



Call for Artists, Designers and Architects

BRONX RIVER ART CENTER TEMPORARY PUBLIC ART FOR STARLIGHT PARK

Request for Qualifications (RFQ)
Submission Deadline
October 21, 2017



October 9, 2017

Request for Qualifications:

[The Bronx River Art Center](#) (BRAC) invites visual artists, designers, architects, landscape architects, and creative engineers with experience in arts productions in the public realm, to submit qualifications for consideration to produce temporary public art installations in the most recently completed segment of the Bronx River Greenway — Starlight Park. Applications will be accepted from professional artists over age 21 and not enrolled in school. Bronx-based artists are encouraged to apply.

This opportunity is made possible through a grant from the Lincoln Center Cultural Innovation Fund, a pilot program designed to support creative strategies to increase cultural engagement, cultural opportunities and choices for people representing the diverse demographics of the South Bronx. As one of a select group of Bronx organizations awarded this grant, BRAC proposed an innovative project to activate a new, but as yet unprogrammed, centrally located segment of the 8-mile-long Bronx River Greenway.

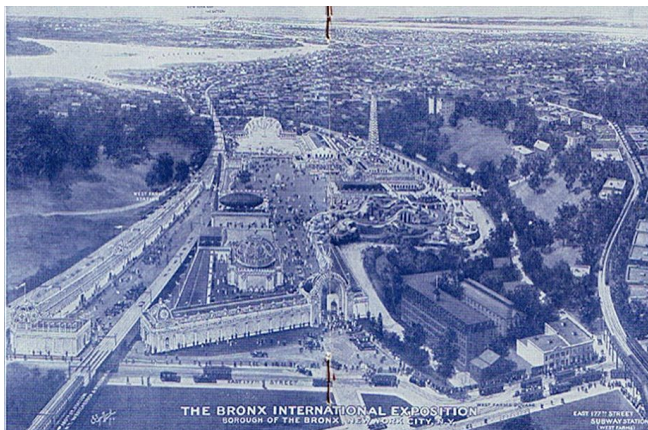


Location Plan / Regional Site

Background / Summary:

This approximately 25-acre site, just a block south of the recently restored BRAC building, had a long history of cultural activity during the first half of the 20th Century, which was sadly cut short in the 1950's with the construction of Robert Moses' notorious Cross Bronx Expressway. This highway demolished and disinvested the park and the surrounding housing stock, ultimately leading to the area's demise by the 1970s. Since the late 1990s there has been a concerted effort by concerned residents and organizations (formally organized in 2000 as the *Bronx River Alliance*) to restore and revitalize the river and construct an adjacent 8-mile long greenway park along its banks.

Our project, entitled “River Rising /Sube el Rio: Starlight Park/ 1918 – 2018”, will re-enact the *Bronx Exposition of Science, Art and Industries* that took place on this site in 1918. In addition to offering industry exhibitions and innovations in science and art, this “World Exposition” also offered an abundance of amusement park amenities and displays. BRAC, in cooperation with the Bronx River Alliance and KnN Landscape Architects, intends to animate this recently restored but currently underused site through a re-enactment of the 1918 Exposition on the eve of its 100-years anniversary. Our intent is to address today’s concerns of science, art and technology as they are relevant to our multicultural community. Through the production of several temporary public art installations, which should also function as pavilions for the display and promotion of products and productions created by Bronx-based creative entrepreneurs, our new fair will bring exposure to the enterprising spirit of our borough and again herald Bronx and NYC residents to the river and this new parkland for a 21st Century cultural experience.



This project aims to raise The Bronx River, the Bronx River Greenway, (and in particular its’ “Starlight Park” segment), as well as the new BRAC and Bronx River Alliance facilities (which anchor Starlight Park at its northern and southern entries) to the status of “cultural destinations” known for innovative art and environmental inquiry.

Selection Timeline

- **Saturday, October 21, 5PM:** Submit qualification online including: resume or bio, 5 - 8 images of previous relevant work, studio affiliation (if applicable), short paragraph of expression of interest (no more than 250 words), and names and contact information of two references familiar with your work in the public realm.

- **Tuesday, October 24:** Approximately 20 semi-finalists will be notified by email and invited to attend an information session and site walk-through on Friday, October 27th.
- **Friday, October 27:** Info session and site walk-through from 1:30 - 3:30 PM. will include a visual presentation of historical images and text accompanied by a lecture of the significance of the site by Bronx Historian Lloyd Ultan. At this event the artists of different disciplines will be given contact information of all semi-finalists, and will be encouraged to team up in order to prepare team-based proposals. Semi-finalists are strongly encouraged to attend the info session and site-visit to Starlight Park. A public reception will take place from 5 - 7 PM to introduce the Bronx community to the coming extravaganza. An alternate (abridged) info session and site walk-through will take place Saturday, October 28 from 1:30 – 3 PM for invitees who cannot attend on the 27th.
- **Friday, November 17:** Semi-finalists schematic proposals in various forms of drawings, models and/or narrative or video presentation to be submitted to the BRAC building at 1087 East Tremont Avenue (at West Farms Square) between 1 and 5PM. Alternate submission day/time is Saturday, November 18 between Noon and 3PM.
- **Monday, November 20:** A panel of arts professional will select 12 finalists whose submissions will be installed in a public exhibition at *Hell Gate Arts* in the Port Morris area of the Bronx.
- **Friday, December 1:** Exhibition of finalists proposals opens with a public reception at 6 PM, and will include a “people’s choice” balloting. Exhibition will run through December 30th.
- **Wednesday, December 6:** Selection panel will chose six (6) winners and two (2) alternates. Winners will be notified by email.
- **Thursday December 14:** Reception for the winners at *Hell Gate Arts*, 6 - 8 PM.

Production Plan

During winter/spring 2018 the artist teams will be able to utilize the BRAC facility, and/or their own studios, to realize their designs into full-scale temporary public artworks. The installations should be designed to sustain outdoor conditions for a period of up to two years. Each team will be assigned two to three teens from our Teen Project Studio program to engage and mentor as part of their team.

Installation in the park should commence by May 2018 with completion due by June 20th. The 2018 Bronx



Exposition of Science, Art and Technology will open to the Public on June 30th 2018 with grand fanfare.

Honorarium

Selected artist teams will receive an honorarium of \$4,000 to design and construct the installation. Up to \$2,500 additional funds will be allotted for materials for each project. A limited number of BRAC staff will be available to assist with production and installation.

Application

Submit the following information by Saturday, October 21st by 5pm to info@bronxriverart.org **Subject line: Starlight Park RFQ**

- Resume or Bio
- 5 - 8 images, (Jpegs only 1MB-2MB) or URL link to video of previous artworks
- Brief statement of interest, (250 words or less)
- Names and contact information for two references of persons familiar with your work in the public realm

Selection Process

A panel of arts professionals will be responsible for reviewing and evaluating applicants and selecting finalists.

Selection Criteria

Applications will be evaluated based upon the following criteria: qualifications and past experience, level of expertise (including education, training, and certifications), proven technical proficiency in constructing public scaled artwork. Proposals will also be evaluated for adherence to New York City criteria for artworks in public spaces. A list of NYC criteria will be made available at the info session and online at our website.

Contact Email for questions

info@bronxriverart.org

Subject line: Starlight Park RFQ

*All Photos from the Bronx Exposition
of Science, Art and Industries,
1918-1923*



PROJECT PARTNERS

BRONX RIVER ART CENTER (BRAC)

[Bronx River Art Center](#) was founded in 1987 to bring professional arts programming to a culturally underserved population. For more than 30 years this interdisciplinary arts center has filled the West Farms community of the Bronx with art and environmental experiences. Our programs are designed to encourage our residents to engage in creative activism towards the revitalization and future of their neighborhood.

THE BRONX RIVER ALLIANCE

[The Bronx River Alliance](#) serves as a coordinated voice for the river and works in harmonious partnership to protect, improve and restore the Bronx River corridor so that it can be a healthy ecological, recreational, educational and economic resource for the communities through which the river flows. The Alliance works in close partnership with the New York City Department of Parks & Recreation to achieve these goals.

KandN LANDSCAPE ARCHITECTS

[KaN is a Landscape Design](#) firm is committed to the creation of unique, engaging and integrated spaces. With experience ranging a variety of scale and project types; from public space master planning to community oriented educational spaces, to intimate urban residential gardens, the KaN team positions itself as site curator, a content specialist involved with the collection, interpretation and display of human and environmental heritage material.