

* ARTIST CALL *

PUBLIC ART COMMISSION
GREENSBORO, NC
BUDGET: \$75,000

THE PROJECT

The City of Greensboro is experiencing a revitalization of its downtown business district, and creative place-making projects have been identified as helping to drive increased vitality and engagement. Building on this momentum, the Cemala Foundation, a local foundation committed to enhancing the quality of life of the community, has approved funding for a public art commission that will be sited alongside the sidewalk in front of the main entrance to the Melvin Municipal Building located at 300 West Washington Street in downtown Greensboro. The City of Greensboro is also planning a related upgrade of the surrounding 52' x 81' plaza, including new concrete surfacing and pavers, as well as enhanced landscaping.

The selected artist will be asked to design, fabricate and install 5 to 7 artistic "bollards" for the Municipal Plaza to provide an inviting and visually interesting sculptural welcome to the city's municipal building. The bollards will be placed along the 52' length of the plaza in such a way as to create a visual and physical barrier to prevent non-emergency vehicular traffic from entering the plaza. It is anticipated that all of the bollards will be stationary, although the size and placement of the bollards may require that the easternmost bollard be moveable to allow for emergency access. Bollards may be placed up to 7' apart, with a minimum height of 42".

The Melvin Municipal Building, designed by architect Eduardo Catalano in the Brutalist architectural style, was built between 1965-1975 using concrete in a massive and permanent way, evoking simple geometric shapes. It is an important example of mid twentieth century architecture. The plaza at the building's Washington Street entrance will be upgraded and renovated by the City within the next year.

DESIRED OUTCOMES

Although it will not be possible or even desirable to incorporate all of the following ideas into one artwork, the Committee identified descriptors they felt might give interested artists a sense of the range of possible outcomes for the project: visually welcoming; highlights the importance of service or civic responsibility; focuses on people with visual references to figures; is symbolic, inviting, visually pleasurable, functional, and/or promotes curiosity; showcases interesting use of concrete; works *with* the Brutalist architecture as opposed to against it but functions as a counterpoint to the grid-like architecture; shows we are a

forward thinking community (what is Greensboro about? what do we value as a city?); uses materials in an interesting way; is bright, exciting, and/or colorful; promotes civic values/pride/citizenship. We ask that artists also consider if and how lighting will be incorporated into their design.

THE BUDGET

The budget for this work will be \$ 75,000. The budget, unless otherwise stated, should include all costs including: design, materials, engineering, fabrication, installation, lighting, insurance, storage, and transportation.

ARTIST ELIGIBILITY

The Call to Artists is open to all professional artists with experience in implementing and working in the public arena who live or work in the United States. Artists must be able to effectively work within the project timeline, communicate effectively with diverse audiences, and collaborate with representatives of both the Cemala Foundation and the City of Greensboro.

APPLICATION PROCESS

The Cemala Foundation will manage the application and selection process. An Art Selection Panel will review applications. The Panel will include local arts professionals and Cemala board, city, and community representatives. The Panel will review all submissions and invite up to three artists to come to Greensboro for a site visit and interview, for which the artists will also be asked to present a very preliminary concept or idea to the Art Selection Panel. Selected artists will have their travel expenses paid for by the Cemala Foundation, and will be offered a stipend. The Art Selection Panel will select an artist for final design/fabrication/installation process. The artist may be asked to present their proposal to the larger community. The design will be presented to the Cemala Foundation Board for final approval.

TIMELINE FOR APPLICATION AND PROJECT

September 1, 2015	submissions due
September 18, 2015	notify up to 3 selected artists
October 2015	artist visits and interviews
November 15, 2015	award commission, draft contract
January 2016	preliminary proposal due
February 15, 2016	final proposal due, including possible public presentation.
March-June	fabrication
July/August	installation

APPLICATION REQUIREMENTS

1. A thumb drive or package sent through the Internet with a set of 10 digital images of works of previously completed public works of art. Accompany all submissions with an annotated image list, preferably with a photo of the image, name of artist, title of work, media and location of artwork, project budget and any other relevant information.
2. A professional resume and an artist's statement (a one page letter stating interest in the project that outlines the artist's approach to public art, in particular this project, and highlights relevant past experience on projects of similar scope and budget.)
Please include any connections you may have to the Piedmont Triad area.
3. A self-addressed, stamped envelope for the return of your materials, if necessary.
4. All materials must be postmarked no later than September 1, 2015.
5. Notification of Art Selection Panel results and the return of materials will be made by approximately Sept 30, 2015. Please send information to:

Please submit any mailed materials to:
Municipal Plaza Bollard Project
c/o The Cemala Foundation
330 South Greene Street, Suite 101
Greensboro, NC 27401

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