



February 7, 2012
Long Street Cultural Wall Competition

CALL for PROPOSALS

The Ohio Department of Transportation (ODOT) is inviting Bronzeville artists and photographers to submit proposals for a large-scale mural or images to be permanently installed on the Long Street Cultural Wall. This wall will be located on the south side of the new Long Street Bridge being constructed over I-71, one of 22 bridges being constructed as part of the first Columbus Crossroads project. It will be an iconic feature to enhance the cultural heritage of the Near East Side of Columbus, **showcasing black and white art and/or photography** that respects and enhances the cultural heritage that will leave a proud legacy for generations to follow.

Because the Bronzeville area was once a cultural hub for world-renown jazz and blues musicians, poets, writers and thinkers, the Long Street Cultural Wall offers a tremendous opportunity for local artists, photographers, designers, historians and writers to put their own mark on this civic investment.

ELIGIBILITY: Open to:

- Any artist and/or photographer, or any team of artists and/or photographers, designers, historians and/or writers. Teams are strongly encouraged. Students are also welcome to participate.
- Entrants must have been born, resided, worked, or attended school or church in **Bronzeville**, or are there today, and be able to explain their personal connection to Bronzeville. If part of a team submission, at least half of the team must meet these criteria.
- According to the Columbus Dispatch and the Near East Plan, Bronzeville's boundaries can be defined two ways: 1) from Leonard Ave (north) to Livingston Road (south), Cleveland Ave (west) to Nelson/Alum Creek Road (east), or 2) Leonard Ave (north) to Broad Street (south), Cleveland Ave (west) to Woodland Ave (east).¹

COMMISSION: At minimum, \$7,500 will be awarded to the selected artist/photographer or team. A \$500 stipend will be awarded to finalists to further develop their work prior to final selection. Finalists will be announced spring, 2012.

PROCESS:

- Concepts by artists, photographers, or teams may be submitted on an online call for art website at: <http://goarts.gcaonline.com/login> (you must register to participate).
- Up to five finalists will be selected by the Advisory Committee.
- In April, finalists will be notified and provided a \$500 stipend per team to further refine and present their entries to the Advisory Committee and to the public at a public meeting to be held early summer, 2012.

- The Advisory Committee and the public will help select the winning entry.
- The winning entrant/team will be awarded, at minimum, the \$7,500 commission and will work with the Design Build Team to finalize the submitted artwork.

LONG STREET CULTURAL WALL DESCRIPTION: The Cultural Wall will feature **two-dimensional, digitally reproduced, black and white photographic or artistic images** displayed on sixty-four 8 feet tall by 4 feet wide panels that span 240 linear feet. Words may also be included (tasteful; no profanity). These images will be viewable from the Long Street Bridge, not from Interstate I-71 below. They will be subtly illuminated at night.

The panels will be constructed on top of 4-foot concrete walls. While many viewers will see the Cultural Wall while passing by on foot and bicycle, many others will see it from a vehicle traveling approximately 35 miles per hour. Thus we urge proposals to use large imagery that can be seen clearly at travel speeds and reasonable distances.

The Cultural Wall connects the King-Lincoln and the Discovery Districts. The Long Street Bridge is being designed to visually reconnect the two neighborhoods that were separated by the original construction of I-71 in the fifties and sixties. It will include a landscaped cap, which could be developed later and include buildings like on the High Street cap over I-670 in the Short North.

ENTRY INSTRUCTIONS FOR SUBMITTAL #1 (WHICH WILL LEAD TO SELECTION OF FINALISTS AND SUBMITTAL #2):

1. Register online at <http://goarts.gcaonline.com/login>.
2. Go to “Long Street Cultural Wall” description and entry form.
3. Respond to these three questions:
 - a. Describe you and/or your team’s connection to the Bronzeville area.
 - b. Detail your concept for the artwork you are proposing to the Long Street Cultural Wall.
 - c. Provide a BRIEF description of you and/or your team’s qualifications. This should not be detailed resumes but highlights of your experience. Additional information will be requested later.
4. Attach image file(s) of the concept in black and white (no profanity; the work should not include the use of trademarked or copyrighted images without permission. If you are unsure, it is best not to include that image).
5. Attach image file(s) of related work, either sample exteriors or other images that reflect that concept you are proposing. If neither is available, provide other samples of past work.

JURY AND SELECTION PROCEDURE: The selection of the Cultural Wall mural/design will have input through dialogue and support from the community-based Long Street Wall Advisory Committee. The Columbus Arts Commission approves commissioned public art for the City of Columbus. For more details on the roles of the Advisory Committee, the Columbus Arts Commission and ODOT, see pages 5 and 6.

This initial submission (first of two) will be juried by Advisory Committee members. The Advisory Committee will review the criteria, evaluate submitted materials and then select up to five finalists to participate in the second submission.

ENTRY DEADLINE: 5 p.m., March 21, 2012

FABRICATION: ODOT's I-71/670 Design Build Team will be responsible for fabricating and lighting the digital images onto the Long Street Cultural Wall. The winning artist/photographer/team will deliver high resolution files saved at 100 percent of the intended output size within 14 days of final selection, expected fall 2012.

QUESTIONS? We strongly encourage you to attend the following artist/photographer briefing/Q&A session to hear these instructions in person and have your questions answered by the Columbus Crossroads I-71/670 Design Build Team and the Greater Columbus Arts Council, who will oversee the online submission process:

**Briefing for Interested Artists/Photographers/Teams
5 to 6:30 p.m.
Thursday, February 16
Ballroom (3rd Floor; enter from Mt. Vernon Ave.)
King Arts Complex
867 Mt. Vernon Avenue**

If you have questions but cannot attend, please contact Bettye Stull at the King Arts Complex, bstull@kingartscomplex.com. This information is also posted online at www.ODOT71670.org.

For technical assistance with the GoArts online submission process, contact Ruby Harper, Greater Columbus Arts Council, at (614) 221 8406 or at rharper@gcac.org.

For reference materials and access to an extensive collection of historical photos, please contact the Genealogy, History and Travel division of the Main branch of the Columbus Metropolitan Library at 645-2275

Please do not contact Advisory Committee members directly about this submission process.

BACKGROUND INFORMATION

OVERVIEW

Long Street Cultural Wall

Through dialogue and community support, including the input of a community-based Advisory Committee, ODOT will select and secure approval for two-dimensional images that reflect the proud heritage and legacy of the Bronzeville neighborhood in Columbus, Ohio. The images will be on permanent display as part of the “Cultural Wall” being built along the south side of the Long Street Bridge.

The ODOT I-71/670 Design Build Team and its vendor, 3form, will fabricate the final selected two-dimensional artwork and/or photography and construct and illuminate the wall. Fabrication will begin in late 2012; construction will occur in 2013. The commissioned artist/photographer(s) will participate in a public unveiling of the wall.

The Cultural Wall has been conceptually shared with the public at a community meeting (June 2010), the City of Columbus (2010), and the Columbus Arts Commission (February 2011). The images presented to date consist of a reproduced series of black and white photographs reflecting the history of the Bronzeville/King-Lincoln District.



Cultural Wall concept presented to the public – by day



Cultural Wall concept presented to the public – by night

Selection Review Process

It is critically important that the community feel ownership and pride in the Cultural Wall. Thus, the proposals and finalists will be reviewed by the following:

Cultural Wall Advisory Committee

Once proposals are accepted, the Advisory Committee (AC) and a subcommittee, or jury, of AC members will review all proposals to ensure they meet all selection criteria. Proposals that do not meet the criteria will be immediately disqualified.

The Advisory Committee will recommend to ODOT up to five finalists to be invited to provide more detailed submissions and present their proposals to the Advisory Committee and the public. A final design will be presented to the Columbus Arts Commission.

The 30-member Advisory Committee includes highly respected leaders from the King-Lincoln and Discovery Districts, as well as representatives from the City of Columbus and major cultural institutions in the immediate area. Each member brings a unique perspective from the community and expertise in the arts and local history. Award-winning curator and arts educator Bettye Stull serves as an expert resource to the Committee. Members include:

Mr. Jim Arter, Greater Columbus Arts Council
Dr. Charles Booth, Mt. Olivet Baptist Church
Ms. Crystal Boyce, Leap of Faith Dance Studio
Ms. Suzan Bradford, Lincoln Theater
Ms. Lori Baudro, City of Columbus
Mr. Marc Conte, Discovery District Special Improvement District
Ms. Iris Cooper, neighborhood leader
Mr. Mark Corna, King Arts Complex
Dr. Victor Davis, Trinity Baptist Church
Ms. Deneen Day, Donald Day Foundation
Mr. Al Edmondson, A Cut Above the Rest
Ms. Fran Figueroa-Jackson, Roots Gallery
Mr. Tony Hutchins, Gideon Development, Inc.
Mr. Larry James, Crabbe, Brown, James, LLP
Dr. Evelyn Luckey, neighborhood leader
Mr. Amos Lynch, Columbus Post
Dr. George Miller, Black Arts Plus
Ms. Katharine Moore, Jefferson Center
Ms. Demetries Neely, King Arts Complex
Mr. Nate Oliver, Columbus Metropolitan Library
Ms. Missy Ricksecker, Discovery District Development Corporation
Mr. Marshall Shorts, Soul Theory Design

Dr. Toni Smith, The Ohio State University
Ms. Barbara Smith-Allen, Columbus State Community College
Mr. Duncan Snyder, Columbus College of Art and Design
Ms. Mary Stevenson, Shiloh Baptist Church
Rev. Leon Troy, Second Baptist Church
Ms. Nancy Turner, Columbus Arts Museum
Mr. John Waddy, John Waddy, Jr. Law Office
Ms. Annie Womack, Long Street Business Association

The Public

The final design will be presented by the finalist to the Advisory Committee and the public at a public meeting. Artists/photographers/teams will present the rationale and proposal for their proposed wall concept. Advisory Committee members will have the opportunity to explain their role in the process and why/how these finalists emerged. The public will be asked to comment on the options.

The Columbus Arts Commission

The primary role of the Columbus Arts Council (CAC) is to approve all art purchased, commissioned, or accepted as a gift by the City, as well as all art proposed for placement anywhere within the public right of way or on property owned or leased by the City. CAC approval is also necessary before any art subject to their approval can be in any way altered or removed.

The CAC will review the proposed finalists to ensure all options are consistent with the City guidelines, then review and approve the final artwork prior to fabrication and installation.

ODOT

It is critical to note that ODOT, in cooperation with the Columbus Arts Commission, is the final arbiter and has ultimate approval authority of the Cultural Wall content. ODOT maintains legal responsibility for the wall.

ODOT's I-71/670 Design Build Team

This team will be responsible for managing the review process. The DBT and its vendors and subcontractors will fabricate the digital images onto the Long Street Cultural Wall panels and erect and illuminate the wall. The artist/photographer will deliver high resolution files saved at 100 percent of the intended output size to the Design Build Team within 14 days of final selection.

For Technical Assistance

Please do not contact Advisory Committee members directly about this contest.

Please direct questions to **Bettye Stull at the King Arts Complex**, bstull@kingartscomplex.com. This information is also posted online at www.ODOT71670.org.

For technical assistance with the GoArts online submission process, contact Ruby Harper, Greater Columbus Arts Council, at (614) 221 8406 or at rharper@gcac.org.

Artistic Goals for Commissioned Piece

Per the Advisory Committee and earlier public input, the **two-dimensional, black and white art or photography** will include or be evocative of the following:

Bronzeville landmarks, history and heritage

- Images broadly representative of community and its history and culture
- Show history and culture of the community
- Honor the history and culture of both King-Lincoln and Discovery District neighborhoods
- Historical preservation and cultural relevance
- Celebrate the cultural heritage of the surrounding neighborhoods while knitting them together
- Reconnect Downtown Columbus with the King-Lincoln District with a visual history of the district
- Represent and celebrate entire neighborhood history and culture
- Possible mix of old & new photos, arts, graphics that reflect or depict the Bronzeville area
- Educational

Visual continuity

- A story that is told in a compelling fashion and will trigger pride and inspiration
- A successful composition – not just a collection of panels
- Interesting but not assaulting
- Showcase what visitors to Columbus will want to see...educational

Iconic and Durable Over Time

- A world class public art installation
- Able to maintain its clarity, quality and integrity of design over time
- A signature architectural feature that will become iconic

Other Production Details for Winning Entry

- There are 64 eight foot by four foot panels in the wall. Each panel is surrounded by a 2-inch frame that will not be as noticeable during the day but will be visible at night when the panels are illuminated.
- Include a one inch bleed on all four sides of each digital panel image.
- Images must be black and white, tasteful.
- Words are acceptable; no profanity.
- The work should not include the use of trademarked or copyrighted images without permission. If you are unsure, it is best not to include that image.
- Final images must be transmitted in digital form. High resolution BITMAP or Vector files will be required for final production. 200 DPI is the optimal resolution for image clarity and file size management. Submitted files will be saved at 100 percent of intended output size. For more details on 3form production requirements, see: http://www.3-form.com/solutions-custom_imagery-highres-highres_file_submission_process.php
- The ODOT I-71/670 Design Build Team can assist the selected artist/photographer with digital preparation of the final, commissioned piece.

A Special Thank You

Greater Columbus Arts Council

The Greater Columbus Arts Council (GCAC) is hosting the online submission process for Long Street Cultural Wall proposals, and also providing technical support. Through vision and leadership, advocacy and collaboration, the GCAC supports art and advances the culture of the region. A catalyst for excellence and innovation, GCAC funds exemplary artists and arts organizations and provide programs, events and services of public value that educate and engage all audiences in our community. GCAC thanks the City of Columbus, Franklin County, the Ohio Arts Council and the National Endowment for the Arts for their continued support.

ⁱ Near East Community Plan, City of Columbus