

PSYAH 38th Underpass Creative Lighting Project



Summary:

Qualifications are requested from artists and/or artist teams interested in being an **artist consultant** on a site-specific creative lighting project, utilizing a mix of functionality and creativity to ameliorate an unsafe and unlit, yet highly utilized underpass within a creative district. The lighting project will make use of a partnership with Visual Interest and Philips to procure lighting materials and to work with a lighting designer. Selected artist and/or artist teams will consult with Visual Interest/Philips to select available lighting elements and a lighting designer to create the concept, with the lighting designer executing the final piece. Artist will create the initial design and visual programming; the long-term goal of the project is to allow other artists to program the components that would allow changes of imagery over time.

Experience with DMX lighting systems a strong plus, but artists with experience in all backgrounds and media will be considered. Selected artist consultant should be comfortable working in situations with constraints such as space available to utilize, and should be able to work collaboratively with the other partners in the project listed in the project partners section.

About the RiNo Art District:

The RiNo Art District, located just north of Downtown Denver, was formed in 2005 by a small group of artists focused on starting an artist and creative community and helping these businesses market their work. The area, which spans over 450 acres, has an industrial character, consisting of many old factories and warehouses. The Art District and its stakeholders have aligned to preserve the gritty character of the neighborhood with a commitment to “Keep RiNo Wild”. Today, RiNo is a state-certified Colorado Creative District and has grown to over 200 members, 250 studios, and 25 galleries. The district also includes a Business Improvement District (BID) and General Improvement District (GID) within its boundaries that work to support the priorities and creative spirit of the RiNo Art District.

Background:

River North (RiNo), though cohesive in entrepreneurial and innovative ideals, is geographically divided by railroad tracks. Currently, the two sides of RiNo rely on only two connectors: Broadway and the 38th Street underpass. The underpass – though used by cars, bicyclists, and pedestrians – is dangerous: it is unlit, and has suffered from a lack of maintenance. Bicycle accidents have become commonplace; pedestrians hesitate to make the perceived dangerous trek. We are proposing a creative lighting solution to make the underpass safe for all users, while enhancing the connectivity of the neighborhood and adding an artistic element to a drab, hazardous thoroughfare.

The 38th Street underpass is a collection of three bridges – two owned by the City; one (the longest/darkest) owned by Union Pacific (UP) railroad. Through initial discussions to develop this project, the City has committed to installing functional lighting under their two bridges. UP, at present, will not allow an installation on their physical property. The City has indicated that any major improvements to the UP bridge are considered “long-term” (6-12 years). The City has committed to working with RiNo on this initiative.

Objective:

RiNo is undergoing incredible transformation at the moment. On the west side of the district, Brighton Boulevard will see a \$30M investment into a new roadway, bike lanes and sidewalks alongside significant new private sector developments. On the east side of RiNo, the 38th and Blake rail station will open in early 2016 bringing new pedestrian and cycle traffic. Yet the 38th Street underpass remains a sore spot in an otherwise vibrant neighborhood, creating a disconnect and restricting circulation and economic activity. This project provides a creative intervention that solves a problem and showcases RiNo’s innovation.

By creating a safer, user-friendly connection between the east and west sides of RiNo, this project should enhance the utilization and engagement between not only this district, but also the neighborhoods that surround it. As RiNo transitions to a more pedestrian- and bicycle-friendly environment, the underpass project will encourage higher utilization and encourage users to engage in exploration of the neighborhood, as well as pay homage to RiNo’s character and history, thus enhancing the sense of place and creating a more dynamic visitor experience.

Eligibility:

This call is open to all artists or artist teams residing in the state of Colorado. If applying as a team, please submit one resume for the team.

Materials to be Submitted:

Applicants are asked to submit up to six digital images, a resume, and a brief statement of interest (no more than 2,000 characters).

To apply, please submit requested materials to alye@rinoartdistrict.org.

Selection Process + Criteria:

The selection panel will then select between one and three semifinalists for an interview with the panel depending on the number of qualified responses to the RFQ.

Artist consultants selected as semifinalists will also be required to have an initial site visit to meet with the lighting designer and fabricator to review the type of work and materials suitable for the underpass area.

Consultant Selection Panel:

The selection panel will consist of 5-6 members from the RiNo Art District board, businesses, residents, and other stakeholders who will review applications, interview semi-finalists and finalists, and make the final selection. The selection panel will also include non-voting advisors.

Project partners:

City of Denver Public Works, City of Denver Arts + Venues, Xcel Energy, Visual Interest and Philips (lighting technologies), Junoworks (fabrication/installation), and the RiNo BID and GID.



Budget:

One artist/team will be selected to create an artistic concept to be executed by a lighting designer. The following budget reflects the artist consultant fee, projects and materials, ongoing electricity, and installation and fabrication.

RiNo 38th Street Underpass Project DRAFT Budget – PSYAH	
Artist Consultant Fee	\$5,000 (\$100/hr. x 50 hours)
Project Materials + Design	\$10,000
Xcel Meter/Point of Service	\$3,500
Installation/Fabrication	\$5,000
TOTAL BUDGET	\$23,500

Timeline:

June 15	Call for artists out
July 8	Close application/request for qualifications
July 19	Select artist
July 25	Design begins
Month of July/August	Begin cleaning/get underpass ready for installation
September 1	Design done; begin fabrication
September 15	Installation

All questions should be directed to Alye Sharp at alye@rinoartdistrict.org