



**Request for Qualifications (RFQ)**

**Fairytale Town Public Art Project**

**Budget: \$325,000**

Public Art RFQ Response

Fairytale Town  
3901 Land Park Drive  
Sacramento, CA 95822

**Deadline:**

**May 1, 2025**

**Fairytale Town**  
**CALL TO ARTISTS**

**Request for Qualifications (RFQ)**

**Deadline: May 1, 2025**

Fairytale Town invites artists and artist teams residing in the United States to submit their qualifications for the Fairytale Town public art project in Sacramento, CA. The artwork opportunity is for an approximately 20' x 30' interactive playset installation for kids aged 1-10 to climb, walk through, and explore.

***Applicants do not need to have previous experience creating playsets to be qualified for the project. However, past experience must show outdoor installations of a similar scale to this project.***

**What is included in the RFQ**

The RFQ includes the following:

- Information about Fairytale Town
- Project budget
- Project goals
- Descriptions of the project site
- Artist eligibility and evaluation criteria
- Artist selection timeline
- Application.

**About Fairytale Town**

Fairytale Town is a children's storybook park in Sacramento, covering 3.5 acres. It is an independent nonprofit organization. Opened in 1959, it now hosts over 200,000 children and their families each year who pay a modest admission fee. The park features over 25 playsets, each themed on a classic folktale or fairytale (Cinderella, Old Woman in the Shoe, Anansi the Spider, Mr. McGregor's Garden, etc.) The park is also home to a family of live barnyard animals (three little pigs, billy goats gruff, Mary's little lambs, etc.).

Its mission is to promote the imagination, creativity and education of children. A core philosophy is outdoor unstructured play. None of the playsets move (no carnival rides); instead, the beautiful playsets encourage children to be physically active, and they require the child to furnish the play narrative. Each playset is high-quality artisanry – both artistically meritorious and functional.

For more information about Fairytale Town: <https://www.fairytaletown.org/>

# ATTRACTIONS



## **Budget**

The total budget of \$325,000 includes all costs to design, fabricate, and install the artwork.

## **Project Description and Goals**

The artwork opportunity is for an approximately 20' x 30' interactive playset installation for kids ages 1-10 to climb, walk through, and explore.

The artwork should:

- Engage children ages 1-10.
- Be made with durable materials suitable for the outdoors and for children to play and interact with.
- Be inspired by (but not necessarily be a literal interpretation of) the Monkey King. The Monkey King (or Sun Wukong) is a trickster and a main character in the 16<sup>th</sup>-century novel Journey to the West: Legends of the Monkey King, a classic of Chinese literature.
- Encourage children to be physically active and inspire them to furnish a play narrative.

## **Site Description**

There are multiple approximately 20' x 30' locations may be considered by selected finalists for the Monkey King artwork installation. All of the sites are adjacent to other play features.

***Potential sites are circled in black in the park illustration above.***

## **Application Information**

Artist Eligibility: The selected artist/artist team must be a practicing artist living in the United States, be 18 years of age or older, and be available to begin work immediately and complete the project by January 2027.

## **Evaluation Criteria**

Criteria for selection of artist/artist teams include but are not limited to the following:

- **Artistic Merit**
  - Demonstrated successful creative, innovative, and effective approach in comparable projects and proven mastery or skill in at least one artistic medium. Past work does **NOT** need to include an interactive play structure
- **Skills and Experience**
  - Skills and experience must reflect the applicant's ability to carry out the commission, keep the project within budget, and to complete and install the work on schedule.
  - Knowledge of and ability to work with durable materials that are appropriate for long-term exposure out of doors and interaction with children, and that require minimal care and long-term maintenance.
  - An ability to work collaboratively with other design professionals, stakeholders, and staff.
  - Ability to create an artwork that is appropriate in scale, media, and design for the site.
- **Project Goals**
  - Ability to create an artwork that meets the goals of the project as described above.

**Timeline**

Release RFQ: March 15, 2025  
Qualifications due: May 1, 2025  
Finalist selection: May 2025  
Proposals due: August 2025  
Proposal/artist selection: September 2025  
Artwork design & fabrication: September 2025 – December 2026  
Artwork installation: January 2027.

**Application**

The application is on page 6. Please complete the application and submit it by May 1, 2025 to the address listed; or submit electronically to the email address.

**Email your application to:**

[ksmithfagan@fairytaletown.org](mailto:ksmithfagan@fairytaletown.org)

**Mail your application to:**

Fairytale Town  
Attn: Kevin Smith-Fagan  
3901 Land Park Dr, Sacramento, CA 95822

**Late Submissions**

Submissions arriving after the specified date and time shall not be considered. Applicants assume responsibility for timely submission of their statement of qualifications.

**Evaluation and Award**

This RFQ is to assess qualifications ONLY. Applicants are **not** required to submit a specific proposal for the artwork initially. If selected as a finalist, artist/artist teams will be invited to create a proposal. Evaluation shall be made based on the evaluation criteria listed above.

**Fairytale Town  
APPLICATION**

**Artist's Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**E-mail Address:** \_\_\_\_\_ **Phone:** \_\_\_\_\_

**I HAVE ENCLOSED OR ATTACHED THE FOLLOWING:**

\_\_\_\_\_ Resume (four (4) pages maximum)

\_\_\_\_\_ A brief cover letter (no more than one page) explaining why you are interested in this project

\_\_\_\_\_ Ten (10) images of past work. Images can be JPEG or in a PowerPoint program presentation format. Artists submitting as a team, may submit up to 20 images.

\_\_\_\_\_ Annotated Image List:

A numbered list of corresponding submitted images that includes the artwork title, date, medium, and dimensions.

\_\_\_\_\_ Names and contact information of three references.

**APPLICATION DEADLINE**

May 1, 2025, 11:59pm

**SEND APPLICATION TO:** Qualifications must be submitted by **email to** [ksmithfagan@fairytaletown.org](mailto:ksmithfagan@fairytaletown.org), **or mailed/hand-delivered** to 3901 Land Park Dr, Sacramento, CA 95822.

**Questions?** You can email questions to [shellyw857@gmail.com](mailto:shellyw857@gmail.com). ▪