have navigation tools readily available, we believe a map can be something more! Rather than serving as a GPS, this map is designed to spark conversation and inspire citizens and visitors to experience Tulsa's vibrant personality and cultural diversity by highlighting our local businesses, districts, and rich history.

We are seeking artists of all backgrounds, styles and ideas of how you would create a visual map of our city. All techniques are welcomed and encouraged, whether traditional, digital, or experimental.

The selected final artist(s) will include the following elements in The Tulsa Map:

- a. The front side of the map, when unfolded, will be a unique art rendition of the City of Tulsa.
- b. The backside of the map will display districts and area details with featured local businesses, venues, historical landmarks, notable architecture, and green spaces.
- c. The front cover fold will be approved artwork developed by the artist, art director and the cover sponsor of The Tulsa Map. In the case of no cover sponsor, the cover art will be agreed upon between the art director and artist(s).
- d. While the map can and should be a reimagined/creative/unique map of Tulsa, there will be standard wayfinding elements that are necessary to include such as, a key or legend, a compass, a list of specific districts and notable areas, and Indigenous land notations. There will be additional required elements such as sponsor names, logos, and MapWorks Tulsa branding elements.

The Art Director of The Tulsa Map will schedule check-ins with the final selected artist(s) throughout the creation process of the map, and will give the artist(s) a list of required districts, businesses, venues, landmarks, and parks, and information to be featured on The Tulsa Map. The Art Director is also available to aid in any typography, layout + design, and print production work, if needed. The check-in schedule will be agreed upon between the Art Director and the artist(s) prior to the start of the project.

The art rendering for The Tulsa Map should:

- a. Demonstrate artistic excellence and originality.
- b. Provide excitement and interest for Tulsa as a whole.
- c. Celebrate Tulsa's identity and rich heritage.
- d. Reflect MapWorks Tulsa's desire to create a map that illuminates Tulsa's diverse districts and serves as an introduction to the city's spirit and energy while fostering unity, inclusion and identity.

IV. Requirements & Eligibility

This opportunity is open to all artists residing in Oklahoma regardless of age, race, class, national origin, creed, gender, gender expression, religious affiliation, and physical ability. MapWorks Tulsa encourages artistic diversity.

The artist(s) shall be available in the months of March - May 2022, work with the art director on a needed basis, complete the project, and be present for The Tulsa Map launch date in May. The artist(s) shall see the project through final print production and any press needs shortly thereafter. MapWorks Tulsa will cover all costs for print production.

V. Submission Requirements

Artists will complete an application through the MapWorks Tulsa webpage <https://mapworkstulsa.org/artist-call/> and provide support materials specified below. Please be sure to allow adequate time to submit your application as technical difficulties may occur. Only submissions containing all required application materials will be reviewed. Applications that are mailed, faxed, or hand-delivered will not be considered.

Submit your completed application to: RFP_tulsamap@mapworkstulsa.org

Application materials include:

1. Statement of Intent

- A statement of intent, no more than 300 words, will include a summary of artistic focus and professional career, especially as your background relates to this project.
- A brief description of the concept to be proposed, no more than 300 words, should the applicant be selected. At the time of application, artists are not required to submit map design concepts for review, but it is encouraged for a better understanding of the artist's vision.

2. Resume/CV

- If applying as a team, please include the team/studio resume. If a team/studio resume is not available, please combine the individual resumes of each team member into one document.
- Five images of relevant previous work, per member of a team with a maximum of fifteen images, if a team.
- Files can be up to 5mb. Images should be at least 72 dpi. No larger than 300 dpi
- Please number images 1-5, etc., in the file name using this system, #LastName, FirstName.jpg

3. Image descriptions

- Please include title, medium, dimensions, and year for each artwork. You may also include a brief statement about each work (2 sentence maximum).
- Number your descriptions, corresponding to the file names.

VI. Submit

Submit all the above as attachments in ONE email to RFP_tulsamap@mapworkstulsa.org

VII. Selection Process | Criteria

PHASE ONE:

RFP applications will be reviewed by MapWorks Tulsa's Art Director, along with The Tulsa Map Committee, to identify the short list of qualified artists to be considered for the project based on the following criteria:

1. Artistic excellence as evidenced by representations of past work and other supporting materials.
2. Appropriateness of artwork to the vision and goals of the project, as evidenced by representations of past work and other supporting materials.
3. Shows relevant professional artistic experience, understanding and ability to undertake the design, creation, and requirements of this project.

PHASE TWO:

A list of qualified artists will be presented to The Artist Selection Panel composed of professional artists, art educators, community representatives, a MapWorks Tulsa board member, and the Art Director of The Tulsa Map. The selection panel will interview the short list of qualified artists via zoom.

The following Selection Criteria will be used to review the short list of qualified artists:

1. Describes the design approach and artistic merit - originality, creativity, innovation, aesthetic, conceptual and technical quality represented.
2. Demonstrates a record of timely completion of projects - experience and ability in meeting deadlines and in working cooperatively with others.
3. Available to participate in the design, approval, and implementation of the project as required in the months of March - May 2022 to complete the project, work with the art director on a needed basis, be present for The Tulsa Map launch event in May, and available for any press interviews shortly after production and dissemination.

PHASE THREE:

The Artist Selection Panel will identify up to three semi-finalists who will be invited to present a rough sketch and description of the design concept proposal in 2 weeks following the close of the application process. Each semi-finalist will be paid an honorarium of \$200 for the development and in-person presentation of a conceptual design proposal.

PHASE FOUR:

Within the week following the presentations by the semi-finalists, the Artist Selection Panel will decide on the artist to create and design The Tulsa Map. The artist will be notified. The final map artist will receive a \$1500 deposit to begin the work and \$1500 upon completion of work.

The Art Director of The Tulsa Map will schedule check-ins with the final selected artist(s) throughout the creation process of the map, and will give the artist(s) a list of required districts, businesses, venues, landmarks, parks, and any additional information to be featured on The Tulsa Map. The Art Director is also available to aid in any typography, layout + design, and print production work, if needed. The check-in schedule will be agreed upon between the Art Director and the artist(s) prior to the start of the project.

Rights and Ownership

MapWorks Tulsa owns the final artwork produced for The Tulsa Map. Artwork may be included in a personal portfolio but may not be recreated in any part or whole.

Timeline

Application opens November 2021

Application deadline January 5, 2022

Notification of selected semi-finalists February 2022

Finalist presentations March 2022

Anticipated notification of selected artist(s) March 2022

Printing & Distribution of The Tulsa Map May 2022

RFP Questions & Additional Information

Please direct questions or requests for additional information to Sarah Powell, Art Director of The Tulsa Map, via email at RFP_tulsamap@mapworkstulsa.org.