

Ephemer

LAFITTE GREENWAY

Open Call for Artists // Temporary Art Program

Announcement Date: August 1, 2019

Submission Deadline: August 23, 2019

Eligibility: Emerging artists and artist teams

Maximum Budget: \$1,000

Program Summary

Friends of Lafitte Greenway, in partnership with the New Orleans Recreation Development Commission (NORD), is calling on artists to submit proposals for our first *Ephemer* exhibition, a collection of temporary public art installations on the Lafitte Greenway to debut on Halloween and remain in place for the month of November.

This program will activate the Lafitte Greenway, a public space that connects New Orleans' neighborhoods, history, and ecology, and plays a critical role in our bicycle and pedestrian transportation systems.

Five artists will be selected to create temporary installations to be exhibited along the Lafitte Greenway for one month. The temporary installations will be paired with Friends of Lafitte Greenway (Friends)' and NORD's interactive arts programming and events to engage Greenway users and neighbors with the arts and with each other. Technical support will be made available to artists through scheduled office hours with the Friends of Lafitte Greenway team.



The installation will open at the Halloween Spooktacular, Friends and NORD's citywide Halloween celebration. The 2018 Spooktacular was the first to be held on the Greenway, drawing over 600 New Orleans kids and families for games and family fun, trick-or-treating, and live music. A beautiful event for children, the art installation and activities will expand this event to create engaging activities for all ages, and programming that encourages participants to interact with the temporary exhibit.

This program is made possible thanks to generous support from The Helis Foundation.

Program Goals

Through this program, we aim to:

- Create innovative temporary works of art that, paired with Friends' community programming, activate the Lafitte Greenway as a place that celebrates our local culture, and inspires curiosity and creativity.
- Enhance the everyday lives of New Orleanians of all ages.
- Support the beautification of our city, and increase civic pride through public art.
- Bring life to the Greenway through arts and cultural placemaking,
- Support local artists and culture-bearers, and
- Foster connections across diverse New Orleans communities along the Lafitte Greenway.



About the Greenway

Open since 2015, the Lafitte Greenway is a 2.6-mile long linear park that connects diverse, historic, and culturally rich neighborhoods in the heart of New Orleans. Built as a canal in the late 18th century, and later a railroad in the early 20th century, the Greenway has long been a transportation route connecting New Orleans. When the railroad was largely decommissioned in the 1950s, the space sat vacant for over 60 years, until neighbors organized behind a collective vision for the Lafitte Greenway. The City of New Orleans embraced this vision, and transformed this underutilized space into the Greenway. Learn more about the Greenway's early history in Richard Campanella's [article for NOLA.com](#).

The Greenway is designed to enhance livability, equitable access to green space, environmental sustainability, and public health; and to promote community-building and celebration of New Orleans culture and heritage. It connects neighbors and neighborhoods in the French Quarter, Iberville, Treme-Lafitte, Tulane-Gravier/Lower Mid-City, Faubourg St. John, and Mid-City. 320,000 people use the Greenway each year on foot and on bicycle for transportation, recreation, and play.

The New Orleans **Recreation Development Commission (NORD)** manages the Lafitte Greenway in partnership with **Friends of Lafitte Greenway (Friends)**. The non-profit steward of the Lafitte Greenway, Friends is the City's and community's partner, working to ensure that the Greenway is a vibrant and healthy public space that connects people to nature, their destinations, and each other. Friends of Lafitte Greenway's mission is to build, program and promote the Lafitte Greenway as a great public space.

Site & Thematic Opportunities

Proposals will be considered for location(s) along the Lafitte Greenway between N Claiborne Ave. and N Broad St. Please note: the Halloween Spooktacular programming is focused on the site between N. Prieur Street and N Claiborne Ave. Artists must specify either a specific site location, or a particular type of space in various locations along the Greenway (i.e. an open field, in a bioswale, on 5 lamp posts, attached to existing signage or fencing).

Artists may, but are not required to, consider the following opportunities at the site:

- *Existing Structural Supports* - Create art that leverages the existing upright structures, such as light posts, sign posts, benches, and bollards.
- *Honoring the Dead* - Connect themes to Halloween, Día De Los Muertos, and/or New Orleans funerary traditions.
- *Curiosity & Interactive Play*- Create opportunities for Greenway users and children to interact, play with, and explore the installation.
- *Found & recycled materials* - Create art that connects to our sustainability value
- *Placemaking* - Foster a sense of place in your chosen location.
- *Community Storytelling* - Incorporate dialogue, history and storytelling in the conception of the installation.
- *Volunteers & Community Engagement* - Friends of Lafitte Greenway can support artists with accessing community leaders and volunteer support as needed, with proper advance scheduling.

Durability, Safety, & Maintenance

Artists must consider the durability of the piece in a highly used public space. The piece must be safe and secure. This site is adjacent to a playground and sports field, and so should be safe for children to come into contact with. The artist is responsible for

maintaining the piece throughout the duration of the exhibition. Artists should consider the impact of weather, safety, vandalism, and general wear and tear.

Artist Eligibility

This call is open to professional artists or artist teams led by a professional artist. Community groups or non-professional artists must submit their application in conjunction with a professional artist who meets the eligibility requirements.

To qualify, artists must:

- Live and work in the New Orleans metro area.
- Have at least 2 years of experience as professional artists, or demonstrated capacity to complete the expectations of the project.
- Meet all obligations and adhere to the timeline provided.

Timeline

August 1, 2019	Request for Proposals open
Aug, 9, 2019	Q&A Information Session & Greenway Tour <i>5:30pm-6:30pm // Sojourner Truth Neighborhood Center 2200 Lafitte St. New Orleans 70119</i>
Aug. 23, 2019	Deadline to submit proposals
Aug. 29, 2019	Selected artists notified
Sept. 7, 2019	Artist launch meeting & training
Sept. 8, 2019- Oct. 26, 2019	Fabrication & Regular Check-ins with Expert Panel
Oct. 26-30, 2019	Installation
Oct. 31, 2019	Grand Opening: Halloween Spooktacular
Dec. 1, 2019	Removal

Budget

Five (5) artists will be awarded a stipend of \$1,000 each. The amount covers all costs associated with the project, including, but not limited to:

- Artist Fees
- Materials and Equipment
- Fabrication and Installation
- Maintenance for the duration of the exhibition
- Removal

Application Instructions

Applications must be submitted by 11:59 PM (CST) on **August 23, 2019**. Applicants must prepare and submit the following requirements as a single PDF, emailed to nellie@lafittegreenway.org with "Ephemera Artist Submission" in the subject line. Incomplete applications will not be considered. Submissions must include:

- **Artist Concept Statement:** (Max. 2 pages): Please include a brief description of your work and artistic vision, and the proposed artwork to be created. Be sure to include:
 - *Artist Statement* - Be sure to discuss the concepts and ideas you explore and present in your practice, and any background experience that makes you a good fit for this project. If you have a relationship to the Greenway or its neighborhoods, describe that here. Team applications should clearly describe the contribution of each collaborator.
 - *Brief description of the proposed artwork* - Be sure to include materials to be used, maintenance and removal plan, and a description of the site context.
- **Design Concept:** Show your conceptual idea graphically, including a vision of the artwork in the context of the site. The design should also identify general dimensions, such the artwork's height and width.
- **Resume:** (Max. 2 pages) Tell us about your professional experience and your accomplishments as an artist. If applying as a team, submit a maximum of four one-page resumes.
- **Work Samples:** (Max. of 5 images) Provide up to 5 digital images of past projects that relate to the project you are proposing. Label each with corresponding titles to match the Work Sample Description list.
- **Work Sample Description List:** (Max. 1 page) For each image submitted, list the work sample's title, date, size, and medium. You may also list the location of works currently on exhibition in galleries and/or in a public space.

Selection Criteria

Submissions that meet the Request for Qualifications eligibility requirements will be evaluated by a selection committee of three art and design professionals. Submissions will be evaluated based on the following criteria:

- Overall impression of the application.
- Originality: creativity and uniqueness of the proposed design concept for this project;
- Attention to architectural, historical, geographical, and cultural context, and
- Appropriateness to be debuted at Halloween event;

- Durability & Maintainability: ability for artwork to safely withstand public interaction; structural and surface soundness, durability, and resistance to vandalism, weathering, or excessive maintenance needs.
- Feasibility: artist's proven track record, and ability to complete the work on time and within the budget;
- Quality of past work;
- Local artists and projects that engage the community are viewed favorably.
- The five selected works will represent a variety of mediums and styles.

Applications must be submitted by 11:59 PM (CST) on **August 23, 2019**.

Sample Temporary Installations for Inspiration

(Seattle's Delridge Greenway) - Mini Murals by Vikram Madan, Skyline by ColorATL



Sample Temporary Installations for Inspiration

Atlanta Beltline - Put A Lid On It! By Susan Champeny; Charlotte Rail Trail Magic Carpet

