



CITY OF BLOOMINGTON

## Stop and stART – TRAFFIC BOX ART

### REQUEST FOR SUBMISSIONS

**THE CITY OF BLOOMINGTON THROUGH THE BLOOMINGTON AREA ARTS COUNCIL SEEKS ARTISTS OR COMMUNITY GROUPS INTERESTED IN DESIGNING MURAL-TYPE PUBLIC ART FOR DOWNTOWN TRAFFIC BOXES.**

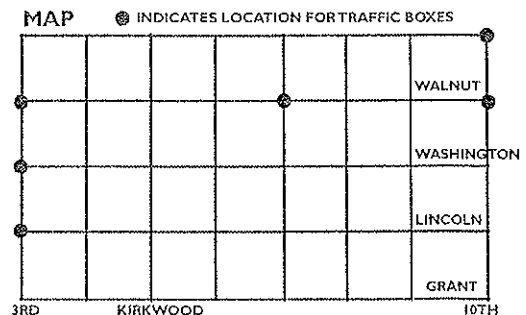
The City of Bloomington, through the Bloomington Area Arts Council is seeking six Artists or Community Groups to design unique mural-style art to be painted on traffic signal boxes throughout downtown Bloomington. Completed traffic boxes will serve as gateway art for the Bloomington Entertainment and Arts District (BEAD), and each shall correspond to a particular Character Area in BEAD. stop and stART will transform mundane and often defaced traffic boxes into canvases for public art and community expression. By enlisting local Artists and Community Groups to exhibit their art on traffic boxes, the project unites city utilities with the public they serve, and creates a sense of place, pride and community ownership in BEAD and Downtown Bloomington.

The deadline to submit qualifications for consideration is July 6, 2009 .

#### SITE DESIGN

Six sites have been designated by the BAAC and approved for painting by the Public Works Department. These sites are located along the main downtown corridor at the following intersections:

- Third and Walnut
- Third and Washington
- Third and Lincoln
- Seventh and Walnut
- Tenth and Walnut
- Tenth and College



Traffic box dimensions are 30" W x 18" D x 50" H. Artwork must cover all four sides of the box, and may also cover the top.

## **PROJECT GUIDELINES**

- Entries must correspond to one of the ten Character Areas of BEAD. See attached sheet for more detailed information about these Character Areas. Artists are encouraged to submit entries for as many different Character Areas as they desire, but only one box will be devoted to each area. No multi-box designs will be accepted.
- Artists are required to comply with Public Works restrictions, including masking off all essential stickers, plaques and keyholes before painting.
- Primer, paint, sealant and tape will be provided through the BAAC. Only black, white, red, yellow and blue paint will be provided. Artists must provide their own insurance, brushes, cleaning supplies, dropcloths or other means to protect the sidewalk (required), transportation, refreshments and other personal needs.
- Artists or Community Groups are required to enter into an agreement with the City of Bloomington and provide proof of insurance.
- The artwork may NOT contain commercial messages or logos.

## **BUDGET**

The public art fund budget available for stop and stART is approximately \$3,000. This figure includes all materials costs, administrative and maintenance costs and an artist's honorarium of \$250 per box.

## **ARTIST ELIGIBILITY**

All Artists and Community Groups in Monroe County are eligible to participate in stop and stART. However, Artists or groups with members under the age of 18 must have an adult contact person or sponsor, and adult supervision during the painting process.

## **DESIGN SELECTION CRITERIA**

Applicants must demonstrate the following qualifications and qualities:

- Effective interpretation of the BEAD Character Areas and their unique contributions to the Bloomington community as a whole
- Excellent communication skills
- Ability to understand Bloomington's sense of place, and design in a context-sensitive manner
- Understanding of the appropriate use of materials for the site requirements
- Openness to working collaboratively with the project team members and City staff
- Ability to successfully complete a project in a professional and timely manner

## **SELECTION PROCESS**

Artists are required to submit a color drawing of their design, to scale with the traffic box they wish to paint. Artists must also submit an Artist Statement that names the Character Area the design represents and how the design captures the spirit of that Character Area. Community Groups are also welcome to submit organizational information including a mission statement and history of community involvement in Bloomington if applicable.

The Selection Panel will consist of four members: one representative of downtown Bloomington, two local artists and one representative from the Public Works department.

~~~~~ SUBMISSION REQUIREMENTS ~~~~~

Please submit Five (5) copies of Design and Artist Statement

**1. Proposed Design**

Please submit a full-color drawing of the proposed design that is to scale with the corresponding traffic box. Artists may use the attached scale drawings as a template. Please use paper; do not submit slides or digital media.

**2. Artist Statement**

Please include a 1-page typed Artist Statement that identifies the BEAD Character Area that corresponds to the design and how the design reflects the spirit of this Character Area. Artist Statements may also include information regarding the artist's relationship with the Bloomington community and vision for the public art landscape as reflected through the submitted design.

~~~~~ IMPORTANT INSTRUCTIONS ~~~~~

- All pages should be 8 1/2" x 11". Please group hard copies in this order and paper clip each group together:

1. Artist Statement

2. Design

- Do not use staples or submit your application materials in notebooks or binders.
- Do not send original copies of the design.
- Do not send any materials not specifically requested as part of this application, such as slides, proposals or original artwork, catalogs, etc.

Applications received after 5:00 p.m., July 6, 2009 will not be considered.

All packets to be mailed to:

Roger K. Meridith  
Director of Education  
Bloomington Area Arts Council/The Waldron  
122 South Walnut Street  
Bloomington, IN 47404

**For additional information, please contact Roger Meridith at (812) 334-3100 or [meridith@artlives.org](mailto:meridith@artlives.org).**

**ATTACHED:**

- BEAD Character Area descriptions
- Traffic box site photos
- Examples of completed boxes in other cities
- Traffic Box dimensions and scale drawing

## **BEAD Character Area Descriptions**

**B-Line Trail** - In 2004, the City of Bloomington purchased 3.1 miles of abandoned CSX rail corridor with the intention of constructing a linear park and trail through the heart of downtown and connecting to other trail systems. Visitors and citizens will be able to walk, stroll, run and ride through historic downtown Bloomington via the trail.

The first design and construction phase includes a 0.6 mile section from Rogers Street to Second Street. For BEAD, it is literally the **ARTery**, as we expect to see public art developed all along this portion of the trail, pumping artistic and creative inspiration throughout the rest of BEAD. In fact, the Bloomington Community Arts Commission is developing a competition for a signature art piece to be installed in the City Commons area, which will herald the intersection of the B-Line Trail with the seat of City Government, and will be a centerpiece for BEAD.

Visit the City of Bloomington Parks and Recreation site for more about the B-Line Trail.

**Youth Area of B-Line Trail** – Along the section of the B-Line Trail between W. Kirkwood Avenue and W. Fourth Street sits an area primed to be utilized by the community's youth. Next to the WonderLab Museum of Science & Technology, a natural synergy is begging to emerge between the Trail and the younger generation. Public art in the space will be influenced by children, perhaps created by children and without a doubt will be meant for the enjoyment of children. The B-Line Trail design depicts a plaza treatment here, which gives BEAD an open canvas for this character area, ready and waiting for the youthful vision of the community.

**City Commons** – The City Commons area of BEAD features vibrant common space anchored by City Hall in the historic building of the former Showers Brothers Furniture Factory. The City Hall Atrium Art Gallery showcases rotating selections of works from local artists. In the summertime, the parking area becomes the place to where residents and visitors start their morning by purchasing local produce, arts and crafts, and enjoying local performers at the Farmers' Market. When the B-Line Trail is complete, **Plaza OneA** will be an open space on the Trail adjacent to the Farmers' Market lot, where an impromptu soap-box speech or a one-man play promoted by a local arts organization may be the typical occurrences. On the Morton Street side of the City Commons area one might witness the beauty of the City Clerk officiating a wedding ceremony in front of City Hall's plaza steps. BEAD's City Commons area, inspired by the notion that public space should be the center of community activity, will showcase a progressive Bloomington that is supported by a vibrant arts culture.

### **Festival Streets –**

Festival streets utilize traffic calming and unique streetscape features to create a street that can easily be converted to public use on weekends or for special events.

The City of Bloomington has identified four Festival Streets upon which to focus the first Festival Street infrastructure improvements in the city:

- 1) East Kirkwood Avenue (leads from the Show District through the Kirkwood Avenue character area to the Sample Gates of Indiana University)

- 2) 4<sup>th</sup> Street from just west of Rogers Street to Indiana Avenue (travels through South Rogers Street business district, intersects the B-Line Trail Youth Area, marches past the Show District and through the Restaurant Row character area, ending up at Indiana University campus on Indiana Avenue)
- 3) Morton Street from 9<sup>th</sup> Street to the B-Line Trail (starts at the City Commons and runs through an area ripe for opportunity, and then along the Show District until meeting the Trail)
- 4) Madison Street from the B-Line Trail to 3<sup>rd</sup> Street (begins at the Trail just south of the City Commons, passes through an area ripe for opportunity, stops by Arts Row and the 4<sup>th</sup> Street Festival Street until meeting the Convention Center parking lot at West 3<sup>rd</sup> Street)

With input from area festival organizers, participants and attendees, the City of Bloomington will be developing infrastructure plans to recreate these areas as even more festival-ready!

**Show District** – Anchored by the Buskirk-Chumley Theater, the Waldron Arts Center, the Bloomington Playwrights Project and infused with many other local entertainment venues, it's easy to find a live performance in the Show District. It might be a Lunch with the Arts series with live music on the Courthouse Square, or a dramatic production by the Cardinal Stage Company, or it might be your favorite local bluegrass trio performing at Max's Pizza. Whatever the performance, it's live and it's here in BEAD's Show District.

**Boutique District** – This is a shopping district Bloomington-style! Pedestrian-friendly and peppered with plenty of fine dining or café-style eateries to duck into for more fuel, the Boutique District features everything from art galleries to tattoo parlors, bookstores to toy stores, clothiers to piano sellers, and yoga studios to barber shops. In BEAD's Boutique District, visitors and residents find the latest trends and other odds and ends nestled in the historic framework of the downtown square.

**Kirkwood Ave** - Kirkwood Avenue is where town meets gown! Going east from the downtown square it leads to the Sample Gates, the striking entrance into the beautiful Indiana University campus. The character of Kirkwood though extends beyond the street itself and includes many local spots on Sixth Street just north of Kirkwood. Kirkwood's character is eclectic, colorful, and energetic. With long-time collegiate hangouts like Nick's English Hut and the Runcible Spoon Café interspersed with local and regional magnets like the Monroe County Public Library, the Monroe History Center and People's Park, the Kirkwood character area holds plenty of hotspots for the exchange of ideas and cultures. Too heady? An evening stroll, shopping for gifts and clothes, stopping for a bite to eat and some people-watching - these are all ready-made Kirkwood Ave adventures too!

**Restaurant Row** – Restaurant Row is a section of East 4<sup>th</sup> Street identified by the diverse and delicious fare of several ethnic restaurants that have taken up shop in bungalow-style, former homes. Tibet, India, Thailand, France, Italy, Greece – these are just a few of the world cuisines that can be sampled in BEAD's Restaurant Row. Each Labor Day weekend, the street is transformed as part of the 4<sup>th</sup> Street Festival of the Arts. Restaurateurs of the Row bring their most popular dishes to the sidewalk as artists from all over the country sell fine hand-crafted works of art from booths along the street.

**Arts Row** – This area along W. Kirkwood Ave (from Madison Street west to Maple St.) is an area of opportunity for BEAD. Through focus groups and conversations with stakeholders, the City sees a great deal of interest throughout the community in making this an affordable area for working artists. Working with property owners and within historic district guidelines, the City hopes to encourage private investment to develop this area into a thriving, vibrant arts destination where visitors can watch artists at work and can purchase the results of their craft. Arts Row, like the antique shops and unique stops that already anchor the area, will be “a real find” – an unexpected and uniquely memorable experience – within BEAD.

**Community Venue District** – Clearly “Community Venue District” is a placeholder name for this character area and a moniker more appropriate is bound to emerge (send your input here: [online input form](#)). Although the name hasn’t been identified, the personalities within the area are easy to spot. The area is characterized by an omnipresent independent, entrepreneurial spirit, but it’s not a lone spirit – it’s one that is backed by the support of the surrounding community. Place names like Rhino’s Youth Center, the Boys and Girls Club, Boxcar Books, the Player’s Pub, the Caldwell Center for Culture and Ecology - each denote a location where homegrown talent is harnessed and cultivated and showcased, albeit in sometimes wildly different ways. Want to find the local “scene?” The purveyors and merchants in this character area can likely put you in the know!