



Create Gwinnett Inc.

Building Gwinnett's Creative Economy

Request for Qualifications: Nicole Love Hendrickson Artway Public Art Installation

September 30, 2026

Dear Artist:

Create Gwinnett, in partnership with Gas South District, the Sugarloaf Community Improvement District, and The Hudgens Center for Art & Learning, is excited to invite artists to submit qualifications for the Nicole Love Hendrickson Artway.

This project will create a unique placemaking experience to the stairway and surrounding area connecting the Gwinnett Chamber to Gas South District, signifying the importance of the connections between business, art, and entertainment in our community. It is also an opportunity to celebrate Chairwoman Nicole Love Hendrickson's support of the arts in Gwinnett County.

This opportunity is open to artists with experience in mural applications, sculptural elements, interactive installations, and other placemaking features. Please see the end of the packet for details on the project location.

This is a two-phase selection process. **This RFQ invites artists to submit qualifications only. Finalists will be invited to develop site-specific concepts in Phase Two.**

Thank you for your interest in helping us imagine the possibilities for the Sugarloaf community. We look forward to seeing your work!

Chris Cannon

Executive Director
Create Gwinnett

Laura Ballance

Executive Director
Hudgens Center for Art & Learning

Alyssa Davis

Executive Director
Sugarloaf CID

Stan Hall

President & Chief Executive Officer
Gas South District



Request for Qualifications: Nicole Love Hendrickson Artway Public Art Installation

Create Gwinnett is seeking artists to create a public art installation for the stairway and surrounding area connecting the Gwinnett Chamber to Gas South District. The project will be named the Nicole Love Hendrickson Artway.

This opportunity is open to artists working in 2D, 3D, interdisciplinary, experiential, and other placemaking-focused media.

IDEAL QUALIFICATIONS

Applicants should demonstrate:

- A strong body of professional artistic work
- Experience with public art, creative placemaking, site-specific artwork, or other work appropriate for highly visible public environments (community, commercial, institutional, or public environments)
- Ability to respond creatively to the site, community context, and project goals
- Ability to collaborate with community stakeholders
- Ability to communicate creative ideas through sketches, renderings, models, or other appropriate visual methods
- Reliability, professionalism, and ability to work within an established project schedule

Artists who live, work, maintain a studio, or have demonstrated connections to Gwinnett County are strongly encouraged to apply; however, this opportunity is open to all artists, regardless of location, who are able to participate in the required site visits and project activities.

SELECTION CRITERIA

Qualifications will be evaluated based on:

- Quality and strength of previous artistic work.
- Relevance of professional experience and demonstrated ability to create work appropriate for public or highly visible environments.
- Ability to respond to site, context, and project goals and demonstrated collaborative approach.
- Ability to communicate creative ideas effectively.
- Availability and ability to complete the project within the established schedule.

SELECTION PROCESS

Phase One – Qualifications Review (RFQ Stage)

A selection committee will be composed of representatives from:

- Create Gwinnett
- Hudgens Center for Art & Learning
- Gas South District
- Sugarloaf CID

A selection committee will independently review and score eligible submissions based on the Selection Criteria outlined in this RFQ. Following individual scoring, the selection committee will determine three artists to advance to Phase Two. The committee may request clarification or additional information from applicants as needed.

Time spent preparing or submitting qualifications in response to this RFQ is not compensated.

Phase Two – Concept Development (RFP Stage)

Three selected artists will be paid a stipend of \$1,500 to:

- Develop site-specific design concepts
- Participate in interviews

Final design approval will be required prior to installation. A project budget will be determined upon selection of the final design.

Three selected artists will each receive a \$1,500 stipend to:

- Develop a site-specific design concept
- Prepare appropriate visual materials to communicate the proposed concept
- Participate in an interview/presentation with the project team

Following Phase Two, one artist will be selected to advance into final design and installation.

Phase Three – Final Design and Installation

One artist will be selected to advance their design into final design and installation.



PROJECT SCOPE AND BUDGET

The selected artist will be designing and installing a public art installation. Artists are encouraged to explore a variety of artistic disciplines, scales, materials, and placemaking strategies while responding to the unique characteristics of the project location. Potential project types may include but are not limited to:

- Murals
- Sculptural works
- Creative seating
- Interactive installations
- Environmental art
- Gateway features
- Lighting elements
- Landscape-integrated artwork
- Experiential placemaking features

Installation is anticipated to begin in April 2027. The project team and selected artist will collaboratively establish the final design, fabrication, engineering (if required), and installation schedule based on the selected concept and project requirements.

The anticipated budget for final design and installation is \$20,000–\$40,000. The final contract amount will be determined based on the scale and complexity of the selected concept and may include artist fees, final design development, materials, fabrication, engineering if required, transportation, site preparation associated with the artwork, installation, and other costs necessary to complete the work.

Final scope, deliverables, budget, payment schedule, and invoicing requirements will be established in the selected artist's contract.

PROJECT MANAGEMENT

The selected artist will contract directly with Create Gwinnett. Create Gwinnett will serve as the primary point of contact for the artist and will manage day-to-day project coordination in collaboration with the project partners.

The project team includes representatives from Create Gwinnett, Sugarloaf Community Improvement District, Gas South District, and The Hudgens Center for Art & Learning. Project review and decisions will be coordinated collaboratively among the partners, with required approvals from the appropriate funding and property-owner representatives.



Project Timeline

Phase	Date
RFQ Submissions Open	September 30, 2026
RFQ Submission Deadline	November 17, 2026
Evaluation by Review Committee	December 2026
Finalists Announced	January 8, 2027
Design Concepts Due	February 9, 2027
Final Design Selection	March 9, 2027

We expect installation to begin in April 2027, however the project team and the selected artist will collaboratively determine the final timeline based on availability and scheduling of key activities.

ABOUT THE PARTNERS

[Create Gwinnett](#) is a 501(c)(3) nonprofit organization founded in 2010 to strengthen Gwinnett County's creative economy. Serving as the lead implementation agency for Gwinnett County's Creative Economy Plan, the organization works at the intersection of arts, culture, economic development, and community building to connect creative people, resources, and ideas across Gwinnett County.

[Sugarloaf Community Improvement District](#) is a defined area in the unincorporated area of Gwinnett made up of commercial properties that pay an additional tax to fund improvements in the public right-of-way, with the goal of creating a connected, safe, and attractive community for all.

[The Gas South District](#) is the premier entertainment destination in Gwinnett, with a large theater, a 13-000-seat arena that hosts concerts and sports events, and a spacious convention center with 90,000 square feet of convention space and a 21,000 square foot ballroom connected to the luxurious Westin Atlanta Gwinnett hotel.

[The Hudgens Center for Art & Learning](#) is a 501(c)3 organization on the Gas South District campus dedicated to showcasing beautiful artwork in its multiple galleries, expanding access to the arts through education and classes, and celebrating accomplished artists through the esteemed [Hudgens Prize](#).



QUALIFICATION SUBMISSION REQUIREMENTS

Interested artists should submit the following:

Basic Information

- Name
- City / State
- Email
- Phone Number
- Website and/or social media, if applicable

Artist Discipline

Identify the category or categories that most closely aligns with your artistic practice:

- 2D Artist
- 3D Artist
- Interdisciplinary Artist
- Experiential Artist
- Other (Artists whose work crosses multiple disciplines may identify additional areas of practice)

Statement of Interest

Provide a brief statement of no more than 500 words describing:

- Your artistic practice
- Your interest in participating in this project
- How your experience or creative approach would contribute to creating a unique installation in this space.
- Availability and ability to complete the project within the established schedule.

Relevant Experience

Provide a brief statement of no more than 500 words describing previous professional experience relevant to this opportunity. This may include public art, placemaking, site-specific artwork, community-based projects, commercial or institutional commissions, exhibitions, fabrication, environmental design, or other related creative work.

Work Samples

Provide up to 5 examples of completed work that best demonstrate your qualifications for this opportunity.

For each work sample, please include:

- Project or artwork title
- Location, if applicable
- Year
- Medium / materials
- Brief description
- Your role if the project involved collaborators

Work samples may be provided as images within the submission or through clearly identified portfolio links.



Resume or CV

Provide a current artist resume or CV.

DO NOT SUBMIT PROJECT CONCEPTS

This is a Request for Qualifications. Artists are being selected based on previous work, professional experience, artistic practice, and overall fit for the project. Applicants should not develop or submit site-specific artwork or placemaking concepts as part of this RFQ. Selected artists will be compensated to develop concepts in Phase Two of this process.

HOW TO SUBMIT

Submission Deadline: November 17, 2026; NOON (12:00PM)

Submit a single PDF document with all required information detailed above by email to chris@creategwinnett.org

All submissions must be submitted with the subject line: *Nicole Love Hendrickson Artway Artist RFQ – [Artist Name]*

ACCESSIBILITY SUPPORT

Create Gwinnett encourages applications from artists of all backgrounds and lived experiences and is committed to accessibility and inclusion. If you require assistance, accommodations, or an alternative format to submit your qualifications, please contact chris@creategwinnett.org for support in participating in this RFQ process.

QUESTIONS

We welcome questions about this project and the request for qualifications. Submit all questions by November 13, 2026 to:

Chris Cannon
Executive Director, Create Gwinnett
chris@creategwinnett.org



NON-DISCRIMINATION STATEMENT

Create Gwinnett does not discriminate on the basis of race, color, ethnicity, national origin, sex, gender identity or expression, sexual orientation, age, religion, disability, marital status, veteran status, or any other characteristic protected by applicable law. Selection of artists will be based solely on qualifications, experience, and alignment with the goals of this project.

Create Gwinnett is committed to fostering an inclusive, accessible, and equitable process and encourages applications from artists of all backgrounds and lived experiences.

IMPORTANT INFORMATION

Independent Contractor Status

- Artist will serve as an independent contractor and is not an employee of Create Gwinnett.
- Artist is responsible for all applicable taxes, insurance, and business expenses.

Materials & Equipment

- Unless otherwise established in the artist agreement, the selected artist will be responsible for providing or coordinating the materials, supplies, tools, equipment, transportation, fabrication, and other resources necessary to complete the approved work. These costs should be accounted for within the final project budget.

Ownership and Use of Work

- Ownership, usage rights, attribution, and rights associated with future implementation of concepts and final designs will be established in the artist agreement. Artist will receive credit for their work whenever practical.

Insurance

- Selected artists may be required to maintain appropriate insurance based on project activities and site requirements. Final insurance requirements will be established in the artist agreement.

Reservation of Rights

- Create Gwinnett reserves the right, at its sole discretion, to modify, suspend, or cancel this Request for Qualifications at any time; to request additional information or clarification from applicants; to reject any or all submissions; and to select one or more artists whose qualifications best align with the goals and needs of the project.
- Create Gwinnett may negotiate final scope of work, schedule, and compensation with selected artists prior to contract execution.
- Issuance of this RFQ does not constitute a commitment by Create Gwinnett to award a contract, to award a contract to any particular applicant, or to pay any costs incurred in preparing a submission.
- Create Gwinnett reserves the right to select artists representing different disciplines or to adjust the composition of the artist team if doing so best supports the goals of the project.
- Submission of qualifications indicates acceptance of these terms.

PROJECT LOCATION

This project is located at Gas South District (6400 Sugarloaf Parkway, Duluth, GA 30097), in the area around and including the staircase connecting the Gwinnett Chamber of Commerce to Gas South Arena. The project may include the stairs, the wall, and the surrounding grass areas around the staircase. See image below as well as an aerial overview of the site with the location circled.

