



BROAD+WATER

Call for Artists/Request for Proposals

DEADLINE: APRIL 21st, 2015

BUDGET: \$40,000

INTRODUCTION

The Arts Council New Orleans: Place + Civic Design department, in partnership with Broad Community Connections, is requesting proposals for **BROAD+WATER**, an artistic installation/sculpture project framed around our community challenge with water. The call is open to artists, artist teams, community groups working with designers, architects, landscape architects, or water management experts who are interested in creating an exterior public art installation expressing New Orleans' relationship with water. In recent years, city officials, advocates, and water experts from New Orleans and around the world—spearheaded by Waggoner & Ball Architects—have endeavored to create the city's Urban Water Plan that will fundamentally reorder New Orleans' relationship with water, an effort called **Living with Water™**. The **BROAD+WATER** Request for Proposals is for an installation that will creatively contribute to the **Living with Water™** conversation, animating the concepts of water management while deeply engaging the surrounding community. This RFP is the second of two Arts Council of New Orleans requests around **Living with Water™** in the city of New Orleans in 2015.

The Arts Council of New Orleans and Broad Community Connections, through support from the National Endowment for the Arts and City of New Orleans Percent for Art, will commission a public art installation that actively seeks to advance the general public's understanding of New Orleans water infrastructure at a key node in the city. In the late 19th-century, New Orleans' Sewerage & Water Board created a model drainage system—centered on Broad Street—which operates to this day to keep the city dry. While the system is an engineering marvel—systems in the Netherlands and around the world are based on drainage technologies developed in New Orleans—it is also based on antiquated concepts of water management that are inefficient, brittle, and non-resilient, and contribute to subsidence, local flooding, and other infrastructure issues in the city. Similarly, the Lafitte Corridor has been a salient commercial and cultural artery throughout New Orleans' history, first as the Carondelet Canal and Walk, whose turning basin gives the legendary Basin Street its name, and later as a rail corridor that took passengers into the city, past old Storyville to the Southern Railways terminal at Canal Street, but in recent decades had become a defunct and forgotten space in the city. Today, the Lafitte Corridor is being reimagined not only as a 3.1-mile linear Greenway that will anchor the revitalization of the corridor connecting the French Quarter and the Tremé to Bayou St. John and City Park, but also as a Blueway that will pioneer strategies for reordering how New Orleans lives with water, creating a functional, beautiful amenity that make the neighborhoods along the Greenway more resilient and more livable.

BROAD+WATER is deliberately located at the intersection of Broad Street and the Lafitte Greenway, and is therefore uniquely positioned to contribute to the New Orleans' conversation about living with water. Public art and design are essential components to conversations about water in and the around civic spaces in our community. The Arts Council and Broad Community Connections expect this project will serve to bring a concerted dialogue to the Broad Street Corridor and the Lafitte Greenway.

THE PROMPT

- The pumping capacity for the New Orleans Sewerage and Water Board water management system is over 29 billion gallons a day (over 45,000 cubic feet per second), which is more than the flow rate of the Ohio River, the nation's fifth largest river.
- The existing, single-purpose drainage system pumps even during low-water levels, which is a major cause of subsidence in the city.
- There are twenty-two drainage pumping stations in New Orleans, and station personnel are always on duty 24-hours a day, seven days a week.
- The Sewerage and Water Board's drainage network includes approximately ninety miles of open canals and ninety miles of subsurface canals and culverts, through which many of which are large enough to drive a bus.

The selected installation for this project will reflect a conscientious understanding of the community we serve and challenges New Orleans faces as a city. The art installation should be conceptual, forward thinking, and reflect ideas

expressly related to water, while also taking into account the context of the Broad Street corridor and the surrounding communities. Additionally, the project can explore a range of artistic expression, from low-tech installations to contemporary uses of technology, including interactivity, as well as potentially incorporating the use of real-time and other data from the Sewerage and Water Board drainage system and other data sources into the project. The organization will not limit the work to any specific material or medium and is open to a wide range of artistic styles. While the art installation itself is not limited to any particular media, the installation should have a sense of **prominence and permanence** in the space as defined by a **10-year minimum lifespan**, though the proposed project can include event-based or more ephemeral or temporary components to the installations.

LOCATION

The artwork will be located at the intersection of Broad Street and the Lafitte Greenway providing an optimal location for visibility along a major “backstreet” corridor. The location is adjacent to Sewerage and Water Board Drainage Pumping Station #2/St. Louis Street, and has the ability to reference the Victorian-era pump house as well as the water flowing underfoot. Applicants should consider potential obstacles during the process, such as logistics, public or private approvals, manufacturing, and testing and express these issues within the proposal. The selected applicant(s) should be prepared to engage with the Arts Council New Orleans, Broad Community Connections, and the community during the entirety of the process. Interested applicants can find more information at www.artsneworleans.org.

PROJECT TIMELINE

- March 10: SUBMISSIONS OPEN. Arts Council open to questions throughout the submissions process.
- April 21: SUBMISSIONS CLOSE, 11:59PM CST.
- April 28: SEMIFINALISTS SELECTED. Jury-selected Artists notified.
- May 19: SEMIFINALIST PRESENTATION. Artists to submit a graphic presentation and mockup.
- May 22: WINNER SELECTED.
- Nov 15: PROJECT COMPLETION.

SELECTION PROCESS

The Arts Council, along with Broad Community Connections, will form a Selection Committee of community stakeholders, artists, designers, water experts, and civic leaders to select three (3) artists or teams as Semifinalists. The selection process will consist of two separate stages.

1. First, all artists are to submit proposals via the Arts Councils online submission form at www.artscouncilneworleans.org. Once submissions are received, the Selection Committee will narrow the field to the **three (3) Semifinalists**, who will be notified by April 28th, 2015.
2. Second, after the Semifinalists are selected, artists will be given \$250 dollars to prepare a digital presentation of the proposed project. Semifinalists will submit a final proposal with no more than **ten (10) slides** through the Arts Councils online submission form at www.artscouncilneworleans.org. Additionally, visual support material is appreciated (e.g. 3D models)

The Arts Council retains the right to reject any and all submissions. All proposal materials shall become the property of Arts Council New Orleans, while all copyrights created during the process belong to the artist.

****Artists are not reimbursed for the initial cost of proposal production, only for Semifinalist proposals****

SELECTION CRITERIA

Applicants will be selected based upon the following criteria:

- Raise awareness and communicate the challenges New Orleans faces in living with water.
- Proposal should be conceptual, forward thinking, and reflect ideas expressly related to water, while also taking into account the context of the art.
- Work of the highest caliber and effective execution.
- Experience of working within program guidelines.
- Ability to complete work within a specified timeframe and budget.
- Visual impact on pedestrian and vehicular traffic.
- Presentation of an artistic vision that acknowledges and embodies the current climate in contemporary public art that embraces a broader social consciousness.
- Presentation of an artistic vision that displays an awareness of/sensitivity to community residents, businesses.



- Appropriateness of content (should be appropriate for all audiences).
- Prepared to meet Design Advisory Committee post final selection (Requirements to be discussed with Arts Council upon selection).

ELIGIBILITY REQUIREMENTS

To qualify, artists must:

- Be 18 years of age or older.
- Live in the continental United States. State/National Submissions welcome.
- Work as a professional artist or artist team (including designers, architects, and engineers).
- Architects, community groups, and other non-professional artists are required to submit with a professional artist who meets all eligibility requirements.
- Carry personal liability insurance for the duration of the project.
- Meet all contractual obligations and adhere to the timeline provided.
- Present the initial concept to a selection committee.
- Work with the Arts Council New Orleans: Place + Civic Design department and Broad Community Connections in the execution of the project.

SUBMISSION PROCESS AND REQUIREMENTS

Artist to submit all work through a digital submission application through Submittable at the Arts Council New Orleans website. All submissions must be logged by **11:59PM (CST) on April 21st, 2015**. Digital proposals should be on 8.5 x 11 paper layout.

APPLICATIONS

- A. **PROPOSAL STATEMENT:** Describe your concept of the artwork to be created. Make certain to use the published criteria. Maximum 750 words.
- B. **PROPOSAL CONCEPT:** Show your conceptual idea graphically. Concept images should include, but not be limited to, 2-3 angles of the artwork, 1-2 images of the artwork in the context of the site, and a location plan.
- C. **PRELIMINARY BUDGET:** Describe the proposed project costs, including preliminary hard costs (construction and material costs) and artist fee.
- D. **RESUME/CV:** For artist or primary team members.
- E. **WORK SAMPLES**

BUDGET

The budget for this installation project is \$40,000. Artists/designers/architects or teams will be required to submit a detailed budget including the cost of labor, materials and logistics.

CONTACT INFORMATION

Any inquiries and questions can be submitted to the Arts Council New Orleans at:
civildesign@artsneworleans.org

About Percent for Art

The Percent for Art Program, administered by the Arts Council of New Orleans, is supported through funds generated by 1% of City of New Orleans' eligible municipal capital bonds. The Percent for Art Program has evolved over the past 20+ years into one that includes commissioned work, purchase of existing artwork, community outreach, and education initiatives.

About Broad Community Connections

Broad Community Connections is a community development organization whose mission is to revitalize Broad Street from Tulane Avenue to Bayou Road as a vibrant commercial district, bringing together the surrounding neighborhoods and promoting their economic, cultural, and residential development.