

Request for Qualifications

Riverdale Park Town Seal Redesign

The Town of Riverdale Park's Town Seal Design Committee (TSDC) seeks an artist or designer to reimagine the Town's historic seal.

Materials due by 11:59 pm on Monday, March 18th, 2024

History & Context

While the current seal reflects important aspects of the Town's history, other elements no longer exist in Riverdale Park or no longer accurately reflect the Town as it is. For example, the American Elms featured to the sides of Riversdale Mansion were wiped out by Dutch elm disease; the Anacostia, once split in two and requiring two bridges was made one channel in the 1950s; Riverdale Baptist Church moved to Upper Marlboro long ago; and the spade in the center is a relic from the days when the Mayor of Riverdale Park hosted weekly poker games in his home. There is also the important and complex history of Riversdale House, a former plantation, which figures prominently in the current seal. The interpretive team at Riversdale, now owned by Maryland-National Capital Park and Planning Commission and open for tours and public programming, has done extensive work to reframe and recontextualize the history of Riversdale in a way that accurately reflects the stories of all who lived there, including enslaved workers and indentured workers. If Riversdale House remains an element of the Town Seal, it should be with thoughtful consideration for this complex history.

Community Engagement

A key goal for the TSDC is to have a reimagined Town Seal that reflects the ideas and desires of Riverdale Park residents. To this end, the Committee has spent several months soliciting input from community members during pop-up events and a short survey. The Committee also visited Riversdale House for a tour to better understand how the story of the house—and the Town, by extension—are being told today. A successful artist/ designer candidate will ground their work in this research, which is summarized below, and might choose to undertake their own engagement during the design phase.

Details

Riverdale Park will solicit qualifications and statements of interest through the end of February. At that time, the TSDC will select up to three (3) candidates to develop proposals. Each of the finalists will be paid a fee of \$1,500 for their work. Once finalist proposals are received, the Committee will select one artist to move forward with their design. The selected artist will be asked to join up to three (3) community focus groups during which residents will have the opportunity to offer feedback. The selected artist will be paid a fee of \$13,500 for their Town Seal design, in addition to the \$1,500 development fee.

This fee includes three (3) rounds of feedback / design review / refinement, as well as delivery of final design files (Vector, JPG, PNG, TIFF, as needed for all print and digital applications).

Timeline*

- RFQ deadline: **March 18th**
- Artist Finalists (up to 3) Selected: **March 22nd**
- First Round Proposals Due: **April 5th**
- Final Artist Selected: **April 12th**
- Draft Designs (3) Reviewed by Committee: **End of April**
- Revised Draft Designs (3) Reviewed by Community Committee: **Mid-May**
- Revised Design (1) Reviewed by Committee: **End of May**
- Committee Recommendation to Mayor & Council: **Early June**
- Final Design Approved by Mayor & Council: **Early July**

***Dates following Final Artist Selection subject to change, pending Mayor & Council availability.**

Design Considerations

The Committee requests that artist/ designer candidates consider the following, gathered from conversations with community members, to inform their design:

- Meaningfully engages with Riverdale Park's history, especially those elements that are depicted on the Town Seal.
- Meaningfully engages with the key themes of Diversity, Community, and Friendliness (top descriptors of Riverdale Park collected during the community survey)
- Thoughtfully incorporates town icons / symbols including the train, the trolley trail, Riversdale House, trees, the town center and the river (top icons / symbols collected during community survey),
- Incorporates colors like green, blue, yellow, red, and gold (key colors reported during community survey)
- Engages or imagines Riverdale Park's future and unique character.

Eligibility

This project is open to artists who live in Virginia, Maryland, or Washington D.C. and who work in any medium appropriate to a Town Seal. Artists need not have completed previous graphic design or Town Seal projects to be considered.

Design Criteria

Keep in mind that the Town Seal will need to function at a range of scales, including:

- Large-scale signage
- Print collateral
- Shirts, uniforms, badges

Artist Selection Criteria

Three (3) artists will be selected by the Town Seal Design Committee based on qualifications and a statement of interest. Applicants must demonstrate the following qualifications:

- Artistic merit of body of work

- Strong conceptual skill with innovative and effective approaches demonstrated in other creative projects
- Ability to design engaging artwork that is appropriate for a Town Seal
- Interest in addressing the specific conceptual goals of the project
- Ability and willingness to collaborate with City staff, committee members, and town stakeholders
- Probability of successful execution and completion of project
- Appropriateness of qualifications for the project
- Effective communication and organizational skills
- Completeness of application

How to Apply

Please submit the following materials via this Google Form by 11:59 p.m. on Monday, March 18th:

- A brief note that describes your interest in the project and what ideas you would like to explore and confirms your availability to meet the project timeline
- A short artist statement
- A CV/resume
- A portfolio or website with images of past work

No changes or updates to the application can be made after the deadline. Please do not send specific proposals at this time. **No files larger than 10MB.**

Submission Instructions

Please submit your materials via the Google Form linked [here](#):

<https://forms.gle/5QbmDWJ5rvAi6ckL9>

If you have any questions, please submit them via email to mhambleton@ndc-md.org and a member of the project team will reply.