

Call to Artists

Request for Proposal – Temporary Art Installation

“Buttery Brook Under Our Feet”

The Project

The Town of South Hadley is seeking an artist(s) to create site-specific original temporary artwork to enhance the asphalt with graphic patterns applied to the street. The vibrant street canvas will enhance the connection to the culverted Buttery Brook that runs beneath Main Street in South Hadley Falls while brightening the pedestrian and driver experience and the neighborhood identity.

This temporary art installation is to bring awareness and education to the community as part of the Municipal Vulnerability Preparedness (MVP) Action Grant feasibility study centered on the Queensville Dam (Titus Pond) Removal and Buttery Brook Watershed Enhancement.

The application deadline is 4:00pm on Monday, November 1, 2021.

The Award

\$2,500 has been secured for the artist(s) selected to realize her/his work.

Additional stipend from South Hadley Cultural Council \$750 (to be determined).

Project Intent

The installation is envisioned as a design applied in paints or thermoplastic sheets on the road surface of the area of Buttery Brook on Main Street in South Hadley Falls in two-dimension. There is room for multidisciplinary creativity to utilize abutting properties to create a three-dimension element to the installation. The Town will supply a police detail as needed for street canvas installation, to be coordinated in advance.

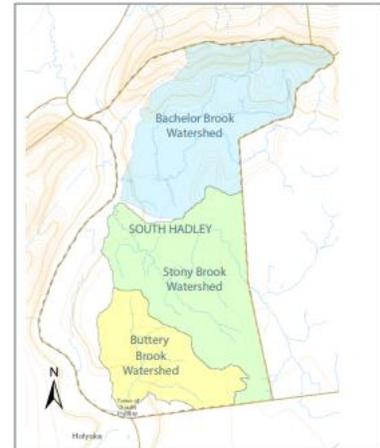
The main location for installation is to be on Main Street, a heavily travelled street in South Hadley Falls. This installation will be temporary, to be installed along Main Street prior to an upcoming roadway improvement project. If successful, it is hoped that the installation will ultimately lead to a permanent art installation on Main Street that could be incorporated into the roadway improvement project.

There is creative room for the artist(s) to explore coordinating with the private property owner of 90 Main Street to utilize the adjacent private field under which Buttery Brook is culverted. There is potential to also incorporate Mountain Avenue and Joffre Avenue, where Buttery Brook is also culverted after the Titus Pond outlet. These two side streets may be appropriate for two smaller street canvases. Written permission from any property owners would be needed before installation on private property, and would be coordinated by Town of South Hadley staff.

This art installation is envisioned to promote community engagement and discussion about watershed health and the feasibility of daylighting sections of Buttery Brook and removing the Queensville Dam at

Titus Pond, particularly as they relate to the Town’s ongoing efforts at urban revitalization in South Hadley Falls. It is aimed to help bring awareness to the Buttery Brook Watershed. The Buttery Brook Watershed is South Hadley’s most heavily developed watershed, with a high degree of impervious area and several stretches where the stream runs through underground culverts. Through MVP Grant funding, the Town is exploring the feasibility of removing the dam at Titus Pond and restoring the surrounding ecosystem for improved stormwater retention capacity to prevent flooding of a densely populated downstream neighborhood. This would also improve water quality and alleviate potential public health concerns associated with nutrient and bacteria impairments.

The goal of the project is to help connect residents to our local waterways and to raise awareness about how the choices we make can impact the health of our waterways. The art installation should respond to and complement its surroundings. Designs must not have written words, traffic signs or symbols that could be misleading for drivers. A multidisciplinary approach is encouraged to incorporate educational signage or other interactive medium in a manner that is not distracting to drivers.



This site specific art work should:

- Demonstrate artistic excellence.
- Enhance the streetscape with a distinctive aesthetic experience both highly visible and welcoming to pedestrians and bicyclists on both sides of the street, as well as those traveling by in passenger vehicles.
- Highlight the importance of the hydrological ecosystem and urban watershed.
- Be an original art piece appropriate for outdoor installation able to stand up to severe weather, vandalism, graffiti, traffic, etc. as much as conditions will allow.
- Provide excitement and interest for the community as a whole to promote watershed and public art.
- Celebrate South Hadley’s identity and rich heritage.
- Reflect community values.

Eligibility

The competition is open to established professional artists living in New England, preferably Massachusetts, and with permanent residence in the region. Applicants who wish to be considered for this project should have experience working within the public process, in public settings, as well as a proven ability to fabricate their own work or to work with fabricators and installers. The artwork for this site must reflect the Project Intent as described above. The commissioned artist(s) will be required to provide evidence of appropriate liability, property damage, and workers compensation insurance while working on the site. South Hadley is committed to excellence in environmental stewardship, resiliency, and sustainable practices.

Participation

The commissioned artist(s) will work with the community, the Conservation Administrator/Planner and Town staff to create site-specific piece(s) for this temporary outdoor installation. Listening sessions with the South Hadley Falls Redevelopment Authority and other appropriate community groups will be scheduled with coordination assistance from the Town to help bring awareness to the project and education about the Buttery Brook watershed.

How to Apply

Artists interested in this project must prepare and submit the following:

1. The proposal shall include conceptual design drawings and/or sketches, sufficient to communicate the artist concept. It should include:
 - a. Budget and describe the specifications for the artwork related to materials, size, and installation requirements.
 - b. Sketches and/or preliminary design concepts, description, statement of intent, color scheme, etc. Artists may submit as many proposal sketches as they desire.
 - c. Estimated time frame for installation of street canvas and clearly identify material(s) to be used.
 - d. Estimated time frame for installation of multidisciplinary media, as applicable. (We anticipate a Spring 2022 installation.)
2. Letter of Interest, no more than one page in length, which explains your interest in the competition.
3. Artist's Statement, no more than 200 words in length, describing your work.
4. Current Resume. If submitting as a team, an individual resume should be submitted for each team member.
5. Work samples. Artists applying as a team should submit work samples of each individual artist's work. All work samples must be submitted in either of the two following formats:
 - a. Up to eight images of previous work indicating title of work, media, size, and location for each.
 - b. Video not more than ten minutes submitted on flash drive, DVD, or by providing digital link for viewing.
 - c. Optional: Each artist may include up to three selections of support materials such as reviews, news articles, web links and other related information.
6. References. Minimum two references that can speak to the professional work standards of the artist(s).

Submit all materials to the South Hadley Planning and Conservation Department. Applications must be received by November 1, 2021 at 4:00 PM. Hand deliveries will be accepted. A drop box is available outside Town Hall.

Please mail application materials to: South Hadley Planning & Conservation Department, "Buttery Brook Under Our Feet" 116 Main Street South Hadley, MA 01075

Submissions for "Buttery Brook Under Our Feet" competition will not be returned.

Final Artist Selection

The Town will review the submittals and select an artist to create an original site-specific artwork. The final commission of artwork for the site will be selected by December 1, 2021 and artist(s) will be notified by December 15, 2021. Installation planned for Spring 2022.

Criteria for Selection:

Artist selection will be based on artistic merit, community impact, relationship to the site, and strength of proposed design.

- An initial proposal that reflects Project Intent as described in this document.
- A body of work reflecting artistic excellence.
- Experience working in public settings and public process with temporary art installations.
- Experience fabricating and installing temporary or permanent artwork suitable for the outdoor environment.
- References provided as part of this application which will be contacted prior to final selection.

The selected artist will receive a contract for the commissioned work in the amount of \$2,500 (additional funding to be determined) which must be sufficient for all remaining elements of the project including fabrication and installation. The selected artist will be required to execute said contract form with the Town of South Hadley.

If you have any questions or need any additional information, please call Rebekah Cornell at (413) 538-5017 x6129 or email her at: rcornell@southhadleyma.gov

Q&A Session

To be held Thursday, October 14, 2021 at 1pm via Zoom.

Join Zoom Meeting:

<https://us02web.zoom.us/j/82137763072?pwd=clpXUDhnaTNCaG9zMkQvb3VWU1ROZz09>

Meeting ID: 821 3776 3072

Passcode: 703149

Resources

South Hadley Ecological Assessment, including the BATTERY Brook Watershed. Available here: <https://www.southhadley.org/DocumentCenter/View/5711/South-Hadley-Ecological-Assessment-The-Conway-School-2018-revised>

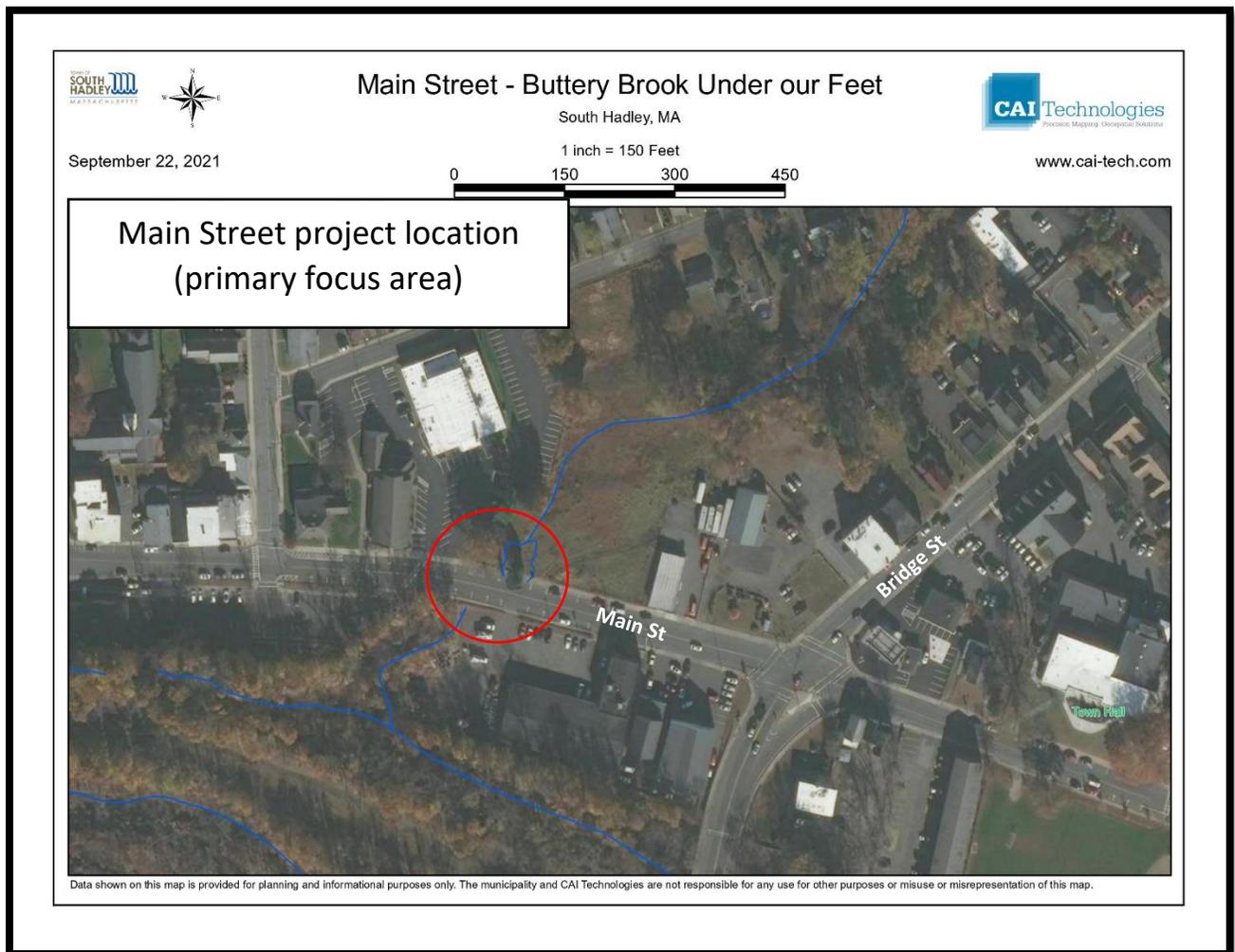
Project Area

The primary focus of this project will be the culverted section of Buttery Brook under Main Street in South Hadley Falls. (Map 1)

Secondary focus would be Joffre Ave and Mountain View Ave culverts, which are in the focus area of the Feasibility Study for the removal of Queensville Dam at Titus Pond (Map 2)

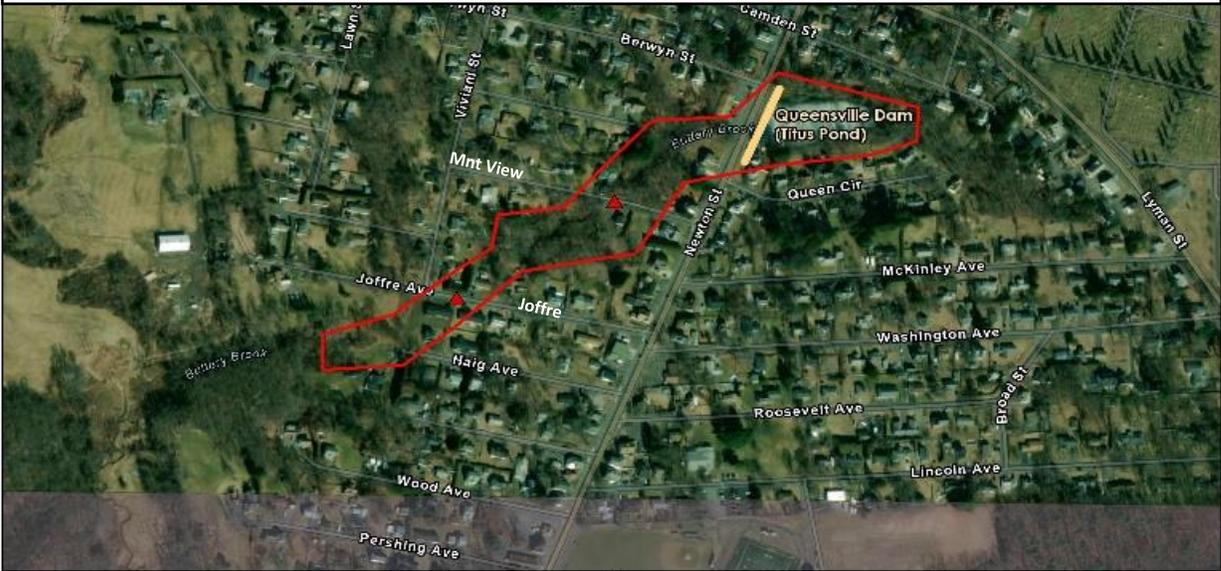
Tertiary and/or in conjunction with any of the above would be including multidisciplinary work along side the road with proper approvals.

MAP 1:



MAP 2:

MVP Action Grant area. Joffre & Mountain View Aves identified as potential additional project locations.



Buttery Brook
South Hadley, MA
Project Location
Municipal Vulnerability Preparedness Grant Program
Application Form
RFR ENV 22 MVP 02

▲ Existing Culverts
▭ Project Area
Location: 42.2340°N 72.5640°W

0 to 400 US Feet
Data sources: ESRI, MapGIS



Select Examples

- Bloomberg Philanthropies Asphalt Art Initiative. Various Cities.
<https://asphaltart.bloomberg.org/>
- “Color Crossing.” Kate Gilbert with Halsey Burgund. MP3, paint, printed vinyl & speakers. Boston, MA. <https://publicartboston.com/content/color-crossing/>
- Green Lake Dragonfly. Street mural. Seattle, WA.
<https://www.seattlegreenlaker.com/2019/10/green-lake-mural-showcased-in-new-art-guide/>
- “Lost Stream Found”. Sculpture, Digital/Light. Jill Anholt. North Vancouver, BC.
<https://www.jillanholt.ca/filter/completed/Lost-Stream-Found>
- “Nepenthes Paisleyi.” Dan Corson. Painted Fiberglass, steel, LED’s, sensors, GFRC. Edmonton, Alberta. <http://dancorson.com/nepenthes-paisleyi>
- “Submersivity Installation.” Clay, Wood. Caitlin Nesbit Rhea. Boston, MA.
<https://caitlignesbitrhea.com/section/178421-Submersivity-Installation.html>