

## \* ARTIST CALL \*

### THE PROJECT

The Downtown Greenway is a planned 4 mile walking and biking trail that will loop around downtown Greensboro and will encourage and support economic development. It will enhance the urban landscape with a green space that will promote fitness, encourage alternative transportation, provide connectedness and well-being for our residents and visitors in an aesthetically pleasing environment. The loop itself provides a unique opportunity for Greensboro to have the only one of its kind in the state and one of the few in the country. In addition, with the connections to the extensive existing and planned trails systems in the city and the county, this loop will connect residents from all parts of the community and beyond. This is the signature project identified to provide a lasting legacy of Greensboro's 200th birthday celebrated in 2008.

A Public Art initiative has been established to integrate art into the design and construction process of this Greenway.

### NEIGHBORHOOD BENCH PROJECT

An artist designed and/or fabricated bench will represent each of the 12 different neighborhoods or areas that the Downtown Greenway route travels through. The artist will be asked to work with the community and its members to capture the essence of the neighborhood's past, present and/or future.

**The Budget:** the budget for the design, fabrication and installation of this project is \$5,000.

This will be the third neighborhood bench to be commissioned for the Greenway. It will be located on a section of the trail known as Phase 3A, and will sit on a triangular park at the intersection of Eugene and Smith Street and Battleground Avenue (area outlined in red below). The design and fabrication of the bench will require that the artist work with representatives from Withers and Ravenel, the civil and environmental engineering firm that has been hired as a consultant for the Greenway. The artist will also be asked to collaborate with residents from Greensboro's Fisher Park neighborhood through a Community Meeting to incorporate concepts generated by that collaboration into the design of the bench.



**Artist Eligibility:** Action Greensboro's Public Art Initiative's Artist Invitational is open to invited professional artists who reside in **North Carolina** with experience in implementing and working in the public arena. Artists must be able to effectively work within the project timeline and budget and collaborate with multiple governmental and community agencies.

#### APPLICATION PROCESS

The Greensboro Downtown Greenway LLC will manage the application and selection process. A Public Art Selection Panel will review applications. The Panel will include local arts professionals, and city, community and Bicentennial representatives. The Panel will review the submissions and select an artist to prepare a proposal to be presented to the Public Art Selection Panel at the offices of Greensboro Downtown Greenway LLC, 317 South Elm Street, Greensboro, NC.

#### TIMELINE

Deadline for Submission: November 8, 2011

Public Art Selection Panel Selection Announced: November 28, 2011

Community Meeting to gather input, date TBD

Preliminary Proposal Due: January 16, 2012

Final Proposal Due: January 30, 2012

Fabrication: April 30, 2012

Installation Complete: TBD

#### APPLICATION REQUIREMENTS

1. CD with a set of 10 digital images or slides of art works accompanied by an annotated list including name of Artist, title of work, media, and location of artwork, project budget, slide number and any other relevant information.
2. A professional resume and an artist's statement stating interest in the project, artists' approach to public art, and in particular this project, and relevant past experience on projects of a similar scope and budget.
3. A self-addressed, stamped envelope for return of your materials, otherwise we will keep submitted materials on file for future use. If requested, materials will be returned in January of 2012.
4. Submitted materials must be postmarked by November 8, 2012.

Please submit materials to:  
Downtown Greenway Phase 3A Bench Project  
c/o Action Greensboro  
317 South Elm Street  
Greensboro, NC 27401

Please contact Barbara Peck at [jbpeck@mac.com](mailto:jbpeck@mac.com) with any questions.