



**City of Santa Monica Cultural Affairs Division
Request for Qualifications (RFQ)
Increased Physical Accessibility Consultant for Glow 2013**

The City of Santa Monica Cultural Affairs Division seeks the services of a professional accessibility consultant to plan, design, implement and assess increased physical accessibility for **Glow 2013**. It is anticipated that the scope of services will begin in October 2012 and end in October 2013. The deadline for submission is Thursday, October 25, 2012 by 3:00pm.

Glow is an all-night free cultural experience that imagines Santa Monica beach as a playground for thoughtful and participatory temporary art. Featuring approximately 20 extraordinary installations, the overarching intent of **Glow** is to break through the public's preconceived notion of what art can be and how they can be involved with it. This all-night celebration of art on Santa Monica Beach will take place on September 28, 2013. Attendance in 2010 was estimated at over 150,000 people.

Location and Logistics

- Location is Santa Monica beach and downtown Santa Monica. The "Glow Zone" is bordered by Santa Monica Blvd on the north, Bicknell Avenue on the south, the Third Street Promenade on the east and Pacific Ocean on the west (please see the attached *Glow 2010 Program and Map*).
- Attendance is anticipated at approximately 150,000 guests.
- Event starts at dusk and occurs throughout the night until early morning.
- Programming includes approximately 20 site-specific, large-scale artworks including video, sculpture, light, sound, dance and music. Art installations are primarily located on the beach with a few sited in Palisades Park and downtown Santa Monica.
- Transportation and Parking:
 - o Paid parking is available at beach lots adjacent to art installations and throughout downtown
 - o Streets in the "Glow Zone" are closed to traffic beginning at 5 p.m.
 - o Availability of shuttle service and Big Blue Bus to be determined
- Approximately 12 beach restroom facilities are available to the public during the event.
- Food will be available at local restaurants and at designated "Food Courts" located in beach parking lots.
- Information and First Aid booths are located throughout the Glow Zone (see *Glow 2010 Program and Map*).



Tentative Scope of Services

1. *Planning and Design*

- Review past accessibility practices and the physical design of the event to determine how physical accessibility to Glow 2013 can be increased.
- Design an “Increased Physical Accessibility Plan” for Glow 2013 that addresses past challenges with parking, transportation, traffic and large crowds.
- Recommend pre-event communications/outreach methods including but not limited to printed and electronic materials.
- Identify fundraising sources to support the implementation of the plan.

2. *Implementation*

- Lead and ensure the implementation of the “Increased Physical Accessibility Plan”.
- Maintain communication and participate in planning meetings with the Cultural Affairs Division, other pertinent City staff, and other City contractors.
- Provide guidance and support to fundraising efforts, including writing, editing and strategy.

3. *Assessment*

- Both during and after the event, assess the success of the various strategies employed.

4. *Additional accessibility services as needed*

Submission Requirements

Your submission should demonstrate your capability to provide professional accessibility consulting to a large-scale public event. Responses to this RFQ must be made in accordance with the format set forth in this RFQ. Incomplete submissions will not be considered.

Please provide the following information in the order described below:

1. Cover letter indicating your interest in and qualifications to undertake and successfully complete the Scope of Services.
2. List of the team members who will be assigned to this project, include brief bios or resumes for each person and list all applicable certifications.
3. Five (5) examples of past work, including a minimum of three large-scale events/venues/public access projects.
4. Briefly describe how your team would approach Glow 2013 in regards to the following components: 1) Planning and Design; 2) Implementation; and 3) Assessment.
5. Describe your experience with and knowledge of fundraising for accessible events or facilities.
6. List your hourly consulting fees for the various services you would be providing for this project.

Deadline

The deadline for proposals is **Thursday, October 25, 2012, by 3:00 p.m. This is not a postmark deadline.** Submissions must arrive in the Cultural Affairs office prior to the deadline. Late or incomplete proposals will not be accepted. Emailed proposals are encouraged. Failure to comply with the requirements described in this RFQ may result in disqualification. Please submit your proposal to:

Glow Accessibility Consultant RFQ
Attn: Allison Ostrovsky
Santa Monica Cultural Affairs Division
1437 4th Street, Suite 310
Santa Monica, CA 90401
allison.ostrovsky@smgov.net

Eligibility and Other Requirements

The selected consultant will be required to enter into a Professional Services Agreement with the City. The City will also require that the selected contractor maintain general liability and workman's comp insurance at the City's required levels, agree to pay Living Wage as defined by the City and hold a Santa Monica Business License.

For information about the City's purchasing policies visit:

<http://www.smgov.net/Departments/Finance/content.aspx?id=11969>

For Business License information visit:

<http://www.smgov.net/Departments/Finance/content.aspx?id=11959>

Companies interested in doing business with the City of Santa Monica are encouraged to sign up for the City's vendor notification system, Planet Bids. Future updates to this RFQ will be provided via this system. For more information visit:

<http://www.planetbids.com/portal/portal.cfm?CompanyID=15167#>

Questions

Questions must be submitted via email to: allison.ostrovsky@smgov.net. Respondents are highly encouraged to send questions prior to the deadline. For more information on Glow, please visit the website at: <http://glowsantamonica.org>

Waiver

By submitting a response to this RFQ, prospective consultant waives all rights to protest or seek any legal remedies whatsoever regarding any aspect of this RFQ. Acceptance of any statement submitted pursuant to this RFQ shall not constitute any implied intent to enter into a contract for services. The City reserves the right to reject any and all submittals and to request additional information. This RFQ does not commit the City of Santa Monica to pay any costs incurred in the preparation of a response. All responses shall become the property of the City of Santa Monica.

GETTING TO GLOW

PLAN AHEAD

Residents and visitors are encouraged to plan their visit to Glow. Make reservations at a local restaurant or hotel (see insert for restaurant listings, extended hours and specials); plan to enjoy Santa Monica before or after visiting the extraordinary art installations.

DRIVING

Traffic and parking may be challenging at certain times during the event. Flat rate event parking will be in effect in city lots west of Lincoln, ranging from \$5–\$20. The easiest and least expensive parking will be in the beach lots south of Pico Boulevard and north of the California incline. For real-time parking availability, please visit www.smgov.net/parkingspacenow

WALKING AND BIKING

These are particularly good choices; with several free bike valets strategically located near the event. See map for details.

PUBLIC TRANSPORTATION

With a little planning ahead public transit is an excellent option for getting to Glow. For information on local bus routes and schedules please visit www.bigbluebus.com.

ACCESSIBILITY

A majority of the projects are fully accessible and sand wheel chairs will be available. For additional information on accessibility please call or visit the project website.

PRODUCTION

City of Santa Monica Cultural Affairs Division
Community Arts Resources
Mark Flaisher *technical director*
Marc Mertens *director*
Marketing & Sponsorships
Marc Pally *artistic director*

CURATORIAL COMMITTEE

Mary Beebe *director*
Stuart Collection, UCSD
Malik Gaines *artist*
Tom Leeser *director*
Center for Integrated Media, CalArts
Lisa Melandri *deputy director*
Santa Monica Museum of Art
Alma Ruiz *curator*
Museum of Contemporary Art

PROJECT SELECTION JURY

Rita Gonzalez *curator*
LACMA
Lisa Melandri *deputy director*
Santa Monica Museum of Art
Aram Moshayedi *curator*
Pam Posey *artist and director*
Sam Francis Gallery, Crossroads School
Jay Yan *artist*

Design
Dept. of Graphic Sciences, Los Angeles
Printing
Source Print Media, Los Angeles



ARTISTS

CÉLESTE BOURSIER-MOUGENOT

JOHN CARPENTER, JERRY DIGBY &
ALEX DEUTSCHMAN

ROBERT CHAPIN, JESSICA CAIL,
IAN FORREST & TEAM

ANNE HERLIHY

JOSHUA HOWELL & AARON ZELIGS

GIL KUNO

RAFAEL LOZANO-HEMMER

COREY MADDEN, BRUNO
LOUCHOUARN & KEITH MITCHELL

PENTTI MONKKONEN

CHRISTOPHER O'LEARY

HADRIAN PREDOCK & JOHN FRANE

STEVE RODEN

KLUTCH STANAWAY

SYYN LABS

GLOW NETWORK

18TH STREET ARTS CENTER &
LA COMMONS

FREEWAVES & SUPER EXPO

YOSHUA OKÓN
Los Angeles Nomadic Division (LAND)

MACHINE PROJECT

EXPLORE GLOW WITH YOUR MOBILE PHONE

Download the free Geodelic App for iPhone and Android to experience the Glow mobile guide.

For live updates text GLOW to 55678 or join us on twitter [@follow_glow](https://twitter.com/follow_glow).

Email your photos to photos@glow2010.org to have them featured in the Live Photo Gallery at www.glow santamonica.org.

TEXT GLOW TO 20222 TO LIGHT UP GLOW WITH A \$10 GIFT.

GLOW SPONSORS

PARTNERS

The City of Santa Monica and the Santa Monica Arts Foundation are joined by a special group of very generous partners, sponsors and donors in making Glow 2010 possible.



SPARKLE



GLITTER

THE ALBERT AND
ELAINE BORCHARD
FOUNDATION

MARISA
ARANGO BERRY

The **Durfee** Foundation



TWINKLE

CIRQUE DU SOLEIL
PATTI CUNHA
MAYA EMSDEN
KONING EIZENBERG
ARCHITECTURE
DALE FRANZEN
FRED KURATA, MD
KUSC
GOOD WORKS
FOUNDATION
HERB ALPERT
FOUNDATION
HOLIDAY INN SANTA
MONICA BEACH

AUDREY AND SIDNEY IRMAS
FOUNDATION
THE LOOKER FAMILY
FOUNDATION
MACERICH
WALTER MEYER
MAURA PALLY
NATIONAL RENTAL
OVATION
SANTA MONICA CHAMBER
OF COMMERCE
SKYLARK FOUNDATION
SMS GENERATORS
THE SHANGRI-LA HOTEL,
SANTA MONICA

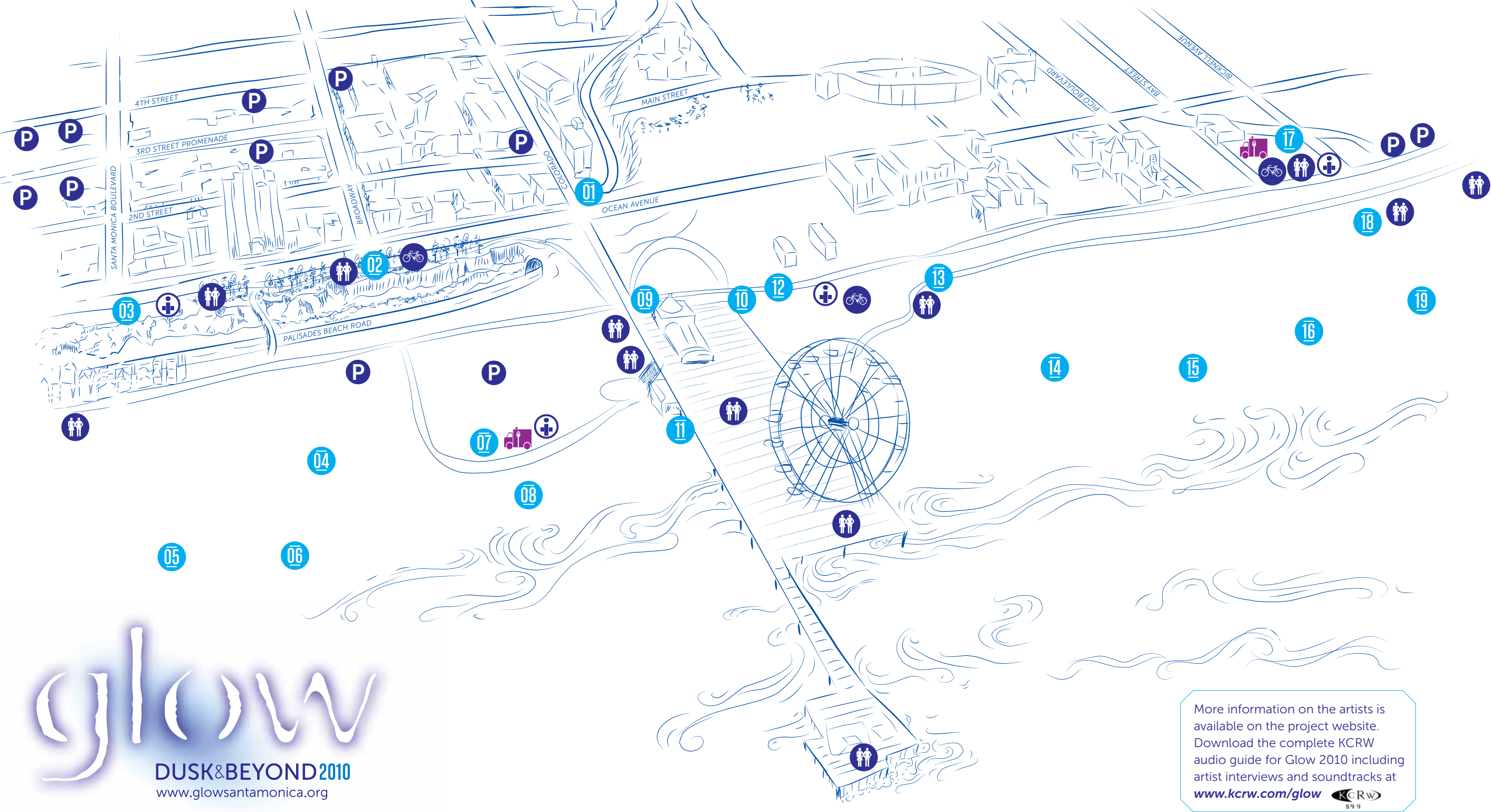
7PM–3AM **SATURDAY 9/25**
SANTA MONICA BEACH, PIER AND PALISADES PARK

Glow has commissioned an extraordinary array of local and international artists to create 20 unique installations, ranging from acoustic music performances to the most technologically advanced interactive artworks. Produced by the City of Santa Monica, Glow is a biennial, all-night event that re-imagines Santa Monica Beach as a playground for thoughtful and participatory, temporary art.

OPENING CEREMONY 7PM
OCEAN AVENUE AND COLORADO AVENUE



GLOW IS A PROJECT OF THE CITY OF SANTA MONICA AND THE SANTA MONICA ARTS FOUNDATION



Nº 01	FREEWAVES & SUPER EXPO <i>Intersection</i>
A multi-media collaboration of artists and the public, combining live feed from audience members, recorded imagery that is impacted by the live feed, engaging word sets projected at large scale and a lively sound component, all mixed at the intersection of spontaneity and strategic thinking.	
Nº 02	CHRISTOPHER O'LEARY <i>Alter Egos</i>
<i>Alter Egos</i> acts as a window between the real world and a speculative one with a dynamic video being generated by measuring the flow of traffic through the installation. The video consists of a fictional audience comprised of fun and strange characters referring to science fiction and comic book culture.	
Nº 03	JOSHUA HOWELL & AARON ZELIGS <i>Soft Underbelly</i>
An oasis of calm on Palisades Park with a floating phosphorescent canopy; visitors enter a spectral marine world, with a great view of the Pacific beyond.	

Nº 04	CÉLESTE BOURSIER-MOUGENOT <i>shapednoise</i>
A lifeguard tower is slowly transformed into a mound of foam with accumulation rate and force determined by data derived from a series of tracking cameras scanning the adjacent area.	
Nº 05	18TH STREET ART CENTER & LA COMMONS <i>Howling at the Sun</i>
The Tongva/Gabrieleno myth of the Sun and the Coyote comes alive as fifty musicians take sides in this epic battle to fight for the Earth coming to balance with the Sun, with support provided by helpful audience members. <i>Lead Artists: Najite Agindotan, Angel Figueroa, and Michael McCarty.</i>	
Nº 06	JOHN CARPENTER JERRY DIGBY & ALEX DEUTSCHMAN <i>Shoreline Luminescence</i>
Projections onto surf and sand that are modified according to the behavior of the audience, whose movements are captured by infrared tracking cameras. Accompanied by amplified/modified ambient oceanic sound.	

Nº 07	PENTTI MONKKONEN <i>Barbecue Train</i>
A sculpture in the shape of a classic locomotive engine does double-duty as a functioning barbecue, with the culinary expertise of the Border Grill providing the food, all for sale along with other items in their adjacent food truck.	
Nº 08	STEVE RODEN <i>coast lines</i>
Two large screens sited just before the surf show motion pictures of hand-drawn images of the coast-line of the eastern Pacific Ocean; one screen tracks the coast going south from the Santa Monica Pier to the tip of South America and the other goes north from the pier to the top of North America.	
Nº 09	MACHINE PROJECT <i>Carousel Concerts</i>
Six different groups perform one-hour sets on the historic Santa Monica Pier Carousel, with a variety of media and content from original scores, from Steve Reich to Franz Kafka. <i>Lead musician: Chris Kallmyer.</i>	

Nº 10	GIL KUNO <i>Haze</i>
Rorschach-like images are projected onto a wave of fog rolling down the steps in front of the volleyball courts, accompanied by ambient sounds, as seductive and ambiguous as the imagery.	
Nº 11	KLUTCH STANAWAY <i>Controlled Boulder</i>
A small boulder seeks its way along the gravel path under the pier as a mobile modest beast; is it a camouflaged animal or simply a higher geologic order?	
Nº 12	YOSHUA OKÓN <i>Hot Dog Stick</i>
A staged performance, involving 20 pit bulls and their owners, is projected onto the wall of Hot Dog on a Stick, exploring the fine line between documentation and fiction. <i>Los Angeles Nomadic Division (LAND) exhibition in collaboration with Glow.</i>	
Nº 13	ROBERT CHAPIN, JESSICA CAIL, IAN FORREST & TEAM <i>Muscle Beach Glow</i>
The most glow at Muscle Beach ever, with a black-lit suffused environment and gymnasts from the Santa Monica Ringflyers there to help those wishing to join. <i>Muscle Beach Glow</i> promises to fully engage body and soul, to the accompaniment of 1930s to modern day music.	
Nº 14	RAFAEL LOZANO-HEMMER <i>Sandbox</i>
Visitors are invited to dip their hands into two sandboxes, which are alive with the small "ghosts" of the Glow audience projected onto their surfaces. As visitors play in the sand, real-time images of their hands are transmitted onto an 8,000 square feet area of the adjacent beach, radically enlarging human scale to the gigantic.	
Nº 15	COREY MADDEN, BRUNO LOUCHOUARN & KEITH MITCHELL <i>Day for Night</i>
Film taken in real time from dawn until dusk is screened at the exact location of the shooting and will start at dusk and end at dawn (6:44 am) staging an exact reversal of fictional and real time.	
Nº 16	HADRIAN PREDOCK & JOHN FRANE <i>Luminous Passage</i>
A porous "land bridge" from Bay Street boardwalk to the shore, this glowing structure is an exquisite transition from urban forms to the open space of the beach and the vast Pacific beyond.	
Nº 17	SYYN LABS <i>DNA Sequencer</i>
The historic Crescent Bay Park trellis houses a giant DNA spiral, inviting the audience in to touch individual particles and watch the DNA respond in both sound and light.	
Nº 18	ANNE HERLIHY <i>La Bella Luna</i>
A quilted tent masquerades as a karaoke booth with the face of the performer beamed up to a large balloon floating overhead. Songs are from a moon-themed playlist.	
Nº 19	MACHINE PROJECT <i>Nautical Music Encampment</i>
Sixteen 30-minute performances of acoustic, traditional pirate songs and sea shanties sung at the shore with all the comforts of warmth provided by the (artificial) campfire. <i>Lead singers: Emily Lacy and Laura Steenberge.</i>	
Nº 20	MACHINE PROJECT <i>Wandering Musicians: Killsonic</i>
A group of 30 musicians playing together, wandering casually through the entire Glow zone. The musicians will be playing the following instruments: accordion, trumpet, trombone, sousa-phone, saxophone, bass drum, snare drum, triangle, cowbell, glockenspiel, clarinet, and flute. <i>Presented by Machine Project and Killsonic.</i>	
ARTIST PROJECTS FOOD TRUCKS INFO CENTERS AND FIRST AID RESTROOMS BIKE VALET PARKING	