Call for Light-based Installations // Supernova Temporary Art Program

**Announcement Date:** October 14th, 2020  
**Submission Deadline:** October 28, 2020  
**Eligibility:** Emerging artists, artist teams, designers  
**Maximum Budget:** $800

**Program Summary**

Friends of Lafitte Greenway, in partnership with the New Orleans Recreation Development Commission (NORD), is calling on artists, artist teams, and designers to submit proposals for the first Supernova exhibit. Supernova is an evening, light-based, public art experience that will celebrate ten, light-based installations of local artists and designers to activate the newly completed Greenway Plaza and the City of New Orleans’ newly opened Brake Tag Pavilion where the Greenway meets Bayou St. John. Supernova is a free, public exhibit on the Greenway designed to be safe and socially-distanced in the midst of COVID-19, to respond to key community needs, and to celebrate the 5th anniversary of the Lafitte Greenway.

Supernova will be presented in partnership with the Arts Council of New Orleans’ Luna Fête, New Orleans annual festival of light, art, and technology.

Seven Artists will be selected to display their light-based installations at the brand new Greenway Plaza, where the Greenway meets the Bayou, for two weekends in December -- Wednesday-Sunday, December 9th-13th and 16th-20th. Art installations will engage Greenway users and neighbors with the arts and with the New Orleans’ community. The installation will be exhibited in conjunction with the Krewe of Vaporwave's light-based projection exhibition illuminating the Brake Tag Pavilion. Technical support will be made available to artists and designers through scheduled office hours with the Friends of Lafitte Greenway team.
Timeline

Oct. 13, 2020 Request for Proposals open
Oct. 28, 2020 Submissions Due
Nov. 2, 2020 Artist Selection
Nov. 6, 2020 Artist Training/Launch Meeting
Nov. 25, 2020 Fabrication Deadline
Dec. 9, 2020 Supernova Opening Night
Dec. 9-13, 16-20, 2020 Installation Duration
Dec. 20, 2020 Supernova Closing Night

Program Goals

Through this program, we aim to:

- Display light-based installations that will activate the Greenway Plaza as a place that celebrates and reflects our local culture and inspires curiosity and creativity.
- Support local artists and cultural bearers.
- Support the beautification of our city, and increase civic pride through public art.
- Bring life to the Greenway through arts and cultural placemaking.
- Enhance the everyday lives of New Orleanians of all ages.
- Foster connections across diverse New Orleans communities along the Lafitte Greenway.
- Promote joy, healing, and connectedness while maintaining COVID safety measures.
- Celebrate Greenway’s 5th birthday.

About the Greenway & Site

Open since fall of 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 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.

Supernova will be centered around the Lafitte Greenway Plaza and the newly renovated Brake Tag Pavilion. A former parking lot and driveway to the City’s former Brake Tag motor vehicle inspection station, the site will open this December as a vibrant and welcoming community plaza and pavilion. This March, the City of New Orleans and NORD completed a renovation of the former Brake Tag Station, transforming it into a new open-air pavilion. Installations for Supernova will activate the Greenway Plaza site and parking lot.
Location: Greenway Plaza

Proposals will be considered for light-based installations within the Greenway Plaza and the parking lot of the Brake Tag Pavilion where the Greenway meets Bayou St. John on Lafitte Ave. and Norman Francis Pkwy. The Greenway Plaza is bounded by the Greenway’s bioswales, Lafitte Street, and the Brake Tag Pavilion near N. Rendon St.

Site & Thematic Opportunities

Proposals will be considered for light-based installations at the site defined. Artists may propose animated and/or light-based installation rentals and may consider installations that
illuminate the Greenway’s trees, bioswales, and/or neighboring businesses. Artists may, but are not required to, consider the following opportunities at the site:

- **Placemaking** - Foster a sense of place in your chosen location.
- **Community Storytelling** - Incorporate dialogue, history and storytelling in the conception of the installation.
- **Tree Canopy** - Enhance the existing tree canopy with light and color
- **Inspiration & Healing** - Celebrate this holiday season & promote community healing in light of COVID and racial reconciliation dialogues.

**Equipment & Technical Specifications**

Friends of Lafitte Greenway will provide staffing to support setup and breakdown for exhibition hours to the extent possible. The technical specifications of the available equipment is as follows.

- Activating and disengaging power to the artwork each exhibition evening
- Access to standard power outlet(s)
- Extension cord(s)

If the work requires any special equipment beyond the above, the artist will be responsible for providing it.

**Durability, Safety, & Maintenance**

Artists must consider the durability of the piece in a highly used public space. The piece must be safe and secure. The artist is responsible for maintaining the piece throughout the duration of the exhibition. Friends of Lafitte Greenway staff and volunteers will be present at the site during exhibition hours. Artists should consider the impact of weather, safety, vandalism, and general wear and tear.

**Artist Eligibility**

This call is open to artists, designers, artist teams, and community groups led by a professional artist. Arts and design students will also be considered. Community groups must submit their application in conjunction with a professional artist or designer who meets the eligibility requirements.

To qualify, artists must:

- 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.
Budget

Seven artists or artists teams will be selected and awarded a stipend of $800 for light-based artwork. 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 October 28, 2020. Applicants must prepare and submit the following requirements as a single PDF, emailed to tayler@lafittegreenway.org with “Supernova 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** - Describe the proposed installation. You may include a sketch, drawing, or photograph if desired, but it is not a requirement.

- **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 or website links 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, and date. You may also list the location of works currently on exhibition in galleries, theaters, and/or in a public space.
Selection Criteria

Submissions that meet the Request for Proposals eligibility requirements will be evaluated by a selection committee of art and design professionals and community leaders. 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.
- Alignment with program goals.
- Maintainability: ability for artwork to withstand the environment without 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.
- Diverse local artists and projects that engage the community are viewed favorably.

Applications must be submitted by 11:59 PM (CST) on October 28, 2020. Please email any questions or concerns to tayler@lafittegreenway.org by 5:00 PM (CST) on October 28, 2020.

Past LUNA Fête Temporary Installations for Inspiration

*Sheep Happens* by Pam Keaton, photo by Bryce Ell Photography

Courtesy Arts Council New Orleans
Baobob Jukwa, by AM Roberts  photos by Bryce Ell
Courtesy Arts Council New Orleans

Electric Girls installation photos by Bryce Ell
Courtesy Arts Council New Orleans