

## Call to Artists

### Call to Artists for the Market + Branch Commission for the Greensboro Downtown Greenway

Action Greensboro is seeking submissions of interest and qualifications from professional artists who currently reside in the United States for the creation and installation of a public artwork to be commissioned for the Downtown Greenway in Greensboro, NC.

#### Project Overview

The 4-mile Downtown Greenway will, when complete, encircle Greensboro's central business district while expanding its perceived footprint. The Downtown Greenway is one of Action Greensboro's signature projects, and was conceived to spur economic development, connect diverse communities, promote wellness, and re-energize downtown Greensboro. Public Art, accessible to all and informed by the many voices of Greensboro's citizens, is a prominent focus on multiple locations along the Downtown Greenway. Created by a diverse group of local, national and international artists, public art tells the stories of our community and draws people in, while encouraging connections and making art a highly visible part of everyday life in our city. The Downtown Greenway web site can be found [here](#), and an illustrated map of its route can be found [here](#).

#### Market + Branch Commission

The proposed Market + Branch Public Art Project has been selected for funding by a local non-profit, The Cemala Foundation. Chartered in 1986 by the son of the co-founder of Cone Mills, Ceasar Cone II, and his wife Martha, the Foundation was envisioned as a way of continuing the family's history of personal and business commitment to Greensboro. Today, by funding projects such as the Market + Branch public art project, the work of The Cemala Foundation continues to support the growth of a vibrant and innovative Greensboro that is nationally known as a magnet for individuals, families and businesses.

The Market + Branch Commission will be prominently located on the Western Branch section of the Downtown Greenway. The site for the sculpture is adjacent to the trail as it travels along an abandoned railroad line and crosses West Market Street, a main entryway into downtown Greensboro for vehicular traffic. The highly visible site provides an excellent opportunity to transform this well-travelled route into downtown. The addition of a dynamic public artwork will serve as a visual welcome to visitors enroute to our city's center, as well as to the users of the Downtown Greenway. The planned addition of traffic signals at this location will be designed to slow down traffic along this stretch of West Market Street to allow for greater pedestrian safety, and will also afford drivers an opportunity to view what we anticipate will be a visual cue that they are entering an area of Greensboro that is welcoming, innovative, and engaging. Because of its location, the artwork will be enjoyed on a daily basis by both pedestrians and passing vehicular traffic, and, as is the case with all sections of the Downtown Greenway, the installation will provide an opportunity to create accessible programming that will encourage engagement by all citizens.

As they considered funding this project, The Cemala Foundation Board Members identified a number of characteristics they considered important as they imagined a public art piece that would be installed where the Downtown Greenway intersects with West Market Street. The Board asks that

the selected artist consider a variety of criteria to inform their design approach, such as creating an interactive or kinetic artwork that is fun, whimsical, and welcoming to all. The selected artist might also consider using light or color in an unusual or humorous way. The piece might be wayfinding or directional, and perhaps change as it is approached from different directions. Size, scale and impact are important considerations—the artwork should be visible to passing cars as well as pedestrians.

#### Location and size requirements:

Market + Branch will be installed along West Market Street, in Greensboro, NC, at a location that can be seen [here](#).

The artist will design the artwork as well as the base on which it will be installed including the immediate area surrounding the work. The base of the sculpture should be appropriate to the size and footprint of the sculpture. The artwork will be installed on a site that is approximately 365 sq'. A link to the site plan can be found [here](#).

The height of the sculpture is to be determined, but applicants should keep in mind that the Selection Panel is interested in work that will be highly visible to passersby. There is a maximum allowable height of 50'.

A link to the conceptual proposal for the site, designed by Kimley-Horn, the Engineering and Planning and Design Consultants for this section of the Greenway, can be found [here](#).

#### **The Budget:**

The total budget for the project is \$ 200,000.

which should include the design, fabrication and installation of the Market + Branch sculpture, site-work and landscaping.

The budget includes all costs relating to the design and installation of the work and surrounding site, including any costs associated with the design of the Market + Branch artwork and its base, materials (including anti-graffiti sealant), engineering, fabrication, lighting, installation, site design and installation, landscaping, insurance, sales tax and travel, and transportation.

#### **Artist Eligibility:**

Action Greensboro's "Call to Artists" for the Market + Branch Commission is open to all professional artists who reside in the United States with experience in implementing and working in the public arena. Artists must be able to effectively work within the project timeline and collaborate with multiple governmental and community agencies.

#### **Application Process**

Action Greensboro will manage the application and selection process through the online portal, CODAworx, <https://www.codaworx.com>.

A Market + Branch Selection Committee, consisting of the Downtown Greenway Art Selection Panel and representatives from The Cemala Foundation, will review applications. The Committee includes

local arts professionals, and city, community, business and foundation representatives. The Market + Branch Selection Committee will review submissions and will conduct remote online interviews with up to 10 Artists and/or Artist Teams. Up to 3 candidates will be chosen from those interviewed remotely to travel to Greensboro for in-person interviews. Each semi-finalist Artist/Artist Team will receive a Proposal Fee of \$1000 to prepare and present a preliminary, conceptual proposal to the Art Selection Panel that may also include a presentation to the greater community. A finalist will be chosen through that process. The Artist may submit receipts for travel for this visit for reimbursement.

## Timeline

Deadline for Submissions:	March 30, 2024
Preliminary Artist Remote Interviews	May/June 2024
Semifinalist Artists selected	July 15, 2024
Semifinalist Artist in-person visits	September/October 2024
Artist Selection:	November 1, 2024
Proposal due:	December 15, 2024
Design Revisions (if needed)	January 10, 2025
Fabrication:	Winter/Spring 2025
Installation:	Spring/Summer 2025

## Application Process

### Application Portal:

We will be using the online portal, CODAworx, to manage the submission process for the application.

To apply, sign up for a free CODAworx account at <https://www.codaworx.com/register/>  
Or, if you already have an account, you can log in.

Use one of the following browsers: Chrome, Safari, or Firefox.

Click on the person icon in the upper right corner, register with your email address, name and profession.

In order to see the “Apply to RFP” button, and access the application, you must be logged into your CODAworx account.

Submit your application online through CODAworx at: <https://www.codaworx.com/commission-view-details/?key=MjMxMzQz&rfp=1> using one of the following browsers: Chrome, Safari, or Firefox.

Find the Call to Artists you are applying for under header: Artist Resources: All Open RFPs.

You may save and return to your application before submitting it.

To access an application in progress, log into your account on CODAworx, and then click on the RFP Applications tile to resume your application.

**Contents of Application:**

A complete Application must include the following information.

Failure to include all of the information listed below may result in disqualification of your application.

All documents should be submitted as a PDF.

**1. Artist's statement:**

A one-page letter expressing interest in the project, outline of the artist's approach to public art, in particular this project. The letter should highlight relevant past experience on projects of similar scope and budget and how your past artwork and experience demonstrate that you can successfully meet art design goals of this project.

Please include both email and phone contact information and any relevant websites or links in your submission.

**2. Resume:**

A professional resume or CV including:

Contact information and web address

Previous relevant art commissions

Design team experience

Exhibitions, awards, grants

Education

Note: If submitting as a team, include résumés for each participant.

**3. Name and contact information for two professional references.****4. Images:**

Up to 10 images (total) of previous commissions. Compile images into one PDF Document.

Only submit images of completed projects or projects that have been awarded.

Images of proposals, models, computer generated images and/or incomplete projects that have been awarded may be submitted.

**5. Annotated Image List:**

Include an annotated list of all images, including name of artist, title of work, year completed, location of artwork, medium, dimensions, project budget, and any other relevant information. If the image is for a project that has been awarded, but not completed, please provide relevant details about the project and expected installation date.

**To Submit:**

To submit your application, check the signature box after submitting your images of your samples of work, click on "Preview Application", scroll to the bottom of the page, review your application submission, and find the submit application button at the bottom of the preview page.

Please contact Barbara Peck at [jbpeck@mac.com](mailto:jbpeck@mac.com) with any questions