



INTERNATIONAL  
**CALL TO ARTISTS**  
PUBLIC ART OPPORTUNITY  
BOSTON, MA



*The Rose Kennedy Greenway, Boston, MA*

## GREENWAY CONNECTION PROJECT

**OPEN CALL TO ARTISTS:** request for qualifications

**Deadline:** Wednesday, November 28, 2012, 4:00PM EST

**Proposal Honorarium:** \$5,500 (funding secured)

**Project Budget:** \$300,000 (fundraising goal)

**OVERVIEW:** The Rose Kennedy Greenway Conservancy in downtown Boston, Massachusetts seeks artists' and multi-disciplinary artist led teams' qualifications. Up to three artists will be selected by year-end and awarded \$5,500 stipends to develop proposals for a temporary, site specific art installation in 2015 that will physically and/or experientially unite the segmented parks and connect the communities along the Greenway. This opportunity is open to artists internationally. The receipt deadline is November 28, 2012 at 4pm EST. For more information, visit [www.rfkgc.org/publicart](http://www.rfkgc.org/publicart).

This artist opportunity is supported by Fund for the Arts, a public art program of New England Foundation for the Arts.

## **RFQ GOALS**

This call to artists is part of the planning process for the Greenway Conservancy's Five Year Public Art Strategy. We value artists' input and to complete the planning process, we ask artists to contribute ideas and challenge them to imagine the possibilities of the Greenway as a dynamic space for public art. See information on our planning process below. To learn more about our public art vision, goals and framework download our Five Year Public Art Strategy at [www.rfkgc.org/publicart](http://www.rfkgc.org/publicart).

### **(FUTURE) ARTWORK GOALS**

The Rose Kennedy Greenway Conservancy aims to bring innovative and contemporary art to Boston through free, temporary exhibitions on the Greenway, engaging people in meaningful experiences, interactions and dialogue with art and each other. We are seeking proposals for artworks that respond to the entire Greenway as a site while considering the possibilities of 21<sup>st</sup> century Boston.

CONNECTION is one of the guiding frameworks of the Conservancy's public art vision, supporting a two part challenge and goal. The goal is to create a unified experience of the parks so that visitors realize they are on the Greenway and that it continues from Chinatown for 1.5 miles up to the North End, responding to the challenge created by the cross streets and lanes of traffic that surround and intersect the parks. The goal is also to facilitate and re-establish the connection between the city and its waterfront that was, for so long, severed by a massive elevated highway. The artwork should address this two part challenge and serve as an innovative solution towards the goal.

### **(FUTURE) ARTWORK DESIGN PARAMETERS**

The artwork must not interfere with park activities and must generally meet the safety standards of the Greenway Conservancy, MassDOT and the City of Boston. As the Greenway is an intensively used urban park, the artwork must be constructed of materials that are highly resistant to theft and vandalism as well appropriate for winter weather. Artwork should be designed for a temporary installation of no longer than 18 months.

### **(FUTURE) SITE LOCATION**

The Rose Kennedy Greenway is located in downtown Boston and extends from Chinatown to the North End situated above the I-93 tunnel, bordered by Atlantic Ave and Surface Artery. Artists are asked to consider the entire Greenway as a site (see site map, page 10). Connection key challenge areas are designated by large (major challenge) and small (minor challenge) circles on the map.

### **(FUTURE) BUDGET**

\$300,000 is the budget goal. The Greenway Conservancy is currently seeking grants and donations for this project. The budget includes expenses related to the completed artwork, including (but not limited to) artist fees, site preparation and restoration, technical consultation including engineering approval, travel to the site, fabrication, insurance, installation, permit fees, documentation, all applicable taxes, etc.

## **ARTIST ELIGIBILITY**

This is an international competition open to professional artists. Experience with light-based artworks is required. Boston area artists are especially encouraged to apply for this opportunity. Every effort will be made to include at least one Boston-area\* artist as a finalist.

*\*Boston area is defined as communities within Rt. 495.*

## **SELECTION PROCESS and CRITERIA**

Artists' qualifications will be reviewed by a selection committee of qualified persons. The committee will review applications on the basis of:

- Artistic excellence and professional experience of the artist
- Expressed sensitivity to the site and context
- Ability to complete the project by April 2015
- Demonstrated ability of the artist to work collaboratively with design and construction professionals
- Demonstrated ability to successfully execute a project of this scale under the criteria developed and with the budget and timeline set out
- Experience with and expressed desire to create artwork for and in the public realm
- Consideration of the conceptual framework, CONNECTION and demonstrated effort to unite the segmented parks and connect the communities along the Greenway

The selection committee will select up to three artists who will be invited to visit the site and develop an artwork proposal consisting of drawings, documents outlining a timeline and budget and a maquette.

After selection, finalists will have approximately three months to complete the proposal and will then be invited to present the conceptual proposal to the selection committee. The committee will recommend proceeding with one project.

The artist selected for the final commission will be required to enter into an agreement with the Rose Kennedy Greenway Conservancy, which will contain provisions including but not limited to rights of ownership, City/State permits, use, warranty, and insurance.

## **PROPOSAL HONORARIUM**

An honorarium of \$5,500 (funding secured) will be provided for proposal development, which includes travel costs for one site visit, engineer review, and all costs associated with developing a complete and thorough site specific proposal.

## **SELECTION COMMITTEE**

The Selection Committee will include at least one artist, one curator, one technology expert, one architect, one landscape architect, a Conservancy park operations staff member, and a representative of the Greenway neighborhood community.

## **ESTIMATED PROJECT TIMELINE (2012-2015)**

October 2, 2012: Project Announcement

October 18, 2012: (Optional) Information session with Conservancy staff

November 12, 2012: Deadline for question submissions to [art@rfkgc.org](mailto:art@rfkgc.org)

November 14, 2012: Answers to submitted questions posted online

**November 28, 2012 – 4:00 pm EST:** Deadline for receipt of submissions

December 3 - December 14, 2012: Selection Committee review of submissions and selection of finalists for concept development

January 21 - 25, 2013: Finalists visit site

January - March 2013: Finalists develop proposals

March 18, 2013: Finalists present proposals to Selection Committee; final recommendation is made

April 2013: Enter into contract with selected artist

April 2013 – August 2014: Finalize Fundraising

September 2014 – April 2015: Creation/Fabrication

May 2015: Installation/Opening

## **SUBMISSION REQUIREMENTS**

Artists wishing to be considered must submit a complete package. Please email a PDF of all materials, letter-sized (8½" X 11") suitable for standard printing, attachments (no more than 8MB in total file size) to [art@rfkgc.org](mailto:art@rfkgc.org) with "Greenway Connection RFQ" as the subject line.

Applicants may also submit hard copy packages mailed to:

Rose Kennedy Greenway Conservancy

RE: Greenway Connection RFQ

185 Kneeland Street

Boston, MA 02111

### **Submissions must include the following:**

1. One copy of the completed application form (page 8 of this document).
2. One copy of a written expression of interest (please note that a proposal is not requested at this time), not to exceed 2 pages, detailing:
  - Why the context of the site is interesting or important to the artist
  - A summary of qualifications and professional experience that outlines the suitability of the artist's practice to this project, especially experience working with construction and design professionals
  - The artist's experience and expressed desire to create artwork for and in the public realm
  - Demonstrated ability to successfully execute a project of this scale under the criteria developed and with the budget and timeline set out

3. One copy of a curriculum vitae that includes a brief statement of artistic activities for the past twelve to eighteen months. Please limit the CV to a maximum length of four pages.

4. References: names, addresses, phone and e-mail for two references who can speak to your art practice and interest and/or experience in public art projects. A letter of reference is not required at this time.

5. (Optional) Up to 3 recent reviews or news clippings (please submit letter-sized documents suitable for standard printing).

6. Support Material Documentation List - All visual support materials must be accompanied by a documentation list with artist's name, date and title of work, medium, dimensions, location. A template for jpg images is included as page 8 of this document.

7. Support materials:

- Include images in email or provide a PC compatible CD-ROM with up to 10 jpeg image files (*\*please see digital support materials specifications below*). Among these, please include images related to light-based work where possible.
- Programs, catalogues and other publications that include examples of your artwork Optional to a maximum of 3. Indicate information specifically related to your work.
- **DO NOT SEND ORIGINAL ARTWORK. SLIDES WILL NOT BE ACCEPTED.**
- \* Digital support materials specifications:
  - 72 DPI to a maximum of 768 pixels in height
  - Title each image with your initials and the number that corresponds to your documentation list (for example: TW01, TW02...TW15).
  - Do not submit compressed files (WinZip, Stuffit, etc).
  - Do not submit materials that require software, plug-ins, extensions or other executables that need to be downloaded or installed.
  - For video files, submit files that can be accessed with RealPlayer.
  - Do not embed photographs in documents such as Word or PowerPoint.

8. (Optional) An addressed and stamped envelope for return of support materials if you wish your materials returned. Please ensure that the envelope is appropriate to the support material and contains sufficient packing material as well as sufficient postage.

Any questions about the RFQ must be received at [art@rosekennedygreenway.org](mailto:art@rosekennedygreenway.org) by Monday, November 12, 2012, 4PM. Answers to submitted questions will be posted November 14 at <http://www.rosekennedygreenway.org/publicart>

## **SUBMISSION DELIVERY AND RECEIPT**

All required materials must be included in the submission. Incomplete and/or late applications will not be accepted. The Rose Kennedy Greenway Conservancy will not be responsible for applications lost in transit. While all reasonable care will be taken in the handling of materials, the Rose Kennedy Greenway Conservancy cannot take responsibility for lost or damaged materials.

It is the applicant's responsibility to ensure the application package reaches the Conservancy's office by the deadline. All applicants will receive a notice by e-mail that their application has been received. If you have submitted an application and do not receive notification within two weeks of the deadline date, please contact the Conservancy's office.

## HISTORY OF THE ROSE KENNEDY GREENWAY

In the 1940's, planning began for a "Highway in the Skies" that would alleviate traffic congestion by elevating traffic above street level. Construction of the Central Artery began in 1951 and was completed in 1959, displacing more than 10,000 residents and demolishing some 1,000 buildings. The limitations of the Central Artery soon became painfully clear to all who lived and worked in Boston, however. In 1991, after almost a decade of planning, construction was begun on the [Central Artery/Tunnel Project](#), which is recognized as the largest, most complex, and technologically challenging highway project in the history of the United States. It significantly reduced congestion and improved mobility in one of America's oldest and most congested major cities.

When these elevated highways were relocated underground, Boston found itself rich in prime urban land. Community and political leaders seized the opportunity to enhance Boston's city life by providing additional parks and gardens to connect some of its oldest, most diverse, and vibrant neighborhoods. The creation of the Greenway – a joint effort of the Massachusetts Turnpike Authority (now MassDOT), the Commonwealth of Massachusetts, the City of Boston, and various civic groups – offered an opportunity to balance natural beauty and landscaped grace with the vitality and dynamism of a 21st Century city. On October 4, 2008, tens of thousands of visitors came together, many for the first time, for the parks'

Inaugural Celebration with the Rose Kennedy Greenway Conservancy. The following year, on February 23, 2009 the Rose Kennedy Greenway Conservancy became the designated steward of the parks. Today, the Greenway encompasses gardens, plazas, and tree-lined promenades, offering beautiful places for relaxation within an urban environment. The Greenway is a key feature of the modern reinvention of Boston, Boston Harbor, the South Boston Waterfront, and the Harbor Islands.



## ABOUT THE PUBLIC ART PLANNING PROCESS

Our consultants, Renee Piechocki and Jennifer McGregor, were selected through a competitive process in December 2011 and began work in January 2012, meeting regularly with Conservancy staff and the working group. They presented a range of possibilities at a lively public meeting on February 7, 2012. In-person and phone interviews were conducted with twenty-five stakeholders and organizations offering comparable programming. The vision, conceptual frameworks, and project types were presented at a second public meeting on April 23, 2012 to an enthusiastic audience. Throughout the process there has been an opportunity for the public to respond through surveys distributed at meetings and available on the Conservancy website. Our strategy incorporates the ideas and insights contributed during the planning process, as well as updates made by the Conservancy board and staff.

*Our five-year public art strategy is supported by Fund for the Arts, a public art program of New England Foundation for the Arts, and Robert and Doris Gordon*



**Public Art Opportunity:  
Boston, MA  
Call To Artists APPLICATION FORM**

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Postal Code \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Signature of applicant \_\_\_\_\_ Date \_\_\_\_\_

**Checklist of materials included in application in the following order:**

- 1. Application form (this page)
- 2. Written Expression of Interest (maximum 2 pages)
- 3. Curriculum vitae and statement of artistic activities (maximum length 4 pages)
- 4. References: names, addresses, phone and e-mail for two references
- 5. Recent Reviews and News Clippings (optional, to a maximum of 3)
- 6. Support Material Documentation List (page 9 of this document)
- 7. Support material of representative work (digital images, etc.)

**And please check one:**

- I have included a self-addressed stamped envelope for return of support materials.
- OR
- I do not want my support materials returned.

*Complete application packages must be received on or before **4:00 pm Wednesday, November 28, 2012** (not a postmark deadline). Incomplete, late or faxed applications will not be accepted.*

*Please let us know how you found out about this opportunity\_\_\_\_\_.*



**GREENWAY CONNECTION PROJECT**

**SUPPORT MATERIAL DOCUMENTATION LIST**

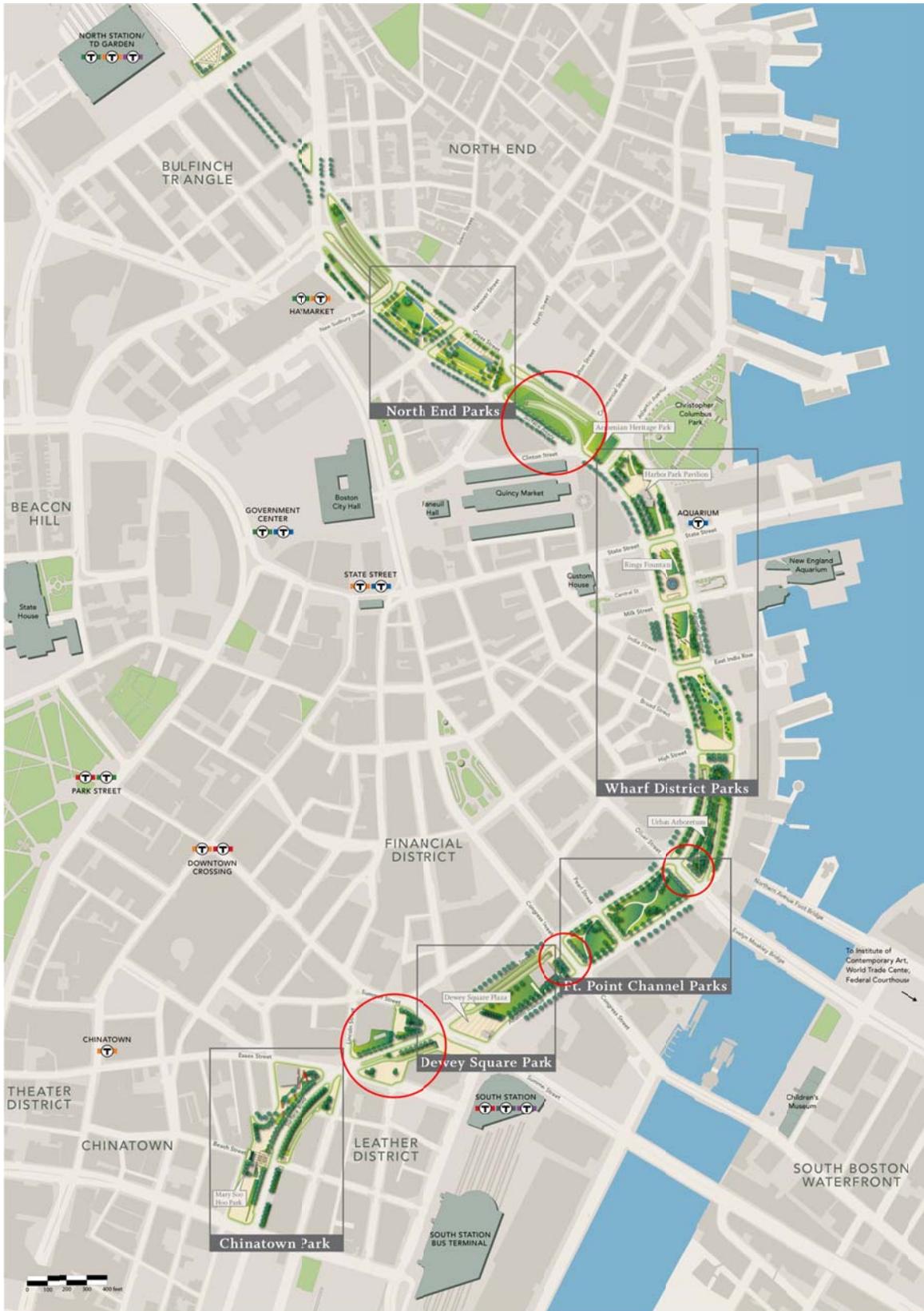
Applicant's Name: \_\_\_\_\_

All support materials must be clearly marked with the applicant's name, the work's title, and any special instructions.

DO NOT SEND ORIGINAL ARTWORK

Up to 10 jpeg image files

No	Date	Title	Medium	Dimensions	Description/Details – including location
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					



# The Rose Fitzgerald Kennedy Greenway

