

Call for Artist

DC CREATES PUBLIC ART

Artist-Created Identity for Metropolitan Branch Trail

Deadline: Friday, May 16th at 5:30pm

All applications must be received at DCCAH office by this time.



Design Budget: \$7,550

The DC Commission on the Arts and Humanities (DCCAH) in collaboration with District Department of Transportation (DDOT) and surrounding communities is seeking an artist or artist team to work with urban designers, transportation and trail planners, landscape architects, civil engineers and District government employees to create a comprehensive and cohesive plan that visually unifies the Metropolitan Branch Trail (MBT) with artistic enhancements. This artistic driven identity created by the selected artist(s) will be included in a variety of signage and amenities along the trail as well as maps and materials about the trail.

CONTEXT

The MBT will be an 8-mile multi-use trail that runs from Silver Spring, Maryland to Union Station in the District of Columbia. It will connect to the Capital Crescent Trail, the Anacostia Tributaries Trail System and the National Mall, and will be part of the East Coast Greenway. The MBT will be an important recreation and transportation route and will provide direct access to seven of Metro's Red Line stations.

The trail will offer both recreational opportunities and provide a new route for commuters. The MBT will link people to neighborhoods, jobs, schools, stores and Metro Stations, while also providing health benefits, an outdoors experience, engaging art, and a connection to neighborhoods. The MBT consists of separated paths, sidewalks and on-street bike lanes.

HISTORY

The MBT has a rich and unique railroad history and was named after the "Metropolitan Branch," the first rail line built through the corridor by the Baltimore and Ohio Railroad (B&O). The corridor is currently home to Amtrak and Metro as well as other freight lines. The trail is also anchored by two significant railroad landmarks, Union Station and the old B&O Railroad station in Silver Spring, Maryland.

The MBT is flanked by historic District of Columbia neighborhoods such as Takoma DC, Lamond-Riggs, Brookland, Edgewood, and Eckington, all of which were deeply influenced by the B&O Railroad.

For more information regarding the history and developments of the trail refer to www.metbranchtrail.com.

DESIGN OPPORTUNITIES

The MBT is currently lacking a cohesive identity. Public Art is one of the best ways to strengthen the connection between people and their neighborhoods along trails. The MBT offers many opportunities to bring communities together through art and design. Three general categories of opportunities include:

1. Art that relates to functional and infrastructure elements
2. Art that relates to special trail segments, each with its own identity
3. Art that assists in interpreting the history of the trail corridor

Artist driven branding will help the public begin to establish a connection with the trail and the surrounding neighborhood. The designs will be the cohesive element of all MBT materials and will attract bicycle riders, pedestrians, commuters, casual users and the surrounding community to utilize the new trail system. The art elements should celebrate the history of the trail corridor and create a more meaningful experience for trail users.

Examples of Artistic Amenities

- Benches
- Kiosks
- Surface materials (for 'waysides' and entrances)
- Archways (for trail entrances)
- Fencing
- Signs
- Directional arrows
- Historic markers

Example uses for Artistic Branding

- Maps
- Trail blazes
- Destination signage
- Trail brochures
- Historical markers
- Logo

SCOPE OF SERVICES

Selected artist(s) must:

- Attend two (2) community meetings hosted by DDOT. At these meetings artists will gather suggestions from community members, discuss possible design options, and/or present design proposals for review and discussion.
- Participate in three (3) design team meetings, as required. At these meetings artist(s) will work with other design team members to review, evaluate, and finalize concepts.
- Present to DCCAHA Commissioners, Commission of Fine Arts and any other approval entity for review and final approval of a Concept Proposal.
- Artist(s) will prepare and present a Concept Proposal that includes: 1) an overview plan for the trail's artistic identity, including Artist's intent 2) scaled drawings of artistic branding for the trail and how the brand will be incorporated in the trail's amenities, including size, material substance, structural characteristics, finish, literal or visual content and, where applicable, cost. Artist is responsible for transporting and insuring the Proposal materials, as necessary.

OWNERSHIP

When the artist(s) Artistic Brand is approved by the Commission the Artist hereby assigns the copyright in their design to the DCCAHA and DDOT. DCCAHA and DDOT will have the rights to reproduce and distribute the design(s) or derivative of the design(s) for purposes of promoting and advertising the MBT by all means of media. DCCAHA and DDOT will also have the rights to use the design(s) or design(s) derivative on a variety of merchandise, as yet to be determined. No additional payment will be made to the artist for these rights.

ELIGIBILITY

This call is open to all professional artists living in Washington DC, Virginia, and Maryland, although preference will be given to artists who reside in the District of Columbia. It is important that the artist(s) selected for the projects be comfortable collaborating as a member of a team which includes urban designers, architects, transportation planners, landscape architects, civil engineers, and District government staff. Selected artist(s) must cover their own transportation costs to attend required meetings.

BUDGET

The artist's fee for each project is calculated at \$7,550, or approximately 100 hours at \$75/hour. Additional funds may be available for the selected artist(s) to create a site-specific amenity or installation along the trail. These additional funds will be used for design, fabrication and installation of the artwork.

SELECTION PROCESS

The selection committee, representing diverse interests and expertise, will review images of past work by the applicants and recommend between (3) three to (5) five Semi-Finalists. Semi-finalists will be notified within

four weeks of deadline. Each Semi-Finalist will be awarded \$500 honorarium for travel and presentation materials for preliminary project concepts. Semi-Finalists are required to attend a tour of the site. The Selection Committee will reconvene to conduct interviews with each of the Semi-Finalists. During the interview, Semi-Finalists be asked to address pre-determined questions and present preliminary concepts.

SUBMISSION REQUIREMENTS (Design proposals are NOT accepted at this stage.)

Please include the following materials:

- **LETTER OF INTEREST** state your interest in and qualifications for the project in a letter no more than one page.
- Complete **APPLICATION FORM**. If you would prefer to type your own, please follow the format below. Make sure to include your full Legal Name (and other Professional Name if applicable), Address, Daytime Telephone, Evening Telephone, Email Address.
- **10 DIGITAL IMAGES** in Jpeg format. Must be labeled to correspond with **IMAGE LIST** i.e. 01_Jones.jpg, 02_Jones.jpg. Files must be less than 5MB. All images will be viewed on PCs, not Macs. Do not embed image into PowerPoint or submit moving images or audio files. Images submitted in another format than jpps on CD-R will be disqualified.
- **Current artistic RESUME** highlighting experience with site-specific work and public art commissions include your full name, mailing address, phone number, and email address.
- **SELF-ADDRESSED STAMPED ENVELOPE** include sufficient postage for return of your slides.
- Please make a copy of the application to keep for your records.

ENTRIES MUST BE RECEIVED BY **Friday, May 16th at 5:30pm**

Additional information about public art in District of Columbia can be found at <http://dcarts.dc.gov>.

QUESTIONS?

Contact Deirdre Ehlen at
deirdre.ehlen@dc.gov
or (202) 724-5613 phone
(202) 727-3148 TDD

MAIL OF DELVER ENTRIES TO:

Deirdre Ehlen
DCCA
1371 Harvard Street, NW
Washington DC 20009

APPLICATION FORM

Artist-Created Identity for Metropolitan Branch Trail

DEADLINE DATE: Friday, May 16th at 5:30pm

Name _____

Address _____

City _____ State _____ Zip _____

Daytime Phone _____ Email _____

SLIDE IDENTIFICATION LIST

1.	_____	_____	_____	_____	_____	_____
	Title	Materials	Dimensions	Year	Budget/Price	Location
2.	_____	_____	_____	_____	_____	_____
	Title	Materials	Dimensions	Year	Budget/Price	Location
3.	_____	_____	_____	_____	_____	_____
	Title	Materials	Dimensions	Year	Budget/Price	Location
4.	_____	_____	_____	_____	_____	_____
	Title	Materials	Dimensions	Year	Budget/Price	Location
5.	_____	_____	_____	_____	_____	_____
	Title	Materials	Dimensions	Year	Budget/Price	Location
6.	_____	_____	_____	_____	_____	_____
	Title	Materials	Dimensions	Year	Budget/Price	Location
7.	_____	_____	_____	_____	_____	_____
	Title	Materials	Dimensions	Year	Budget/Price	Location
8.	_____	_____	_____	_____	_____	_____
	Title	Materials	Dimensions	Year	Budget/Price	Location
9.	_____	_____	_____	_____	_____	_____
	Title	Materials	Dimensions	Year	Budget/Price	Location
10.	_____	_____	_____	_____	_____	_____
	Title	Materials	Dimensions	Year	Budget/Price	Location