

Call to Artists

Call to Artists for the design of a Public Art Cornerstone and Accessible Playground, including site design, for the Greensboro Downtown Greenway

Action Greensboro is seeking submissions of interest and qualifications from professional Artists who currently reside in the United States who will work with their own Artist-led Team to design, fabricate and install the third of four major public art cornerstones to be commissioned for the Downtown Greenway in Greensboro, NC. This project also requires that the Artist and their team design an artwork that incorporates inclusive play into the overall public art concept, as well a comprehensive plan for the site itself. Individual Artists are also welcome to apply. Their work will be considered as a part of an overall plan that would be developed in collaboration with a larger team of city planners, local designers and landscape architects.

Project Overview

The Downtown Greenway, a planned 4 mile walking and biking greenway, was conceptualized to celebrate the unique qualities of Greensboro, North Carolina and its citizens, and to stimulate economic development and revitalize downtown. The Downtown Greenway will eventually encircle the city's central business district, and will enhance the urban landscape with a green space that will promote fitness, connectedness and well-being for both residents and visitors in an aesthetically pleasing environment. With its emphasis on public art, the Downtown Greenway will tell the story of our city and will engage users of the trail in unique and authentic ways. In addition, with connections to both existing and planned greenway systems throughout the city and Guilford County, the Downtown Greenway will connect residents from all parts of the community and beyond. The Downtown Greenway is a collaborative, public/private partnership between the City of Greensboro and Action Greensboro. Action Greensboro is a leading voice in urban livability, civic engagement, K-12 educational advancement and initiatives to attract and retain young professionals in Greensboro. Established in 2001, the non-profit organization has championed a variety of initiatives aimed at enhancing the city's quality of life.

From its earliest planning stages, Greensboro Downtown Greenway planners determined that visually engaging public art of various types and scale would be an important feature. The Downtown Greenway will be anchored in each of its four corners by a major, site-specific public artwork commissioned to celebrate the legacy of the city. Each Cornerstone will reflect one of four themes chosen to reflect Greensboro's unique character—*Motion* (including the role of education in our city), *Innovation* (referring to Greensboro's role in industry and the entrepreneurial spirit that has shaped our city, especially in relation to the textile industry), *Freedom* (referring to Greensboro's role in the civil rights movement), and *Tradition* (incorporating, in part, the role Greensboro played in the Revolutionary War). Nine artist designed neighborhood benches will also be commissioned as the construction of the Greenway proceeds through the different neighborhoods located along its route. Other pieces of public art will be commissioned as sites are identified. The public art created for the Greenway should celebrate both a forward-looking aesthetic and attitude, as well as honor the historical record of the past. A link to the Downtown Greenway web site with more information about previously commissioned public art for the Greenway is provided [here](#).

Innovation Cornerstone (Northeast Cornerstone)

The third Cornerstone to be commissioned will be the *Innovation Cornerstone*. The site for the “Northeast Cornerstone” of the Downtown Greenway is located at the southeast corner of the intersection of North Murrow Blvd and East Lindsay St, Greensboro, NC 27401, a highly visible site situated along a main north/south corridor to the east of Greensboro’s city center. The textile mills started by Moses and Ceasar Cone at the turn of the twentieth century (mills that revolutionized the textile industry and ultimately transformed Greensboro) served as inspiration for the choice of “Innovation” as a theme for this Cornerstone.

For this particular Cornerstone, funding has been included in the project budget to incorporate an inclusive playground on the site. Using the idea that play leads to creativity and innovation as a jumping off point, the Artist will be asked to consider that connection and incorporate accessible, interactive features that might appeal to both children and adults into the design of the Cornerstone.

In addition to the public art work, the Artist will be responsible for the design of the entire site, including landscape features, walkways and paths, a donor recognition component, and a small parking area. Storm water issues will need to be considered, as a small stream is located on a portion of the site. Standard site furnishings such as trash receptacles, a drinking fountain, benches, a bicycle rack, and a surveillance camera should be included in the overall plan design, but have already been selected and will be expensed as part of a separate budget.

The Artist and representatives from their Team will be required to attend community meetings held to gather public comments, and the Artist will use input gathered from these meetings to inform the design of the Cornerstone and surrounding site.

This section of the Downtown Greenway will serve as an important connector to an extensive network of Greensboro Parks and Recreation greenways and facilities and downtown Greensboro venues. This includes the Greensboro Farmers Curb Market, Greensboro’s War Memorial Stadium, the North Carolina Agricultural & Technical University campus, and downtown Greensboro’s cultural district including the Greensboro Children’s Museum, Central Library, Cultural Center, and Center City Park, as well as the future LeBauer Park and Tanger Center for the Performing Arts.

The Cornerstone itself shall be designed within the following size restrictions: Visual impact from passing traffic, both pedestrian and vehicular, is desired, so the height of the focal point of the Cornerstone artwork should be a minimum of 20’ (not including the artwork’s base, if there will be one), with a maximum height of 50’. The Cornerstone will be installed on an irregularly shaped site that is approximately 415’ x 240’, an area that will include some vehicular access and parking.

The Budget: The budget for the design, fabrication and installation of this Cornerstone and the surrounding site is \$430,000. The budget includes all costs: i.e. any costs associated with the design and installation of both the Cornerstone artwork and any base, and the site design and construction, including materials, engineering, fabrication, lighting, installation, landscaping, pathways, insurance, sales tax and travel and transportation with the exception of items mentioned previously. Anti-graffiti coating is also required on all Downtown Greenway public art.

Artist Eligibility: Action Greensboro’s “Call to Artists” for the *Innovation Cornerstone* is open to all professional Artists who reside in the United States with experience in implementing and working in the public arena. Artists will be responsible for assembling an Artist-led Team with whom he or she will work to design the overall site, or, alternatively, the Artist will work directly with local designers, engineers and city agency representatives. Artists must be able to effectively work within the project timeline and budget, and collaborate with multiple governmental and community agencies.

Because the Artist will incorporate inclusive play into the design of the artwork along with creating an overall site design, collaborative experience with landscape designers, construction engineers, and designers of accessible children’s spaces will also be of interest to the Selection Panel.

Application Process

Action Greensboro will manage the application and selection process. An Art Selection Panel will review applications. The eleven-member Panel includes local arts professionals, and city, community and business representatives. The Art Selection Panel will review submissions and will conduct phone interviews with a selection of artist teams. Up to 3 artist teams will be chosen from those interviewed by phone, and will be offered a Proposal Fee to formulate a preliminary concept. The Artist and representatives from the Team will be asked to travel to Greensboro to present their concept in person to the Art Selection Panel, and a finalist will be chosen through that process.

Approximate Timeline

Deadline for Submissions:	Received no later than 5pm December 5, 2014
Phone Interviews:	Week of January 5, 2015
Semi finalists advised:	January 15, 2015
Artist Visits:	Early March 2015 (to present preliminary concept)
Finalist Selection:	Mid March 2015
Visit for Public Input	April 2015
Final Proposal due:	June 1, 2015
Design Review/Revisions:	July 2015
Fabrication:	late summer/fall/early winter 2015
Installation:	late winter/spring 2016

Application Requirements

1. 10 digital images of completed works of art. An annotated written list of all images, including name of artist, title of work, media, location of artwork, project budget, and any other relevant information should be included. Images may be sent by email, or a CD and hard copy may be mailed to the address below.
2. A professional resume and an artist’s statement (a one page letter stating interest in the project, outline of the artist’s approach to public art, in particular this project). The letter should also highlight relevant past experience on projects of similar scope and budget. Please also include email contact information and any relevant websites or links in your submission. If known, the Artist may also include the names and resumes of Team members with whom the Artist plans to collaborate.

3. Name and contact information for two professional references in which the artist has designed and installed public art in collaboration with engineers and constructors for development of a site.
4. All materials must be postmarked or emailed no later than December 5, 2014. First round notification of Art Selection Panel results will occur by January 15, 2015.

Email submissions to:

submissions@actiongreensboro.org

Correspondence may be addressed to:

Downtown Greenway NE Cornerstone
C/O Action Greensboro
203 South Church St.
Greensboro, NC 27401

Visit our web site for further information about the Downtown Greenway:

<http://downtowngreenway.org>

Please contact Barbara Peck at jbpeck@mac.com with any questions