

# CALLING ALL ARTISTS

How can art and creative expression be a part of holistic community development in Wards 7 and 8?

**SEND YOUR IDEAS ON OR BEFORE AUGUST 14**  
[anna@gehlpeople.com](mailto:anna@gehlpeople.com) + [evelyn.kasongo@dc.gov](mailto:evelyn.kasongo@dc.gov)  
202.442.7613

**SITE VISITS WITH ARTISTS**  
**THURSDAY AUGUST 4 in Ward 7 - 3:30 - 7:30**  
**FRIDAY AUGUST 5 in Ward 8 - 3:30 - 7:30**  
**EMAIL TO RSVP**

**Gehl**

Making Cities  
for People



# PROJECT CONTEXT

*Crossing the Street: Building DC's Inclusive Future through Creative Placemaking* is designed to promote community-building in neighborhoods that are experiencing rapid demographic and social change; to engage residents in conversations on the future of the District as the Office of Planning (OP) embarks on an update of DC's Comprehensive Plan; and to demonstrate or test select placemaking recommendations articulated in OP's neighborhood plans and District Department of Transportation (DDOT) transit corridor studies and livability studies.

## WHAT ARE THE GOALS OF THESE PROJECTS?

- Show how the arts and creative expression can be a part of a **holistic community development** strategy. Creative placemaking is the intentional use of arts and culture to shape the physical, social and economic future of communities.
- Use this project as a **catalyst** to advance the work of neighborhood organizations
- Act as a platform to **celebrate and amplify** other great work happening in the neighborhood
- **Raise expectations** for what Bellevue/Washington Highlands and Downtown Ward 7 is and can be. Do this by "deeds not words" - our goal is for this process to empower neighborhoods with stories, images, success criteria, and other ways that raise the bar for what they can be and what they deserve to both people who live here and those who do not.
- **Engage** more people in the work of neighborhood change by making it fun and active!
- **Test** urban design concepts and elements from neighborhood plans to inform the actual implementation of design and planning concepts

## PROJECT PARTNERS

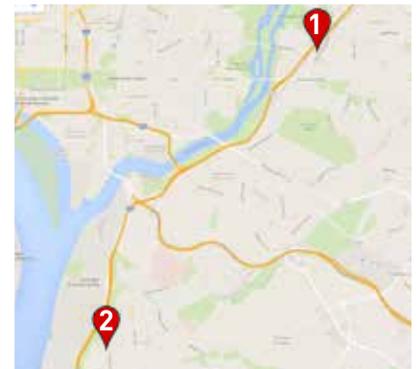
- **DC Office of Planning** (OP) is the project sponsor and has provided funding to Gehl Studio as part of the District's *Crossing the Street* creative placemaking program, supported by the Kresge Foundation. OP is charged with learning from these interventions and taking community feedback back into the planning process. For more information on this project visit <http://planning.dc.gov/page/creative-placemaking>
- **Gehl Studio** is an urban design firm focused on making places for people. They have planned and implemented creative placemaking projects around the world, including in DC for the 5x5 creative placemaking project.

## PROJECT SITES

Artists may apply for one or both sites

**#1 - SUPERSTOPS at Minnesota and Benning (Ward 7)**

**#2 - BELLEVUE PLAZA at South Capitol and Atlantic Street (Ward 8)**



Questions? Contact Anna Muessig, [anna@gehlpeople.com](mailto:anna@gehlpeople.com) + Evelyn Kasongo, [evelyn.kasongo@dc.gov](mailto:evelyn.kasongo@dc.gov)  
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## How might this place invite activity and play?

The intersection of Minnesota and Benning is undergoing tremendous change with new infrastructure investments, new residents, and new ground-floor businesses. However, although many people - especially students and young people - pass through this place every day, there isn't a strong sense of identity or places for people to gather and spend time with one another in public. In a stakeholder meeting, participants noted lack of shade, seating and other amenities as an issue. This project takes advantage of the wide sidewalks in front of the Park 7 Apartments and tests ideas for how to make this a lively, active and interesting place.

## Project Goals

- Invite vibrant public life - more people move through and spend time on this part of Minnesota Street
- People of all ages - in particular teens and children - incorporate play into the everyday activity of walking down Minnesota Street
- Bring dignity and fun to waiting for the bus
- Create a sense of place on this street - people choose to spend time here
- Create a comfortable micro-climate during the day (this area of the street can get hot)
- Create a sense of safety at night (this area of the street can get dim at night)
- Sense of protection from the intensity of adjacent traffic

## Our Process

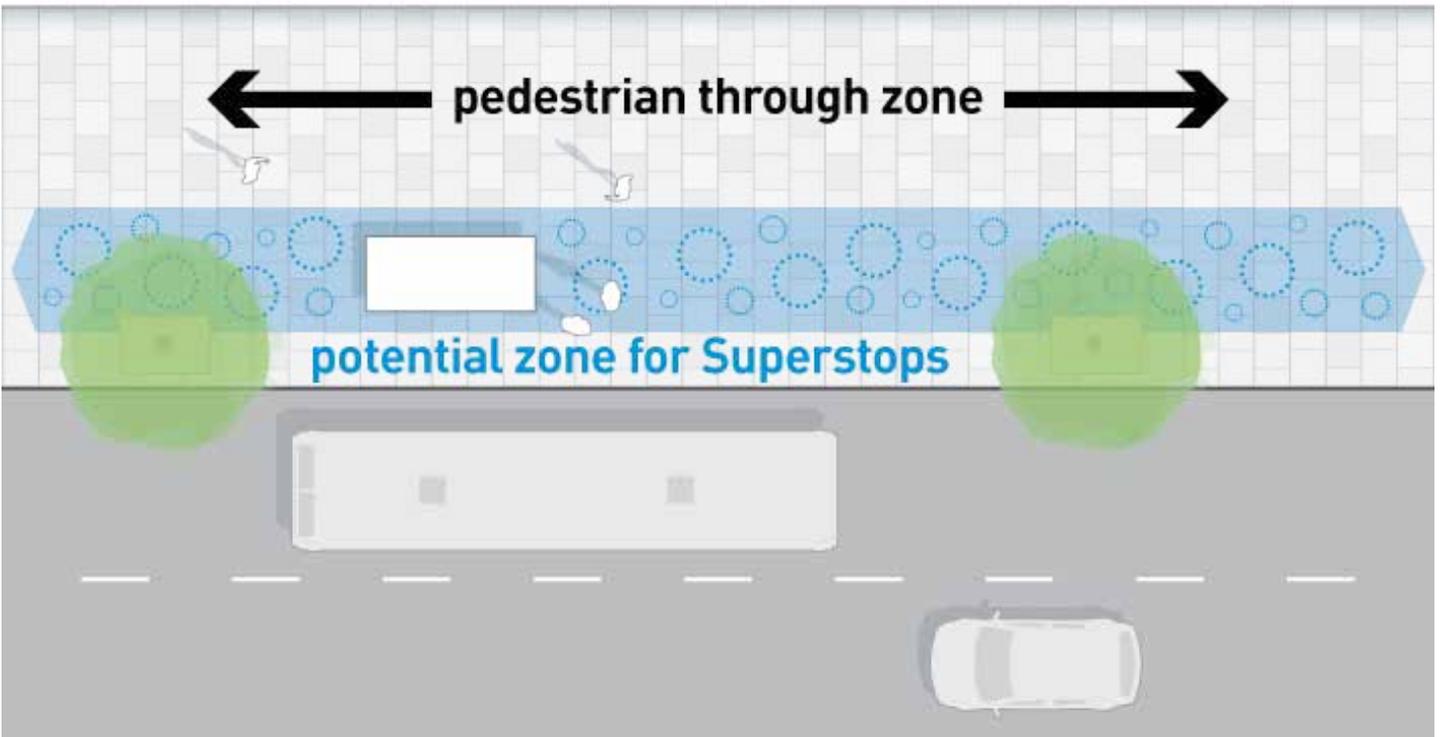
Early June	LISTEN to key stakeholders during an on-site workshop to learn how the public realm is under-performing and discuss desires for the future
Late July	REACH OUT to artists using this Call for Artists to help meet the potential of the street through a creative installation
Mid-August	SELECT artists. Develop concepts
September	MEET with community and share ideas
Aug-Sept	COORDINATE with local community groups to activate artist installations.
October	INSTALL artist projects on the street in Fall 2016
Fall/Winter	REMOVE artist projects

## Community Partners

- Donatelli Development
- Ward 7 Business Partnership
- Groundwork Anacostia River, DC



LOCATION: NW sidewalk along Minnesota Avenue at the intersection of Benning Road, NE



### Design Brief

We have named this project SUPERSTOPS because we have a hunch that interactive, play-able installations with the approximate volume of a bus stop could fulfill the above project goals. Some ideas to kickstart your concept generation are below. However, we expect selected artist(s) to develop and execute their own concepts. Some ideas could be:

- BOOMBENCH allows you to play your music via Bluetooth speakers
- CLIMBING WALL
- SWING for one, two, or more people
- PLANTER SEAT adds beauty and natural features to this street
- MONKEY BAR for hanging and playing
- SHADE STRUCTURE for comfort and rest

### Timeline

This project will host an opening party on one day in October. It will remain installed for 4-6 weeks, depending on the durability of the installations.

### Budget

Budget allows for five unique SUPERSTOPS with a budget of \$5,000 each, or fewer SUPERSTOPS with larger budgets.

### Selection Criteria for Artists

Proposals will be evaluated by Gehl and the DC Office of Planning using the following selection criteria. 1-5 artists will be selected, depending on the quality and scale of proposed interventions.

- Demonstrated ability to conceive of, design, and execute a temporary public installation in a short timeframe
- Concept fulfills three or more of the project goals
- Artist has experience working in Ward 7 (Or Ward 8)
- Creativity and excellence of design concept

### How to Apply

Email [anna@gehlpeople.com](mailto:anna@gehlpeople.com) and [evelyn.kasongo@dc.gov](mailto:evelyn.kasongo@dc.gov) with your response to the following questions. Please keep responses short (approximately 100 words per question):

1. What is your concept for activating the bus stop and sidewalk at the NW corner of Minnesota and Benning? Optional: you may include sketches, and/or images from similar or inspirational projects to illustrate your idea. Not required.
2. How do you fulfill the selection criteria? Why are you the right fit for this project? (Individuals, collectives or organizations welcome to apply)
3. Please list the name, affiliation, phone number, and email for 1-3 references who can speak to your work.
4. (Recommended but not required) You may attach a project portfolio or website(s)

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**SITE VISITS WITH ARTISTS**

(optional but recommended)

**Thursday, August 4 in Ward 7 - 3:30 - 7:30**

**EMAIL TO RSVP**

## Site #1 SUPERSTOPS

Transform an extra-wide sidewalk into a fun destination for play, physical activity, and community. The bus stop at the Northwest corner of Minnesota and Benning could be a lot better – how would you make it **awesome**?

PROJECTS THAT  
INSPIRE US



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# BELLEVUE PLAZA

## How might art and culture amplify the public life already present in this intersection?

The small commercial node where South Capitol, Atlantic Street, and MLK converge is already a hub of activity, with people fixing their cars and socializing, hanging out, waiting for the bus, patronizing local businesses, visiting the library, government services, and walking to and from their homes. Neighborhood stakeholders are breathing new life into the intersection. Bellevue Plaza will test the potential for this intersection to be a community node, showcasing the neighborhood’s pride in its longtime residents and offering entertainment and a place for residents to come together.

### Project Goals

- Give voice to the creative people and organizations in the Bellevue and Washington Highlands neighborhoods through performance and creative expression
- Create a sense of safety at night
- Create an outlet for residents to express their hopes for the neighborhood
- Amplify and support the positive public life that already happens in this area
- Invite people of all ages to spend time in public
- Make sitting down a comfortable and dignified experience
- Create a sense of community on this street - people choose to spend time here
- Create a comfortable micro-climate during the day
- Sense of protection from of adjacent traffic

### Our Process

Early June	LISTEN to key stakeholders during an on-site workshop to learn how the public realm is under-performing and discuss desires for the future
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### Community Partners

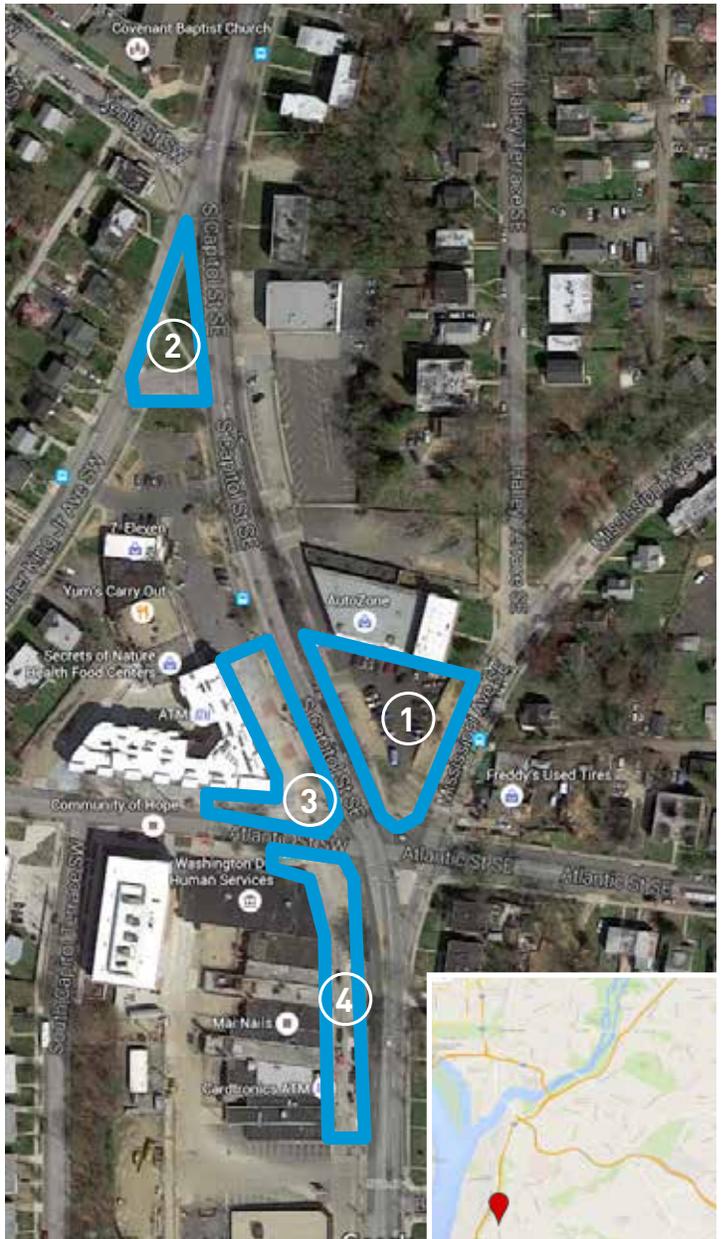
- Ward 8 Arts + Culture Council
- Trinity Plaza
- Bellevue Civic Association
- Hope Foundation Reentry Network / Hope Enterprises
- ANC 8D



**Project Site**

Several locations are being considered for this installation. Project location will be determined based on artist proposals, site conditions and site availability.

- 1. Autozone parking lot and plaza at South Capitol Street and Atlantic Street
- 2. Green Triangle at South Capitol and MLK
- 3. Trinity Plaza sidewalk
- 4. South Capitol Shopping Center and public space  
(interior and exterior space depending on site condition and availability)



### Design Brief

We are seeking **two types** of artist partners for this project. One more sculptural and physical, and one more performative and event-based. We have outlined some ideas to kickstart your concept generation below.

However, we expect selected artist(s) to develop and execute their own concepts. Some ideas could be:

**1. Sculptural/Physical Artist:** Illuminated Beacon with Interactive Element

This neighborhood deserves a beacon! The beacon could be a light, series of lights, or illuminated sign. Perhaps it signals arrival to the Bellevue/Washington Highlands neighborhood. Perhaps it invites neighbors to voice their hopes for the community. The beacon would ideally have an interactive element and will operate 24/7, giving this place a sense of arrival and safety.

**2. Performative/Event-based Artist:** Neighborhood Cabaret Production Partner + Performers

Transform the selected site into a temporary celebration of local arts and culture. Performative/Event-based Artists will lead the curation and production of a movie night, community karaoke, and/or other performances. Partners with projection equipment, sound system, and theatrical lighting are encouraged to apply.

### Timeline

The Plaza will open with a Cabaret/Event on one weekend day in October. It will remain installed for 1-4 weeks, depending on the durability of the installations + performance schedule

### Budget

Budget will be allocated among major project elements depending on artist proposals.

- Sculptural/Physical Artist ~\$10,000 (including fabrication and design)
- Performative/Event-based Artist ~\$4,000 (Including hard and soft costs. Refreshments in separate budget)

### Selection Criteria for Artists

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1-5 artists will be selected, depending on the quality and scale of proposed interventions.

- Demonstrated ability to conceive of, design, and execute a temporary public installation in a short timeframe
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**Site #2 BELLEVUE PLAZA**

Embrace this existing neighborhood node and bring it to life with performances, movies, and a beacon that signals arrival to the Bellevue / Washington Highlands neighborhood.

**PROJECTS THAT INSPIRE US**



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