

Call for Artists

SUMMARY

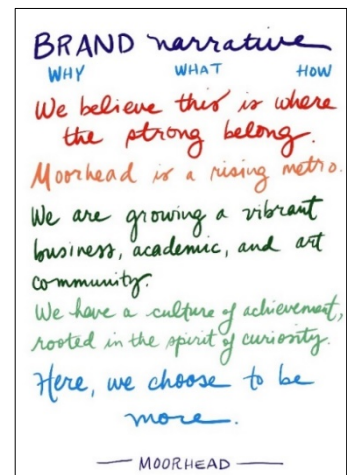
How many artistic pieces are viewed by over 40,000 people every day? With interstate highway traffic at this location reaching over 43,000 trips per day, this project will be the most visible and most viewed artistic application in the city. It will be seen by commuters, visitors and the local community and will provide a work of art to be enjoyed for 20 or more years. The I-94 Tower Project will be like no other public art project in the city, as it will be the first highly visible application of an artistic design directly relating to the City's efforts in developing Moorhead's identity. The community will be involved in the artistic design process to encapsulate and put in design form Moorhead's identity based on the narrative developed in coordination with the community and stakeholders.



The City of Moorhead is seeking a qualified artist and/or team to develop an iconic symbol for the community that will visually tell the world just who Moorhead is while exemplifying a collaborative approach to develop an artistic design with expertise in:

- Visual art,
- Lighting design (optional, but preferred),
- Community engagement facilitation, and
- Technical coordination.

This project is to engage the community which will guide the translation of Moorhead Proud and the brand narrative into a visual design with possibly a lighting component and technically translate it to a scaled application (and specifications) for installation.



Moorhead Public Service has contracted with a company to install the artwork on the existing I-94 water tower as part of the tower rehabilitation project. Therefore, physically painting the art on the water tower is not included in the scope of this Call for Artist. If a lighting component is included, the city will work with the artist/team to develop specification documents.

MOORHEAD PROUD

Moorhead, Minnesota is a growing community with an estimated population of over 43,000 located in Clay County and is the largest city in northwest Minnesota. Situated in the Red River Valley, Moorhead is part of a rich agricultural region that was created from silt deposits leftover when glacial Lake Agassiz melted approximately 10,000 years ago. The city borders the Red River of the North which flows northward into Manitoba, Canada and empties into Lake Winnipeg. The Red River forms the border between Minnesota and North Dakota.

Moorhead is unique in that it provides the feeling of a small town, with the amenities of a larger Fargo-Moorhead community of 245,000 people. There are numerous entertainment, arts and culture, dining, shopping, parks and recreation, and sports events and opportunities. Moorhead is a safe community with strong community pride. Moorhead's brand narrative, noted above, reflects this pride and articulates what makes our city special.

SITE DESCRIPTION

The I-94 water tower is located at 2300 28th Avenue South in Moorhead, MN 56560.



PROJECT SCOPE

Community Engagement Process

- Connect with broad community a minimum of three times
- Present to City Council and related Boards and Commissions (minimum of 3 presentations)

Artistic Development

- Physically painting the Art on the water tower is **NOT** included in the scope of this project.
- Contain the word "Moorhead" clearly visible to east and west I-94 vehicular traffic recognizing 55 mph traffic speed, design must be bold and uncluttered.
- Art that is visible from all angles that exemplifies Moorhead's pride in community that wraps the entire water tower
- Artistic edits will be required to ensure the design meets budget.
- Acknowledge spherical shape and possible distortions in key area of the water tower and technical issues including seam weld areas.
- Submitted in .tiff or Adobe Illustrator format
- Solid, stencil imaging is encouraged
- Dynamic Lighting (optional, but preferred). If included, development of specifications and construction documents, event programming/training and installation oversight will be addressed in a separate agreement.
- Technical components including dimensions of the tower and lighting are available upon request.
- Design development
- Collaborate with technical staff to ensure art is able to be implemented due to technical and budgetary constraints

BUDGET

The total budget for art and lighting installation is approximately \$50,000 (\$10,000 artist compensation, remainder for application of the artistic design and lighting installation.)

ARTIST (TEAM) COMPENSATION

The artist (team) stipend is a flat rate of up to \$10,000.

APPLICATION REQUIREMENTS

1. Letter describing understanding of the community of Moorhead, MN and interest in the project approach to developing the artistic design and components features and important value to community engagement.
2. Resumes of artist (team) and history and spirit of collaboration. Please include current work commissions and how that may impact this project's timeline. Also include any experience with cold climate outdoor lighting installations, if applicable.
3. Describe expertise in community engagement and proposed process/techniques for community participation.
4. Work Samples – up to 10 images of recent projects especially any that include large format/scale and community engagement components. Please include a brief description and costs.
5. Contact information (i.e. address, phone, email, etc.)
6. Optional: Include a video introduction of artist (team) including community connection and project approach limited to three (3) minutes.
7. Do not submit a project concept or design at this time.

APPLICATION DEADLINE

The deadline to submit is **Friday, March 6, 2020 at noon.**

APPLICATION SUBMISSION

Email submissions to: art@cityofmoorhead.com

Disclaimer – City of Moorhead reserves the right to reject any or all applications without compensation and for any and all reasons etc. Members of the I-94 Tower Group, City of Moorhead City Council and staff, Moorhead Public Service Commission and staff and their immediate families of same are ineligible to participate in this Call for Artists.

TIMELINE

March 6, 2020	Deadline to Submit
March 2020	Application Review with possible Interviews
April 2020	Council Approval (Accept Grant, if awarded and Artist agreement including W-9)
May thru July 2020	Community Engagement & Art Development
July 2020	Art, Technical and Cost Refinement with I-94 Tower Committee & Art Review Team
August 2020	Committee Approvals
8/17/2020	Art and Culture Commission
8/18/2020	MPS Commission
8/24/2020	City Council
September 1, 2020	Submit final design to MPS

CONTACT & RESOURCE FOR QUESTIONS

Lisa Bode, Government Affairs Director – lisa.bode@cityofmoorhead.com - 218.299.5372

Kim Citrowske, Assistant City Planner – kim.citrowske@cityofmoorhead.com – 218.299.5333

PROJECT RESOURCES & INSPIRATION

- [TnemecCompany Tanks of the Year](#) (YouTube)
- Decorative/Changeable Lighting:
 - <http://www.gopherstagelighting.com/portfolio-1/st-cloud-water-tower-2>
 - <https://www.colorkinetics.com/global/showcase/st-anthony-falls-bridge>
 - <https://www.dot.state.mn.us/i35wbridge/bridgelighting.html>
- Other City of Moorhead Water Tower Designs
 - <http://cityofmoorhead.com/departments/planning-neighborhood-services/planning-zoning/art-in-moorhead/art-to-enjoy>

EVALUATION CRITERIA

Please rank each criteria with a 1 = BEST

CRITERIA CATEGORIES	1	2	3	4	5
Community Connection					
Artist (team) Experience					
Public Art Experience					
Technical Experience					
Community Engagement Experience					
Community Engagement Approach					
Artistic Merit					
TOTAL SCORE					