

**McNichols Building/2010 Biennial of the Americas**  
**Exhibition Services**  
Scope of Work

Overview

Denver Biennial of the Americas Corporation will oversee event marketing for the July 2010 Biennial of the Americas, the creation and installation of an art exhibition in the McNichols Building to be exhibited to the public during the July 2010 Biennial, and event staffing and administration.

Vendor Name/Address

Denver Biennial of the Americas Corporation  
555 17<sup>th</sup> Street, Suite 1800  
Denver, CO 80202

Persons Name with whom you are negotiating with:

Attn: Fabby Hillyard  
Tele: 720-371-2359  
[fhillyard@biennialoftheamericas.org](mailto:fhillyard@biennialoftheamericas.org)

Roles & Responsibilities

Denver Biennial of the Americas Corporation (BOAC) will oversee all marketing, including event identity and graphics, print and electronic collateral, correspondence, media outreach, and online/ social media communications. BOAC was selected for their unique capacity to conduct this project.

BOAC will retain a curatorial team to implement the project, led by Paola Santoscoy of Mexico City, Mexico. Ms. Santoscoy and her team will secure and install site-specific artwork created by 20-30 artists from North and South America around the theme "The Nature of Things," with many of the art exhibits exploring human relationships with the natural world. The exhibit and event will activate the Civic Center Park with visitors and activity throughout the month of July. Responsibilities will include overseeing curation, artist commissions, travel, lodging and per diem, exhibition supplies, event staffing and training and administrative oversight

The art installation will include a permanent artifact or artifacts of the exhibit that the City will retain after the event to benefit long-term activation of Civic Center. The artifact project is in development, but could include a documentary type of film or written work on disk describing the exhibit, its meaning and its import/relationship to the Park and the City.

BOAC will work in close collaboration with the Denver Office of Cultural Affairs (DOCA) and Parks and Recreation to assure that the selection panel's vision of an exhibit that activates the park and celebrates the Americas is achieved. The art included will address the following issues, the delivery of which shall be overseen by DOCA:

- Adequate representation from artists across North and South America
- Portrayal of the story of the McNichols' building renovation project and the subsequent effect on Civic Center Park (e.g., connectivity, activation, amenities)
- Roughly 30% dynamic content, e.g., live artistic practice, workshops, performance art, etc.
- Roughly 70% static content, e.g., art installations, digital media work, video projection
- Removal of exhibition contents at the end of the exhibit and general site clean-up

BOAC will oversee event staffing and training and general administrative responsibilities.

General duties include:

Oversight of event marketing, the creation and implementation of an art installation in the McNichols Building to be exhibited to the public during the July 2010 Biennial of the Americas, event staffing and administration.

Contract beginning/ending date:

May 15, 2010 – October 1, 2010

Invoice Amount & Payment Schedule

\$900,000 to be paid on invoices compatible with the Budget at Exhibit B submitted as follows:

\$450,000 on approval of curation team and selected artists (projected – May, 2010)

\$250,000 on mid-point approval of exhibition design and marketing plan produced (projected – Jun, 2010)

\$100,000 on exhibition acceptance/successful exhibition opening (required July 1, 2010)

\$100,000 on exhibition closing, removal of exhibits, and delivery of artifact(s) to the City (closing to occur July 31, 2010)

W9 Required?

On file

Certificate of Insurance Requirements

On file

Invoices should be directed to:

Amy Mueller

Deputy Chief of Staff

Office of the Mayor

1437 Bannock Street, Room 382

Denver, CO 80202

[Amy.mueller@denvergov.org](mailto:Amy.mueller@denvergov.org)

(720) 865-9026