

Request for Proposals: Design of “Arizona Heritage Food Wagon”



*****Opportunity for Artists, Architects, Designers, and Builders*****

The “Arizona Heritage Food Wagon” will be built by local artists, carpenters, or metalworkers and simultaneously serve as 1) a **piece of art** with iconic images of Arizona heritage foods; 2) an **information kiosk** about the history of those foods and which Arizona based producers and restaurants currently offer them; 3) an **educational video display viewing station** for presenting DVDs (produced separately) that will be about these foods; 4) a **farmers’ market “booth”** featuring the actual foods for viewing, sample tasting, or sales; and 5) a **speakers’ platform** where humanities content (historic, social and geographic) regarding Arizona’s unique food, farming and ranching legacies can be presented at public events. The content of this exhibit will focus on contrasts between historic images of Arizona food producers (cowboys, shepherders, homesteaders and subsistence farmers) and their contemporary counterparts who fit few stereotypes or romanticized clichés.

This project is open to artists, carpenters, and/or metalworkers from Arizona, New Mexico, and Southern California.

Project overview

Sabores Sin Fronteras/Flavors Without Borders is seeking proposals to design and build an Arizona Heritage Food Wagon – a mobile piece of art/information kiosk/farmers’ market booth/speakers’ platform that will be presented at different food-related events throughout Arizona. We will frame the status of Arizona’s heritage foods in a dynamic, multicultural context that is affected by shifting societal values, rather than casting them as static, nostalgic vestiges of the past.

The selected design will be built using the following platform:

- 77” wide x 12’ long flatbed trailer to be pulled by a pickup truck. It has one-foot high metal sides, a wood slat floor, a trailer hitch and a 4’ fold-up gate at the back.

Go to the website: <http://pjtrailers.com/detail.cfm?ID=U7>

Or see it in person at **Tucson Trailer Co.**, 1315 W. Miracle Mile Rd., Tucson, AZ 85705

The walls, doors, and/or windows of the food wagon can either be made primarily from recycled materials or from Arizona native woods, copper and woven materials. The motifs on the walls,

any ornamentation on folding window shutters, or additional stylistic devices should reflect the multicultural traditions of the state and feature iconic foods such as chiles, cattle, corn, squash, cactus, wheat and mesquite. Three-dimensional designs of a sculptural nature are highly encouraged, but two-dimensional elements in any media such as drawing, painting, airbrushing, assemblage, or collage will be acceptable. Designers and builders may work as a team or as individuals, and will be collectively as well as individually honored for their design.

About Sabores Sin Fronteras/Flavors Without Borders

Sabores Sin Fronteras/Flavors Without Borders is a regional, bi-national and multi-cultural alliance to document, celebrate and conserve farming and food folkways that span the U.S./Mexico borderlands from Texas and Tamaulipas on the east to Ambas Californias on the west. Members of our alliance include farmers, ranchers, chefs, community cooks, rural historians, food journalists, borderlands food brokers and educators.

For more information see www.saboresfronteras.com

Project description

Through a two-step process, Arizona Heritage Food Wagon proposals selected as semi-finalists will be matched with community partners who will provide guidance relating to the future use of the stand. Semi-finalists will be asked to submit a final proposal and sketches.

The Food Wagon is first a functional work of art. It is also a unique and highly visible marketing tool effective for increasing sales of Arizona foods as well as highlighting the mission of Sabores Sin Fronteras.

The Food Wagon should be designed to be visually compelling when open and in use, as well as when closed. The wagon will incorporate informational display components: a kiosk, pamphlet holder, and digital DVD screen (17") visible through a window. This public exhibit will highlight local food and cultural offerings from the area (restaurants supporting local farmers, galleries, concerts etc.).

Once built, the wagon will be hauled by pickup hitch to selected festivals and events. Primary "field-testing" will be done at Tucson Meet Yourself, where humanities scholars will launch its public programming at the three day festival in autumn 2011. The Food Wagon will have a home base determined by Sabores Sin Fronteras, but may also travel upon invitation to the Tumacacori Fiesta, Santa Cruz Valley Heritage Alliance food fairs and producer workshops, and possibly to farmers markets all around the state but especially in Pima, Santa Cruz and Cochise counties. It will also be included at future Sabores Sin Fronteras biannual symposia.

The Food Wagon will be launched at Tucson Meet Yourself during the second week of October 2011. We have agreed to utilize the wagon for a minimum of three, and preferably five years before retrofitting.

A jury will select finalists based upon the following criteria:

- Artistic excellence
- Feasibility

- Context
- Practical use value
- Sustainability
- Cost Effective Use of Arizona Materials
- Design Innovation
- Relevance of iconic images

Project budget

Artists' fee of \$7,500 (\$5,000 up front and \$2,500 upon completion) will cover design, building and all materials except the platform, which will be provided and delivered up to 150 miles from Tucson, Arizona, and electronic media such as DVD players and/or computer screens which will be provided by Sabores Sin Fronteras separately.

Project timeline

- **June 1st, 2011** – Postmark deadline for preliminary applications
- **June 25th, 2011** - Notification of semi-finalists
- **July 15th, 2011** – Postmark deadline for submission of final sketches/design
- **August 1st, 2011** - Final signing of contract and delivery of first payment
- **October 1st, 2011** - Completion of Wagon and Delivery of 2nd Payment

Who may apply

This Request for Proposals is open to local artists, carpenters, and/or metalworkers.

Design Submission must include:

- One page cover letter including: Contact information; (note- if applying as a team, list all team members and designate one as *lead applicant*.)
- A brief statement addressing why this project interests you.
- At least two drawings of proposed *Arizona Heritage Food Wagon* design, including one view of wagon closed and empty of objects, and one view of stand open for display.

Note: initial designs may be conceptual – selected finalists will be asked to do more detailed, measured drawings.

- The words “**Sabores Sin Fronteras**” must be featured prominently in the design
- Description- a statement, not to exceed one page, describing your Arizona Heritage Food Wagon, including materials used and its function in detail.
- **Artist/Builder:** Current resume not to exceed 2 pages with 3 professional references that can address your capacity to realize such a project.
 - Up to 5 images of past work. Preferred format CD or DVD. Each image must be jpg not to exceed 1MB. Your name must be on CD. High quality photos or slides are also acceptable. Images must be sent through regular mail and will be returned

only with self-addressed stamped mailer.

Note: your past work should communicate:

- Artistic excellence
- Evidence of technical capacity (work may be that of a builder partner)
- Demonstrated interest in the intersection of culture and agriculture

Practical considerations

- Roadworthiness (flatbed trailer)– pulled by pick-up truck
- Weight /wind concerns
- Ease of set up (1 person)
- People and food items like shade
- Weather - rain, wind, heat
- Looks great open – consider content display
- Looks great closed and empty
- Durable, low maintenance materials (recycled encouraged)
- Interior appearance and function
- Security
- Info area accessible whether open or closed

All stands will remain the property of Sabores Sin Fronteras.

Submissions must be postmarked by **June 1st, 2011** and mailed to:

Selection Committee
Sabores Sin Fronteras/The Southwest Center
1052 N. Highland Avenue
Tucson, AZ 85721-0185

Finalists

- Finalists will be contacted to discuss design as it relates to function
- From final drawings, a jury will select the winning proposal

Selected Proposals

- Successful applicants will be notified and will receive contract and payment schedule.
- Sabores will make arrangements to deliver trailer to locations within a 150-mile radius of Tucson, AZ. Community partners outside this radius will make other arrangements at their own expense.

To See Examples of a Similar Project in Wisconsin, visit: www.wormfarminstitute.org/

Questions?

E-mail: saboressinfronteras@gmail.com

