

REQUEST FOR PROPOSAL

# MEMORIAL PUBLIC ART

THE MASSACHUSETTS VETERANS HOME AT HOLYOKE



**REISSUE DATE: NOVEMBER 25, 2024**



## Overview

Payette Architects, on behalf of the Division of Capital Asset Management & Maintenance (DCAMM) of the Commonwealth of Massachusetts and The Massachusetts Veterans Home at Holyoke (MVH), invites artists, designers, architects, landscape architects, students and/or other design professionals to submit conceptual proposals for the design, fabrication, and installation of an outdoor public art memorial to complement the MVH at Holyoke located at 110 Cherry St, Holyoke, MA.

The budget for this project is up to \$200,000, and the timeframe for completion is approximately 24 months from the signing of the contract. The selection committee will review complete submittals and award one artist/team the contract to execute their public art concept(s). Further details are provided in this RFP.

**The deadline for RFP submissions is February 3, 2025 at 5:00PM EST.**



*Massachusetts Veterans Home at Holyoke Rendering | Payette Architects*

## Key Dates

- Reissued Request for Proposal (RFP) released **11-25-24**
- RFP question deadline **12-16-24**
- Written response to RFP questions **12-23-24**
- RFP closes and all submissions due on or before **02-03-25**
- Proposal short-list **02-24-25**
- Finalist interviews **03-10-25**
- Artist(s) selection by **03-24-25**
- Finalization of art design **12-31-25**
- Finalization of construction drawings **Summer '26**
- Installation **Winter '27-28**

## Introduction

The Executive Office of Veterans Services (EOVS) in partnership with the Commonwealth's Division of Capital Asset Management and Maintenance (DCAMM) is constructing a new Veterans Home in Holyoke to meet the evolving needs of current and future veterans across the Commonwealth.

The new, 350,000 +/- GSF building is currently under construction, and will act as a long term care facility for 234 full time residents. It will also have an adult day program capable of serving 40-50 veterans from the community. The Veterans Home will deliver services and programs more effectively, meeting current and future quality of life standards for veterans.



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The building is being constructed adjacent to the current facility. Once it is completed and occupied, the existing structure will be demolished to make space for landscaped outdoor areas and parking. Designed by Payette Architects, the Veterans Home incorporates feedback from a wide array of stakeholders including the MVH at Holyoke community and their families, facility staff, the Board of Trustees, and State and Federal partners.

The design of the Veterans Home is based on the Veteran Administration's Small House Design Guide which organizes the long-term care program elements into three major components: the Home, the Neighborhood, and the Community. The goal of the new facility is to provide a home where veterans can have the highest possible quality of life and receive the best quality care. It supports care-giving that is resident centered and provided with integrity, commitment, and respect.

## Veterans Memorial

The memorial will be located within the garden space in front of the newly constructed building, and it will be accessible to both residents and visitors of the Veterans Home. The memorial should complement the proposed architectural and landscape design. It should be conceived as a barrier free artistic intervention that can be experienced by persons with limited mobility and other sensory perception challenges.

The goal of the memorial is to channel the power of art to celebrate and honor the lives of veterans, and create a space of reflection for their families, friends, Veterans Home staff, and the larger community. The proposed design should enhance the public space, and be safe, durable, and easy to maintain.

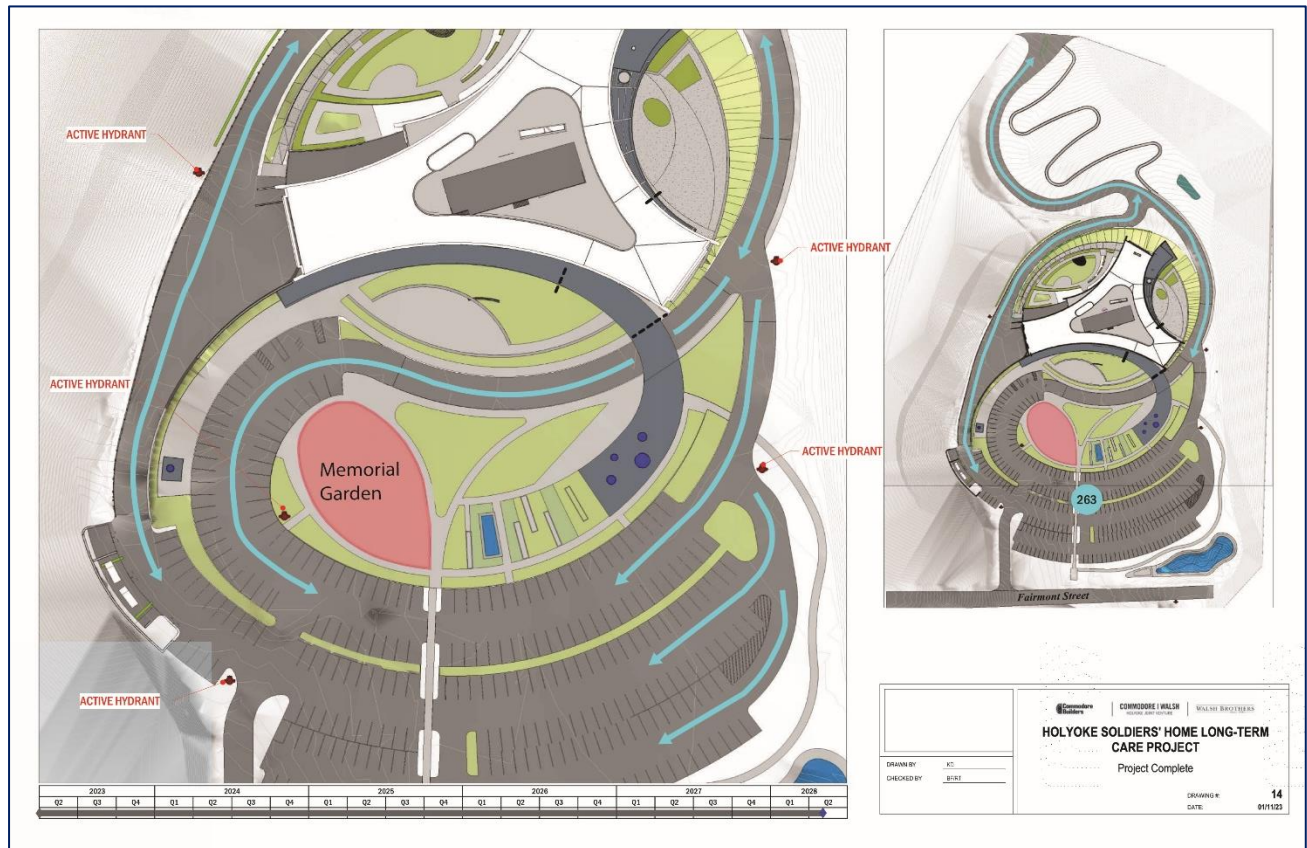
Proposals must be intended for, and capable of, being installed on State owned property. This project occurs in the context of the Veterans Home as a public agency, which requires an open and inclusive public process.

## Location

The memorial may be conceived and integrated within the memorial garden, memorial pond, green buffer located along the eastern edge of the site, and/or the pavilion space adjacent to the memorial garden/pond. Please see the location map and sit plan for additional information.



Location Map Rendering for Memorial Site at MA Veterans Home at Holyoke | Payette Architects



Massachusetts Veterans Home at Holyoke Site Plan | Payette Architects

## Budget & Project Administration

A fixed maximum budget of \$200,000 has been established for the memorial. This budget includes all costs associated with the installation of all public art in or around the future Veterans Home including; the artist fee, material costs, fabrication, transportation, and installation costs. Specific installation requirements of the art concept must be shared as the process advances.

The artist selection process will be managed by Payette in close coordination with DCAMM and the selected artist will be part of the design team led by Payette. The construction of the art installation will be managed by Commodore/Walsh Joint Venture (CM), the construction manager team for the project, with construction administration oversight by Payette and the selected artist.

The process for developing the art concept will include engaging in a robust dialogue with representatives from the Veterans Home, the Executive Office of Veterans Services, Veterans Home staff, resident veterans and their families, and other community stakeholders.

An artist proposal will be selected by an interdisciplinary team (“selection committee”) comprised of representatives from DCAMM, EOVS, the Veterans Home, and the Design Team. The selection committee will review responses against the evaluation factors below. The selection committee reserves the right to request virtual interviews with selected finalists. Selection and award are anticipated by December 2024.

## Selection & Award Process

Deliverable	Description	Deadline
<b>Advertisement</b>	The RFP will be reissued on November 25, 2024 and will remain open for 10 weeks.	<b>11/25/2024</b>
<b>Questions</b>	All questions regarding the RFP should be submitted via email to the contact listed below by December 16, 2024.	<b>12/16/2024</b>
<b>Submission</b>	Complete proposals should be submitted via email to the contact listed below by February 3, 2025. Submission receipt will be based on the time stamp of receipt at the email address stated below. Late submissions will not be accepted. Proposers are solely responsible for allowing adequate time for submission, including, without limitation, considering potential online submission impediments like internet traffic, connection speed, file size and file volume. Payette and/or the Commonwealth are not responsible for delays encountered by proposers.	<b>02/03/2025</b>
<b>Evaluation</b>	Following the submission deadline, properly submitted proposals will be distributed and the selection committee will evaluate each in accordance with the “Evaluation Factors” as described in this RFP.	<b>02/04/2025-02/24/2025</b>
<b>Shortlist</b>	It is anticipated that by February 24, 2025 the selection committee will determine the top three candidates for consideration. All applicants will be notified in writing of this determination.	<b>02/24/2025</b>
<b>Interviews</b>	The selection committee will require virtual interviews with the selected finalists on March 10, 2025 in which each finalist would introduce the art concept (and team members). Finalists will be expected to prioritize participation in any requested interviews in their schedules. The selection	<b>03/10/2025</b>

committee will make efforts to find a mutually convenient time for any interviews; however, failure to appear at the scheduled time of the interview/presentation may be taken into consideration in evaluation. Following the last interview (if applicable), the selection committee is anticipated to make a final selection by the end of the year

<b>Award</b>	The artist will have up to three (3) weeks/fifteen (15) business days, upon receipt of the selection committee’s offer, to accept or reject public art participation in the MVH at Holyoke to execute the required form of contract with Payette.	<b>03/31/2025</b>
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## Community Outreach

Once awarded, and contracted, the artist/artist team will enter the design development phase, where they will execute the project design with input from Veterans Home residents and the larger community of stakeholders including families of Veterans, facility staff, Board of Trustees, etc. The selected artist/artist team will work with Payette, the CM, and the selection committee to confirm the final drafts of site-specific concept(s), which will be presented to the community in an open forum for public comment.

## Evaluation Factors

### Artistic Merit

- The art concept must align with the mission of the Veterans Home, to provide the highest quality personal health care services to Massachusetts veterans with dignity, honor, and respect, and it should serve the goals of the memorial as stated above.
- The art concept must be contextually relevant and experiential. It must complement the architectural and landscape design approaches. The selected artist will work with the design team to develop the best approach to integrate the art concept with the architectural and landscape design.
- The selection committee will consider a wide range of art interventions—murals, sculpture, street furniture, integrated landscape art, participatory artmaking, light and soundscapes, etc., provided the concept is driven by a clear artistic vision and is within the budget.
- Art concepts that act as commercial or political promotions, campaigns, or marketing of any kind will not be considered.

### Implementation Feasibility & Maintenance

- Preference may be given to the artist with prior experience working with architects and landscape architects with proven capacity to deliver art projects on-time and on-budget.
- Lower maintenance cost and durability of the artwork over a 25-year period will be an important factor of consideration. The artist is expected to outline a maintenance schedule with approximate annual maintenance costs.

**Diversity**

- DCAMM is committed to addressing disparity in the participation of minority- and women- owned businesses in construction and design. Minority and women artist(s) and veterans are encouraged to apply.
- Applicants are encouraged to be creative in their approach to enhancing diversity in assembling their team for this effort and/or the vendor(s) utilized for the artwork. Proposals must include a description of the applicant’s approach to the participation of veteran artists, minority and women artists, and/or minority-owned and women-owned businesses, including a description of specific working relationships and responsibilities between and among team members.
- While local artists and those living/working in Massachusetts are strongly encouraged to apply, the RFP is open to all artists.

**Submission Criteria**

The following items must be submitted via email to the contact below. Proposals must include all components listed below, and comply with all instructions provided in this RFP, including formatting.

Submittal	Description	Specifications
<b>Proposed Concept Package</b>	The file size should be no larger than 20MB. The file format should be submitted as a PDF. Please title your submission as “ <i>HLY2102 – MVH at Holyoke: Memorial Public Art -- [insert proposer name]</i> ” in the subject line of the email.	<b>20 MB Maximum</b>
<b>Concept Board</b>	Board Contents <ul style="list-style-type: none"> <li>- Abbreviated Concept Narrative (up to 200 words)</li> <li>- Site Plan, eye-level and aerial 3D views, design sketches and other details as needed to clearly communicate the proposed design.</li> </ul>	<b>30” x 40” PDF Portrait Format</b>
<b>Concept Narrative</b>	A brief narrative of the art concept (up to 500 words) including the installation requirements. Include narrative on annual and longer term maintenance requirements.	<b>8.5 x11 PDF Portrait Format</b>
<b>Previous Work</b>	Images and descriptions of past related work (electronic submission, <u>up to five</u> , single-sided, 8.5x11 layouts in portrait format with captions as necessary).	<b>8.5 x 11 PDF Portrait Format</b>
<b>Resumes</b>	Artist(s)/team resume (maximum 1 page per individual)	<b>8.5 x11 PDF Portrait Format</b>
<b>Profile</b>	Artist(s)/team biography (100 words per individual).	<b>8.5 x11 PDF Portrait Format</b>
<b>Proposed Budget</b>	Proposed Budget (up to \$200,000) with following line items: <ul style="list-style-type: none"> <li>▪ Artist Fee</li> <li>▪ Material specifications, estimated quantity, and cost</li> <li>▪ Estimated consultant fees if needed for installation</li> <li>▪ Estimated fee for additional contract labor or skilled trade required for installation. Note that labor will be subject to Massachusetts Prevailing Wage requirements under M.G.L. c. 149, §§ 26 – 27D and subject to the procurement procedures for construction management at risk subcontractors set forth in M.G.L. c. 149A, § 8 and further specified in DCAMM’s contract with the CM. <i>(continued on next page)</i></li> </ul>	<b>8.5 x11 PDF Portrait Format</b>

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Estimated annual maintenance budget with expected maintenance tasks. The annual maintenance budget estimate should be excluded from the proposed design and installation budget.

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## Contact

All inquiries and/or submissions related to this RFP are to be directed, electronically, to:

**Scott Parker**, Principal, Payette Architects, [Sparker@payette.com](mailto:Sparker@payette.com)

*and copy all correspondence to:*

**Barry Heidke**, DCAMM, [Barry.Heidke@mass.gov](mailto:Barry.Heidke@mass.gov)

**Brenna Sapienza**, DCAMM, [Brenna.Sapienza@mass.gov](mailto:Brenna.Sapienza@mass.gov)

## Acceptance of Response

This RFP is not a binding agreement to purchase goods or services. Responses to this RFP are assessed against the outlined Evaluation Factors.

## Agreements

The selected artist will be required to execute appropriate design and delivery agreements acceptable to the architect and/or the construction manager (CM), and the Commonwealth, which will be assignable to the Commonwealth. The agreements will include copyright agreements acceptable to the Commonwealth and waivers of rights pursuant to M.G.L. c. 231, s. 85S and 17 U.S.C. s. (a) (3) or other laws concerning modification or destruction of the work. Such waivers will not extend to rights concerning attribution conferred by applicable laws. The agreements may also include provisions concerning the artist's advice and/or assistance regarding the ongoing maintenance or repair of the work after installation. Failure of the artist to execute agreements acceptable to the architect, the CM, and the Commonwealth may result in rejection of the selected proposal.

## Waiver of Rights Pursuant to the Visual Artists Rights Act

The artist shall execute a waiver of rights under the Visual Artists Rights Act satisfactory to the Commonwealth, but the same shall not include a waiver of the rights of attribution conferred by 17 U.S.C. 106 A (1) or 106 A (2).

## Waiver of Rights Pursuant to M.G.L. Chapter 231, Section 85S: Physical Alteration or Destruction of Fine Art

The artist shall execute a waiver of rights under MGL c. 231, s. 85(S) but only to the extent that the statute permits such waiver. Such a waiver shall not include the right of attribution.

## Copyright

The artist's rights under copyright laws shall be subject to the rights of the Commonwealth pursuant to the agreement for the design of the Project between the Commonwealth and the architect and shall be satisfactory to both the architect and the Commonwealth. Without limitation, the Commonwealth shall have an irrevocable royalty-free license to use, for any purpose, items developed or made part of the art



installation which may be subject to copyright, patent, or other intellectual property laws or as to which the artist and any subcontractors may assert any rights or establish any claim under such laws. The Commonwealth shall have unlimited royalty-free rights, for the benefit of the Commonwealth and any public entity to which the Commonwealth may grant the right to share such rights.

## Payment

Payment terms will be negotiated prior to the execution of the artist contract.

## Conflict of Interest

Please disclose any conflicts of interest, in writing, to the review committee who will consider the nature of the respondent's responsibilities and the degree of potential or apparent conflict in deciding the course of action that the respondent needs to take to remedy the conflict of interest. Examples of potential conflicts of interest include, but are not limited to: a relation through kinship to a member of the Review Committee, etc.



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