



**BRADENTON DOWNTOWN DEVELOPMENT AUTHORITY
PUBLIC ART ADVISORY BOARD
CALL TO ARTISTS – REQUEST FOR QUALIFICATIONS**

The Bradenton DDA Public Art Advisory Board seeks to commission original art that will identify the gateways and access points to the neighborhood known as the Village of the Arts. The art will signal that this is a place of art and creativity

BUDGET: \$50,000 over two years (2010-11)

DEADLINE: POSTMARK MONDAY, MARCH 17, 2010

BACKGROUND

The Village of the Arts is a community of artists living and working together in Bradenton, Florida. It is an old residential Florida neighborhood of narrow cobblestone streets laid out on a grid, with brightly painted historic bungalows that date from the 20's through the 40's. Approximately thirty-five artists' live-work studios, galleries, cafes and related businesses are located in the five square blocks of the Village between 9th and 14th Streets W and 9th Ave to 13th Avenue W. and offer affordable fine art, jewelry, ceramics, designer wear, collectibles, books and food. The Village has recently organized a 501(c)3 to manage its programs. There are monthly Gallery Walks on Friday evenings and Saturdays, festivals, and the artists participate in other community events.

The City of Bradenton created an Arts Overlay District to encourage a community of artists to live in the area and be able to work and sell from their homes. Commercial corridors are found on the boundaries of the district, which pushes the actual Village towards the interior of the defined area, insulating and isolating the Village from the arterial streets.

More information on Village of the Arts is available at www.villageofthearts.com

SITE INFORMATION

Note: Please refer to the posted map and images of the streets referred to in this Call to Artists.

Awareness: The Village of the Arts has had an ongoing challenge of raising awareness of its location. Hundreds of thousands of people drive within a block of it on corridor streets without seeing it or knowing it is there. Since the artists' homes/businesses are scattered throughout the interior of the area, not continuously located on the perimeter streets of 14th St W., 9th Ave. W, 13th Ave W, or 9th St W, drivers can be at the "front door of the Village and not know it. There is no visual access to the Village from these streets except at 9th Ave. W and 12th St. W.

Characteristics of the site: The streets of the Village are notable for the following characteristics:

- A Florida-style urban texture marked by colorful, historic, bungalows located close together built up to the lot lines. The architectural style is fairly consistent through the Village with a few newer, multi-unit buildings devoid of architectural interest.
- Sidewalks that border private property on one side and meet the curbs with no strip of extra right-of-way between the sidewalks and the street on the other side.
- Utility poles and signs located in sidewalks due to lack of right-of-way space
- Mature live oak and other trees that hang fairly low on some corners
- Red brick crosswalks and sidewalks from recent streetscape renovation
- Small businesses located in bungalows including galleries, restaurants and a bookstore.

The north border of the Village (9th Ave. W/ Martin Luther King Jr Ave) is walking distance from Bradenton's traditional downtown.

ABOUT THE ART

The Bradenton Downtown Development Authority seeks art that will communicate the presence of an arts community. It may be a single piece but there is strong interest in the possibility of a series of related pieces, or multiples.

- **Multiples:** Production of more than one of the same design is an option as this approach would contribute to the goal of identifying the Village from more than one approach.
- **Series:** A series could consist of pieces of varying sizes to accommodate the specific characteristics of specific corners or blocks. A series can also consist of variations on a theme. The primary goal is to demarcate gateways to the Village. Artists may also consider concepts that would connect through the Village.

Though not a requirement, there is also interest in a design that could be used as a symbol or graphic representation of the community, somewhat as the Calder public art piece in Grand Rapids MI has become the city symbol.

In a community workshop the participants described their vision for this project with these words:

stands out - attracts attention - invites - Something special is nearby - an exciting community of artists and creative people

ABOUT LOCATIONS FOR ART

Site for art: There are several options for siting of the art if there is a series or multiples.

This information is provided to assist artists' analysis. However, artists are invited to propose sites consistent with their approach to the project.

- One piece must be located on the corner of 9th Ave W (Martin Luther King Ave W) and 12th St. W. This corner has the most open views from the high traffic street and some Village businesses are visible from this corner.

- A secondary optimal location based on the exposure to traffic and the location of a dense grouping of arts businesses is 12th Ave and 9th St W. This corner has a wide grass space between the street and the storefront on the site.

Design considerations: The perimeter corridor streets have fast moving traffic, urban sprawl visual clutter. No landscaped right-of-way between the sidewalk and the street, and existing signs on poles, street lights, etc., suggest the need for verticality, art placed high. However on interior, residential streets(13th Avenue W for example). traffic moves much more slowly and pedestrians are more common plus there are full grown trees on some corners. Some of these streets suggest the need for smaller-scaled, pedestrian-oriented forms . Adding art to existing infrastructure such as light poles is a possibility.

Media: Artwork must be made of materials that will withstand the Florida climate which includes extremes of ultraviolet light, heat, rain, and hurricane force winds. Outdoor sculpture must be installed to meet state hurricane standards which includes resistance to winds up to **130mph**. The Committee welcomes designs utilizing sustainable light emitting technologies if they are also effective as day-time artwork.

- **Although kinetic sculptures may be considered if they can withstand hurricane-force winds, motors will not be eligible.**

Artist Selection: A seven-person selection panel will review applicants and select up to three finalists. Finalists will be invited to design a proposal and will be paid a design honorarium of \$500.

Eligibility: Professional artists who can demonstrate successful experience with exterior public art of similar scale. If artists intend to work with other design professionals or fabricators, they must include their qualifications in the application.

TO APPLY: Submit a complete application package consisting of ONE EACH OF:

REQUIRED:

1. Professional resume, maximum four pages that includes all contact information including email.
2. Up to ten digital images of sample past work saved in JPEG format. Each file should be no larger than 1.8MB. Black masking of images is recommended. Number each image at the bottom. Save images in a folder labeled with the artists last name and burn to a disk. Do not save in a powerpoint. Label the disk with artists last name and "Village of the Arts".
3. Image list For each image provide the title, media, size, site and/or commissioning entity, and budget. Artists may include a brief explanation of the process of design or fabrication of the work shown.
4. A brief (two-three paragraphs) statement about your process or thoughts about an approach to the project (single vs multiples for example) . If desired, artists may also address the aspect of their work that is particularly relevant to the project.

OPTIONAL

- a. Up to 2 pieces of print material such as brochures, articles, postcards, etc. This material may be reviewed by the panel at their discretion.
- Use standard letter size paper. Do not use heavy card stock paper. Please clip all paper material and place all submission pieces in a paper pocket folder. No stapling, binding, or plastic (except for the disk envelope) please.

- Applications that have not followed these directions will be considered incomplete. Incomplete applications will not be reviewed.

MAIL OR SHIP TO:

Ann Wykell, Public Art Coordinator
Bradenton Downtown Development Authority
101 Old Main St.
Bradenton, FL 34205

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Inquiries: awykell@ddabradenton.com