

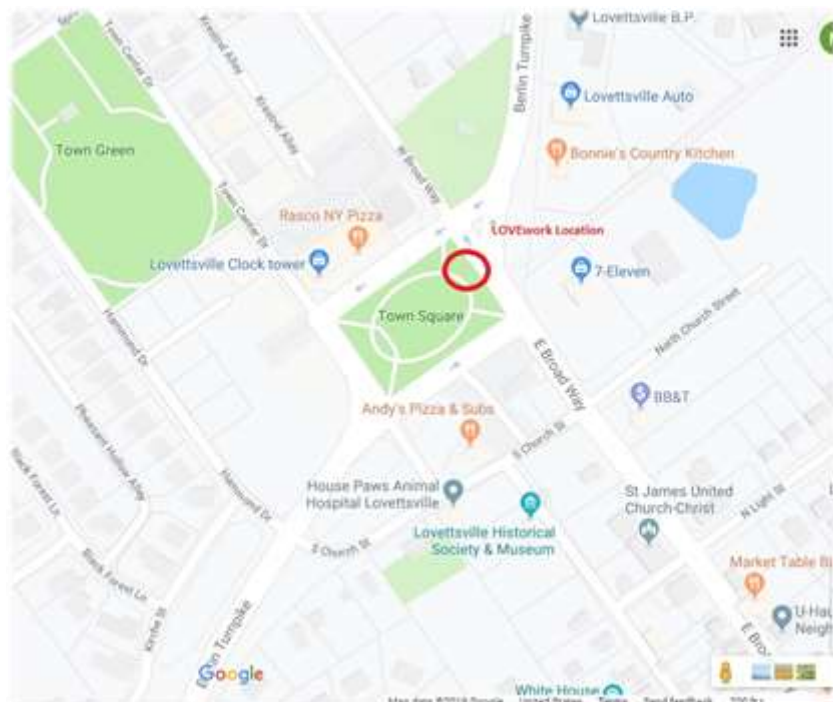


**Request for Proposal
LOVEwork Sign – Lovettsville Town Square
Town of Lovettsville, Virginia**

Project Description

This is an opportunity to submit a proposal for the design and fabrication of a “LOVE” artwork - LOVEwork - to be constructed and permanently displayed in the Lovettsville Town Square. The LOVEworks program is a state-supported extension of the nearly 50-year-old “Virginia is for Lovers” brand, designed to promote travel and tourism throughout Virginia. Lovettsville’s LOVEwork will be added to a collection of more than 100 large-scale installations featured in towns and cities across the Commonwealth. These LOVEworks spark community pride, attract tourists, and spread the message that “Virginia is for Lovers.” This project will produce a credited public art work to define the Northern gateway (entrance) into Loudoun County and promote Lovettsville’s unique town character.

The site is accessible at the intersection of VA Route 287 and Broad Way, inside of the “Squirkle.” The work will be installed in the northwest corner of the Town Square. The site will be highly visible to vehicular and pedestrian traffic. See map below:



Project Goals and Scope

In line with LOVEwork program requirements, the artist and/or artwork shall:

- Design, fabricate and oversee the installation of an original iconic landmark art piece
- Spell out the word LOVE
- Reflect the Town of Lovettsville's unique character
- Serve as a welcome to Loudoun County at the Northern Gateway
- Stand at substantial scale (Standing taller than an average adult)
- Be highly visible

Vision

Artists submitting proposals are encouraged to be innovative and think creatively for this LOVEwork piece. The work should reflect Lovettsville's unique character.

Visit <https://www.virginia.org/love> to see examples of LOVEworks around Virginia.

About Lovettsville

Lovettsville is a town in Loudoun County, located near the very northern tip of the Commonwealth of Virginia, United States. Settled primarily by German immigrants, the town was originally established in 1836.

Following the 1722 Treaty of St. Albans which established the Blue Ridge Mountains as the buffer between Native Americans and white settlers, German immigrants began arriving in the northern Loudoun Valley to farm the rich topsoil. They established several villages, many constructed of log and wooden buildings, and began to expand their land holdings. Lovettsville was then called The German Settlement.

In 1820 David Lovett subdivided his property into quarter-acre "city lots." As a result of the ensuing construction boom, the town was called Newtown. In 1828, the town was again renamed Lovettsville. In 1836 the Virginia General Assembly established Lovettsville as a town, but the town was not fully incorporated until 1876.

During the Civil War, Lovettsville was an important transportation stop for Union troops crossing the Potomac River. Lovettsville was also among the few communities in Loudoun County to vote against secession.

Lovettsville is a small family oriented community. There is an important agricultural element in the community with many horse farms, cheese makers, wineries and farm to table restaurant dining options. Additionally, there is a thriving artist's community in the town.

Town events include:

- Lovettsville Oktoberfest typically takes place on the last full weekend of September.

- Over Memorial Day Weekend, Lovettsville hosts MayFest, billed as Lovettsville's All-American town picnic.
- Over the first weekend of December, the Loudoun Valley German Society hosts the acclaimed annual Christkindlmarkt (traditional German Christmas market)
- Winter events include WintertainmentFest (Annual Christmas Tree Lighting), Light Up Lovettsville Holiday Lighting Contest, and Berserkle on the Squirkle, a 5K fun run around the oddly-arranged traffic square at the center of town!
- The town also hosts Movies and Concerts on the Green at the Walker Pavilion monthly during the warm weather months.

In 2018, after the NHL's Washington Capitals advanced to the Stanley Cup Finals for the second time in franchise history, the Town Council voted to temporarily rename Lovettsville to "Capitals-ville" for the duration of the Finals.

General Size Specifications:

Design should be approximately 12-16 feet wide and 5-7 feet high. Platform, base or anchoring hardware may extend wider but should not exceed 18 feet in total.

Selection Criteria and Process

Proposals will be selected by a Selection Committee consisting of local art professionals, Town Council members and the Mayor. The Selection Committee will work with the artist (or team) to finalize the schematic design and integration of artwork with the site. Submissions will be evaluated by the Selection Committee based upon the overall quality and merit of the artist's design.

Criteria for selecting proposals may include, but are not limited to:

1. Detail and completeness of proposal
2. Overall aesthetic of proposed artwork
3. Does it embody the vision?
4. Is it highly visible?
5. Does it enhance the community/Lovettsville?
6. Tourism and marketing potential
7. Suitability for outdoor permanent installation
8. Artist demonstrates/provides evidence of ability to follow through and meet deadlines
9. Is design within budget?

LOVEworks Project Timeline

June 1, 2019 – Call for Artists

July 15, 2019 - RFP Deadline

July/August – Public Input

August 2019 - Design selected/Artist awarded project

Installation completion date - To be determined in consultation with selected artists

Budget

- Total project budget is \$4,500.

Budget includes site prep, materials, transport, installation, artist stipend, and maintenance trust. If a larger budget is necessary for a plan, funds will need to be raised before the plan is approved.

How to Apply

Proposal **Must** Include the Following:

- Concept statement for proposed piece
- Why are you interested in proposing artwork for this project?
- What is the inspiration for this concept?
- How will you accomplish the proposed piece?
- Drawings/sketches/ of artwork concept should include: materials, scale and dimension, color(s), as well as additional equipment needs (lights, electricity, etc.)
- Proposed fabrication methods
- Budget
- Artist website and/or social media

Submit **complete** proposals, as a single PDF, titled [LastName_FirstName.pdf] to: hwest@lovettsvilleva.gov, subject line "LOVEworks RFP"

DEADLINE to apply is 5:00 p.m. ET July 15, 2019

Complete the following and include as cover page of your application LOVEworks Project Application

Artist or Team Representative's Name _____

Mailing Address _____

City/State _____ Zip _____

E-Mail Address _____

Telephone(s) _____

Website _____

The following MUST be included in your proposal:

Checklist:

- Concept statement for proposed piece
- Why are you interested in proposing artwork for this project?
- What is the inspiration for this concept?
- How will you accomplish the proposed piece?
- Drawings/sketches/ of artwork concept should include: materials, scale and dimension, color(s), as well as additional equipment needs (lights, electricity, etc.)
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