

# 2019 CALL FOR ARTISTS

## Pitch a Public Art Concept for Mt. Vernon Street Plaza!



### I. OVERVIEW

The City of Lynn, the Downtown Lynn Cultural District (DTLCD), and the Lynn Public Arts Commission (LPAC) are seeking an artistic concept for a signature work of art at Lynn's Mt. Vernon and Exchange Street Plaza. The goal of this project is to install artwork that reflects the spirit of Lynn, enlivens the gateway to the DTLCD as a destination, and increases use of the Plaza as a gathering space.

### SITE

Artists are encouraged to envision concepts for a circular patch of land reserved for public art in the sidewalk plaza at the corner of Mt. Vernon Street and Exchange Street.

### AWARDS

Pre-qualified public art concepts are eligible for funding up to \$75,000, less any funds allocated for concept development through pre-qualified Artist Grant Agreements. Funding is inclusive of materials, artist fees, insurance, design and development, fabrication, contingency, and installation costs.

### WHO CAN APPLY

Current residents of Lynn, Massachusetts, and the North Shore are strongly encouraged to apply. The call is open to any resident of the United States of America aged 18 years or older; however, individuals located outside of Massachusetts must partner with an individual or organization in Massachusetts. Individuals, organizations, and teams with experience in community engagement and the design and fabrication of public art are eligible. Artists lacking experience in either community engagement or the design and fabrication of sculptural artwork must subcontract or partner with another individual or entity that can demonstrate the relevant experience. Any subcontractor must be identified as part of the team submitting for artist pre-qualification. Eligibility criteria are included in Sections II and III.

### KEY DATES

- Call for Artists Release: TBD
- Call for Artists Information Session: TBD
  - Question Submission Deadline: TBD
  - Amendments to Call for Artists Posted: TBD
- Artist Pre-qualifications Submission Deadline: TBD
- Invitation to Submit Public Art Concepts to Pre-Qualified Artists: TBD

### HOW TO APPLY

Submissions will be received online at [www.CallforEntry.org](http://www.CallforEntry.org) (CaFÉ) **until (TBD)** at noon. If you would prefer to submit a physical copy, please deliver your materials to Carolyn Cole, Director of the DTLCD; Community Development, Lynn City Hall.

Questions must be submitted in writing no later than **(TBD)**. Please send your written questions to Marjorie Weinberger at [mweinberger@mapc.org](mailto:mweinberger@mapc.org). Answers will be posted publicly on **(TBD)**.

# Downtown Lynn Cultural District Creative Placemaking Strategy

## Call for Artists: Artist Selection Process Details

### II. ARTIST TEAM PRE-QUALIFICATION SUBMISSION ELEMENTS

#### 1) Application Form

- a) Contact information for Team Lead (full name, email, phone number)
- b) Bios (for you and/or your team)
- c) Letter of Intent (max. 250 words) describing preliminary artistic concept and media
- d) List of relevant project experiences including public art design and fabrication, and community engagement (please identify which team members are associated with each project). Also include the following:
- e) Links to information about or images of project work listed above

2) **Three References** for project work listed in (d) above. If team has not worked together previously, at least one project references per team member is required.

3) **Insurance Information** (insurance company, policy holder, coverage, amount)

4) **Signed Grant Agreement for Concept Development**

#### 5) Partnerships and Engagement Statement

- a) Please describe your approach to community engagement and partnerships in the design and fabrication of public art. Include your understanding of the value and benefit of community engagement and the challenges associated with community engagement within your public art practice.
- b) Please recommend strategies that would enable you or your team to connect with and incorporate the context and community identity of Lynn into your concept development. These recommendations will be taken into consideration by the City of Lynn in the concept development phase.

### III. MINIMUM ARTIST/ARTIST TEAM PRE-QUALIFICATION REQUIREMENTS

Artists and Artist Teams will be pre-qualified to develop concepts if they meet the following criteria:

- **Application:** Qualifying applications must be complete and include all required documents.
- **Alignment with Values:** Preliminary concepts will be evaluated for alignment with project values. Concepts that do not reflect the values articulated in the Call for Artists will not be evaluated further.
- **Expertise:** Artist and/or team must demonstrate experience through completed projects in the following areas: design of public art; fabrication of public art; and community engagement for art projects.
- **Engagement:** Any qualifying artist or artist team must include an approach to community engagement and recommendations for engagement strategies that align with artistic concept.
- **References:** Any qualifying artist team must supply a minimum of three references for completed work or at least one reference per team member. Qualifying references must have had a supervisory role related to the project or have held commissioning or approval authority over the project.
- **Quality:** Qualifying project experience must represent a standard of quality such that references do not report concerns with project completion timeline or budget or with the durability, maintenance, or safety of the delivered product.

# 2019 CALL FOR ARTISTS

## Call for Artists: Concept Selection Process Details



### IV. PUBLIC ART CONCEPT SUBMISSION REQUIREMENTS

Submissions will be reviewed by the City of Lynn and subject matter experts for conformance to minimum concept requirements. All concept submissions must include the following required elements:

#### 1. Application Form

- Project/Idea Title
- Project Team (any new or alternate members are subject to pre-qualification review to determine team eligibility)
- Contact Information
- Project Description (Max. 500 words)
- Description of how project will engage Lynn residents and reflect local community identities and/or respond to local priorities (Max 200 words)

#### 2. Detailed Images. Images must illustrate the following information:

- Spatial arrangement of concept elements,
- Measurements of the artwork, including its size relative to surrounding features,
- Views and access to the artwork the artwork from important pedestrian approaches.

Images should be produced using **one or more** of the following methods:

- **Plan, Side Elevations, and Cross-Sections.** Drawings depicting the size, and scale of the artwork with measurements. Drawings may also indicate the way in which it can be secured to the ground as well as the materials used, colors, and other relevant details.
- **Site Plan.** Plan of proposed concept over existing site plan to show the artwork's size and scale relative to other features and objects in the plaza as well as the pedestrian access to the artwork. Must be used in combination with other techniques to show concept in perspective relative to surroundings.
- **Perspective Renderings.** Rendering of concept in perspective using foreground and backdrop to depict all design features in concept and show relationship of artwork to plaza, street, viaduct and other surroundings.

#### 3. Detailed Engagement Plan: Detailed one page plan for building partnerships with and engaging Lynn artists, organizations, and residents in installation and maintenance of final artwork.

#### 4. Project Timeline: Estimated timeline for final design, engagement, fabrication and installation.

#### 5. Maintenance Plan: Maintenance plan specifying materials and material characteristics, how artwork elements will be joined together and affixed to the ground, and whether any elements are intended for motion, digital display, or lighting effects. Plan should identify appropriate ongoing maintenance needs and potential issues that could arise in which conservation or restoration may be necessary. Plan should identify a strategy for how this work may be accomplished.

#### 6. An Itemized Project Budget. Estimated cost including artist time and materials, transportation, engagement, insurance, and contingency.

# Downtown Lynn Cultural District Creative Placemaking Strategy

## Call for Artists: Concept Selection Process Details

### V. EVALUATION OF FINAL SUBMISSIONS BY PRE-QUALIFIED ARTISTS

The Metropolitan Area Planning Council will manage the application process. The City of Lynn and subject matter experts will review concepts to confirm they meet the minimum concept submission requirements. Concepts that meet the requirements will be forwarded to a public review and selection process. The City of Lynn reserves the right to withdraw the Call for Artists at any time and without penalty.

#### MINIMUM CONCEPT REQUIREMENTS

##### 1. Artistic Merit

1.1 Artistic concept meets at least two of the following criteria:

- **Coherence:** Concept is coherent and artwork communicates its meaning effectively.
- **Resonance:** Concept resonates with the values of the LCPWG, provokes an emotional response from reviewers or elicits a new way of seeing the world.
- **Harmony:** Form, color and materials and massing are balanced and in harmony.

##### 2. Engagement and Interaction

2.1 Concept includes plan to engage Lynn residents and/or artists

- Concept must include detailed plan for engaging Lynn residents with at least one opportunity for public engagement including:
  - Engagement that provides opportunities for residents to participate in artmaking.
  - Engagement that trains local artists in the artistic process.

2.2 Artistic concept provides opportunities for interaction with viewers

- The artwork provides direct or indirect visual, tactile, mechanical, digital, or other feedback or social benefit in response to actions taken by the viewer.

##### 3. Style and Appropriateness

Artwork should demonstrate that it is compatible with the urban fabric and Lynn Community. Artwork should respond to and reflect a consideration of the core values of bridging generations, education, and justice.

3.1 Site Compatibility

- Artwork creates strong focal point for pedestrian plaza and artwork conforms to MBTA setback requirements and does not impede ADA accessibility of sidewalk, crosswalks, or bus boarding areas.

3.2 Community Compatibility

- Artwork is unique to Lynn and reflects or responds to the particular history, heritage, or social dynamics of Lynn communities. If artwork is related to an established body of artistic work, it has been adapted to reflect or respond to the particular history, heritage, and social and cultural context of Lynn.

3.3 Connection to Values

- Artwork elevates at least one of the core project values of bridging generations, education, and justice through its process, form, or interpretation.

##### 4. Technical Considerations and Feasibility

4.1 Technical Considerations

- Artist or artist team has submitted all application elements including detailed budget and timeline, community engagement plan, and concepts with drawings and maintenance plan.

4.2 Feasibility

- Concept and installation are compliant with design and installation specifications included in Appendix D.

5. **Diversity:** Project team reflects the overall project goal to strive for diversity by which may include project partners that represent eligible categories of certification based on the criteria used by the [Massachusetts Office of Supplier Diversity](#).

# **Downtown Lynn Cultural District Creative Placemaking Strategy**

## **Call for Artists: Concept Selection Process Details**

### **6. Safety and Maintenance**

#### **6.1 Safety**

- Artwork is made with durable materials for outdoor conditions and will be attached to the ground with a sound footing. Artist provides an account of safety considerations and an approach to mitigate potential hazards.

#### **6.2 Maintenance**

- Artwork materials are resistant to New England weather conditions (including sun exposure, strong winds, and freezing conditions), degradation, theft and/or vandalism and require minimal periodic maintenance.
- The artist has identified potential issues that could arise in which conservation or restoration may be necessary, and has identified a strategy for how this work may be accomplished.

### **VI. PUBLIC REVIEW**

Concepts that meet the Minimum Concept Requirements will be advanced for public review and selection. Pre-Qualified Artist Teams will have an opportunity to present their concepts to the public before public input is solicited to inform final concept selection.

### **VII. CITY OF LYNN EQUAL OPPORTUNITY POLICY**

The City of Lynn is committed to ensure that all programs, services, policies, and practices are formulated and conducted in a manner which will ensure equal access for all people and prevent discrimination not only as a matter of law, but also as a policy designed to encourage the participation of all segments of the Commonwealth's population in the City of Lynn's programs and services.

The City of Lynn is dedicated to creating a workplace, programs, and services that welcome, respect and value people of all races, color, age, sex, ethnicity, sexual orientation, gender identity, religions, creeds, ancestry, national origin, disability and veteran status, and does not discriminate on the basis of these attributes. We strive to reflect diversity in all activities, programs and services by removing any barriers to accessibility.

#### **Conflict of Interest**

To ensure that all City of Lynn review panels are free from any conflict of interest and/or the appearance of such conflicts, panelists are required to disclose any current or prospective affiliations they or their immediate family members have with an actual or potential applicant. "Affiliations" applies to employment, board memberships, independent contractual relationships, advisory or policy relationships, substantial contributor relationships, or other financial relationships. In addition, panelists are required to disclose any past or current adversarial relationships with actual or potential applicants of a professional or personal nature. City of Lynn employees are not permitted to participate in discussions or votes relating to any applicant with whom they have an affiliation or relating to any applicants competing with that applicant.

# 2019 CALL FOR ARTISTS

## Call for Artists: Process Timeline



### PUBLIC ART PROCESS TIMELINE

- TBD Release of Call for Artists
- TBD Artist Information Session
- TBD Question Submission Deadline
- TBD Amended Call for Artists Posted
- TBD Artist Pre-Qualifications Submission Deadline
- TBD Invitation to Submit Artistic Concept
- TBD Concept Submission Deadline
- TBD Concept Pre-Qualification Review
- TBD Public Review
- TBD Installation
- TBD Unveiling event

### SELECTION PROCESS SUMMARY

#### STEP 1: Artist/Artist Team Pre-Qualification

- 1) Artists and artist teams will submit applications for pre-qualification.
- 2) Artist or artist team qualifications will be reviewed by the City of Lynn and subject matter experts. This review will determine which artists and artist teams meet the minimum required qualifications. All artists or artist teams that meet the required qualifications will be invited to submit artistic concepts.

#### STEP 2: Concept Development and Preliminary Review

- 3) Pre-qualified Artist Teams will be invited to submit concept proposals. Pre-qualified Artists/Artist Teams will be required to enter into a Pre-qualified Artist Grant Agreement in order to receive a maximum of \$1,000 per team (not to exceed \$9,000 distributed equally across all teams) for concept development.

#### STEP 3: Final Artist/Artist Team Selection

- 4) The City of Lynn and subject matter experts will review concepts to confirm they meet the minimum concept submission requirements. Concepts that meet the requirements will be forwarded to a public review and selection process.
- 5) The selected artist or artist team will enter into a Public Art Grant Agreement with the City of Lynn. Funding of up to \$75,000 for fabrication and installation of public art, less any amount allocated to concept development, will be made available. A copy of the grant agreement will be provided to all Pre-Qualified Artist Teams. **The City of Lynn reserves the right to withdraw the Call for Artists at any time and without penalty.**

# Downtown Lynn Cultural District Creative Placemaking Strategy

## Call for Artists: Process Timeline

### SELECTED CONCEPT EXECUTION TIMELINE

The selected artist will be awarded the commission to be paid in installments based on satisfactory completion of five deliverables over a ten-month period. The City of Lynn reserves the right to terminate or suspend the contract if deliverables do not meet a set of requirements agreed upon in advance by the City of Lynn and the artist.

- **Deliverable 1: Signed Grant Agreement – Due TBD**
  - Narrative of project including goals and objectives, roles and responsibilities of artist team members, City of Lynn, and other community partners, and anticipated problems or impediments with proposed strategies for addressing the problems identified.
  - Work Schedule with estimated completion of deliverables, interim approvals to reach deliverable deadlines, regular project check-ins, meetings with Downtown Lynn Cultural District, Lynn DPW, and other community engagement activities.
  - Detailed concept drawings for the project.
  - Plan for engaging Lynn residents or artists in the fabrication of the process.
  - Draft fabrication plan and timeline
  - Draft installation plan and timeline
  - Draft maintenance and conservation plan
  - Signatures of Artist Team lead; Downtown Lynn Cultural District Director, Director of Community Development, Associate Commissioner of the Department of Public Works, and the Mayor of Lynn
- **Deliverable 2: Approved Final Design – Due TBD**
  - Stamped Construction Drawings
  - Certificate of insurance identifying the City of Lynn as the insured.
  - Detailed Fabrication Plan and Timeline
  - Detailed Installation Plan and Timeline
  - Approved by Artist Team lead; Downtown Lynn Cultural District Director, Associate Commissioner of the Department of Public Works, Director of Community Development, Mayor of Lynn
- **Deliverable 3: Fabrication of Artwork – Due TBD**
  - Artwork fabricated according to approved plans and construction drawings.
  - Updated plan and timeline for site preparation and installation.
  - Approved by Artist Team lead; Downtown Lynn Cultural District Director, Associate Commissioner of the Department of Public Works, Director of Community Development, and the Mayor of Lynn.
- **Deliverable 4: Installation and Inspection – Due TBD**
  - Final Site Preparation.
  - Successful installation of artwork.
  - Approved by Artist Team lead; Downtown Lynn Cultural District Director, Associate Commissioner of the Department of Public Works, Director of Community Development, and the Mayor of Lynn.
- **Deliverable 5: Final Maintenance and Conservation Plan – Due TBD**
  - Detailed information provided about the materials used in the artwork.
  - Anticipated maintenance needs and requirements.
  - Plan of action for artwork failure or emergency.
  - Plan of action for minor repair or maintenance.
  - Approved by Artist Team lead; Downtown Lynn Cultural District Director, Associate Commissioner of the Department of Public Works, Director of Community Development, and the Mayor of Lynn.

# 2019 CALL FOR ARTISTS

## APPENDIX D: SITE PLAN CONSIDERATIONS



### PROJECT AREA MAP



### BACKGROUND

In 2012, the Massachusetts Cultural Council designated a portion of Downtown Lynn as one of the Commonwealth's inaugural Cultural Districts. Although appointed in 2012, the history of arts & culture activism in Downtown Lynn goes back decades. Countless individuals and organizations have contributed their time and energy to Downtown Lynn. The Downtown Lynn Cultural District (DTLCD) is a keeper of this movement and collaborates with cultural partners, both new and well-established, to foster a shared creative and cohesive vision for the city's cultural community.

Lynn's Cultural District has gained much positive momentum in recent years, and the City is interested and invested in building on the successes of all of the DTLCD cultural partners. Identifying the gateway and boundaries of the DTLCD through creative community placemaking and a unique signature work of art is a critical element of this investment. The signature work of public art, which is the subject of this Call for Artists, should identify the Cultural District and should represent the heart of the community by providing a meaningful display for all Lynn residents to connect to and enjoy. The work of art should act as a magnet, drawing in visitors from surrounding areas and beyond.

In order to progress toward the creation of this artwork and a visually compelling approach to marking district gateways, the City of Lynn Department of Community Development, the Downtown Lynn Cultural District, and the Lynn Public Art Commission has retained the Metropolitan Area Planning Council to develop a Call for Artists and a creative placemaking strategy. To develop the strategy, MAPC is engaging residents, businesses, local institutions, and artists to identify areas of strength, emerging challenges and a shared vision for a compelling work of art that has widespread community support.

### Lynn Creative Placemaking Working Group

The Lynn Creative Placemaking Working Group includes representatives from businesses and organizations active in the cultural district and active in promoting arts and culture throughout Lynn. Organizations represented in the group include the Lynn Public Schools Fine Arts Department, Ironbound Marketplace, the



# **Downtown Lynn Cultural District Creative Placemaking Strategy**

## **Call for Artists: Process Timeline**

New Lynn Coalition, The Brickyard Collaborative, the Food Project and Lynn Farmers Market, North Shore Community College, the Khmer Cultural Planning Committee and Lynn YMCA, as well as working artists.

### **What Makes Lynn Special?**

In thinking about what makes Lynn a special place, this group identified its local pride, its authenticity, and its people, including immigrants, youth, and multi-generational families. The group emphasized the city's strength and resilience in the face of hardship and challenge. It is important that public art practices in Lynn build on the strength of who is here and connect to the residents of Lynn in a meaningful way. Lynn is a city of hidden assets from its natural resources to its historic artifacts to its multi-ethnic cultural diversity.

### **LIST OF RECOMMENDATIONS AND CONSIDERATIONS**

The following sections provide details on the values identified by the Lynn Creative Placemaking Working Group to guide artists in the development of their proposals and site-specific considerations that applicants may wish to understand as they develop their concepts.

### **VALUES**

- **Engagement and Interaction**  
The artwork should invite interaction from visitors and the process of developing the artwork should engage with local residents, artists and organizations. Ideally the work would also invite peer-to-peer interaction, and allow visitors to experience connection with something larger than themselves.
- **Multi-generational**  
Youth, seniors, families, young adults, past generations and future. An artwork that helps build connections across generations and across time would resonate with Lynn.
- **Education**  
The artwork should help educate the general public on the value and importance of public art as part of the city's fabric.
- **Justice**  
Residents of Lynn are grappling with rising housing costs, environmental degradation, drug use, and other challenges with many local organizations bringing creative approaches with a focus on justice to generate opportunity from challenges. Installing artwork that can tap into that value of justice is important to the Lynn Creative Placemaking Advisory Group.
- **Support**  
Make sure the Lynn community and artists feel supported throughout this process.
- **Positivity and Joy**  
This work of art should be a source of positivity and joy.
- **Vivid/Colorful**  
Consider the bright vivid red along the viaduct. Adding more vivid color would enhance the site.

# Downtown Lynn Cultural District Creative Placemaking Strategy

## Call for Artists: Process Timeline

### SITE-SPECIFIC CONSIDERATIONS

- **Think About How People Use the Space.** A majority of people pass through the site on their way to the train station and surveys have indicated that many people do not find the Plaza to be a comfortable place to spend time. Users would welcome art that integrates seating, lighting or plant life to enhance the space. Your artwork may address these issues by creating space for people to pause and relax, or enhance the site's role as a gateway.
- **Consider the Edges and Organizations.** The site is used by its immediate neighbors and they will continue to transform its identity. This summer it will host weekly farmer's markets and events run by the Ironbound Marketplace. The LynnArts building opens onto the sidewalk across from the site on Exchange Street, and Beyond Walls is moving into a building along Mt. Vernon Street. RAW Artworks is located on the other side of the Viaduct, and North Shore Community College is just at the intersection of Spring Street and Broad Street. Think about how your project might relate to or how your process might integrate these organizations at the edges of the site.
- **Capitalize on the Existing Aesthetic.** With its combination of murals and raw architectural features around the Plaza, this site provides an urban oasis within Lynn. The Plaza itself however is dominated by concrete and is periodically occupied by loud buses with diesel exhaust. Artwork here can provide a brief respite from the hardscape and pollution while enhancing connections to the urban fabric that surrounds the site.
- **Remember that this Space is a Commuter Zone.** The site provides access to the Commuter Rail station above and a major bus stop on Mount Vernon Street. Additionally there is parking on Mount Vernon Street and other parking lots that empty onto the street, making this one-way street an area of high volumes of vehicular traffic. A signature work can provide a visual cue to alert drivers to slow down.

### PROJECT PARTNERS

The City of Lynn, the Downtown Lynn Cultural District (DTLCD)

Lynn Public Arts Commission (LPAC)

Metropolitan Area Planning Council (MAPC)

### LEARN MORE

To learn more about the Lynn Creative Placemaking Project, visit <https://www.mapc.org/resource-library/lynn-creative-placemaking/>.

### APPENDICES [not yet available]

- A. Grant Agreement for Concept Development
- B. Sample Budget Template
- C. Site Plan Diagram
- D. Site Plan Considerations