



the Public Art Advisory Group's
request for proposals



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WEST LAFAYETTE, INDIANA PROUDLY ANNOUNCES AN EXCITING OPPORTUNITY FOR YOU TO CREATE A UNIQUE URBAN ENVIRONMENT NEAR THE PURDUE UNIVERSITY CAMPUS!

The city's Public Art Advisory Group is undertaking this revitalization project in Chauncey Village through the transformation of a utilitarian alley into an engaging walkway & artistic landmark. Once a neglected eyesore, the alley has undergone a physical rehabilitation of the sewer and surface areas. The City of West Lafayette, with funding from the West Lafayette Redevelopment Commission, is collaborating with the building owner on revitalizing the passageway to forge a point of interest for community, surrounding businesses, & the university.

This walkway links several businesses and private parking to the north & the campus business district on the south end. Chauncey Village is the heart of the city & one of 3 arts and cultural districts officially recognized by the State of Indiana. The surrounding precinct is home to bookstores, coffee shops, Purdue apparel stores, bars, a variety of international restaurants...as well as an occasional musician and the popular Starry Night festival.

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SCOPE OF THE PROJECT

The Public Art Advisory Group seeks an artist, team of artists, or design firms to create a permanent public art space in the Chauncey Village Walkway. Proposals for all types of artwork will be accepted (i.e. mural, sculptural installation, light &/or sound environment, etc.). The entire walkway is available for a variety of decoration, including both walls up to the rooflines & the paved surface itself. Artwork should not exceed the building facades &/or project out into the pedestrian walkway along State Street. The Public Art Advisory Group will select the winning proposal based upon aesthetic appeal, artistic merit, considerations of public safety, appropriateness to the site, durability, & artist experience.

SITE

The alley is located between 308 & 314 State Street. Artists are encouraged to visit the site if possible to visualize their ideas. Measurements: 141 ft long.

Side note: during recent renovations a hand painted sign marking a period in the Southworth building's history was uncovered on the eastern wall of the walkway. While not required to be a part of the final installation, there is interest in possible restoration of the sign and its incorporation into the overall design. Any additional material costs associated with the restoration of the sign will not be deducted from the overall budget.

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SUCCESSFUL PROPOSALS SHOULD:

- take into account the combined city/university presence of the walkway; the design should be relevant, fresh, & respectful of both users & history
- give consideration to visibility of the walkway from both ends & how that visibility plays into the adjoining businesses
- engage with the duality of life that exists in this urban setting: heavy foot traffic of students, residents, visitors, the presence of businesses in the Village, & transitions of seasons & activity during the day & night
- allow for pedestrian accessibility through the length of the alley
- designate an entry point to the south end of the walkway, visible to both drivers & pedestrians along State Street

SUCCESSFUL PROPOSALS MUST:

- not exceed \$30,000
- maintain adequate accessibility in compliance with the Americans with Disabilities Act
- allow egress from the attached fire escape (when lowered) & the door on the east wall

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Proposals

Digital submissions are required.

Submissions should be attached with contact information including artist's or group's name, address, phone number & email. To ensure anonymous jurying, please refrain from labeling images.

Models are encouraged in addition to digital submissions & can be sent to the address provided.

These models will not be mailed back to artists but can be retrieved at the close of the competition with advance notice.

Note: proposal models & sketches for the chosen submission will become property of the City of West Lafayette.

Items to be submitted:

- Completed & signed application form
- Typed, detailed project proposal (2-3 pages max. including a proposed time frame/work plan)
- Resume/curriculum vitae
- Up to 10 digital images of recent artwork or comparable projects
- Detailed sketches of proposed artwork and/or 3D model (not to exceed 18" L x 12"W x 12"H)

Submission Schedule:

All proposals are due by 4:30 p.m. April 20, 2012 and should be submitted to:

Chauncey Village Walkway Project

Att: Beverly Shaw

City of West Lafayette Department of Development

609 West Navajo Street

West Lafayette, IN 47906

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POLICIES

The artist retains ownership of submitted design concepts until a selection has been made & a contract signed. The resulting artwork will become the property of the City of West Lafayette. Images of the work may be used in publicity for local municipalities & the University. The selected artist must carry his or her own insurance during the installation process.

BUDGET

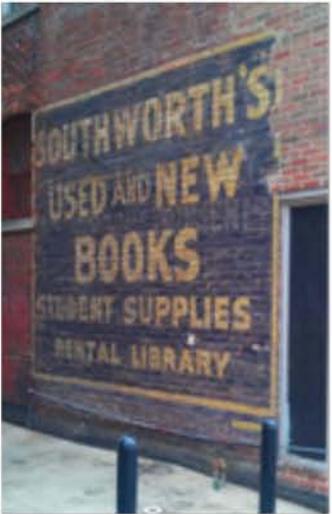
Projects up to \$30,000 will be considered. Budget should be appropriate to the scope of the project. A partial payment for the purchase of supplies will be provided upon receipt of a signed contract. The remainder will be provided upon completion of the project. Lighting of the walkway for safety will also be addressed through this budget, whether as part of the proposal or as a later addition by the city.

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INQUIRIES & IMAGES

Please contact Craig Martin, chair of the Public Art Advisory Group:
cdmartin@purdue.edu
 for additional information.



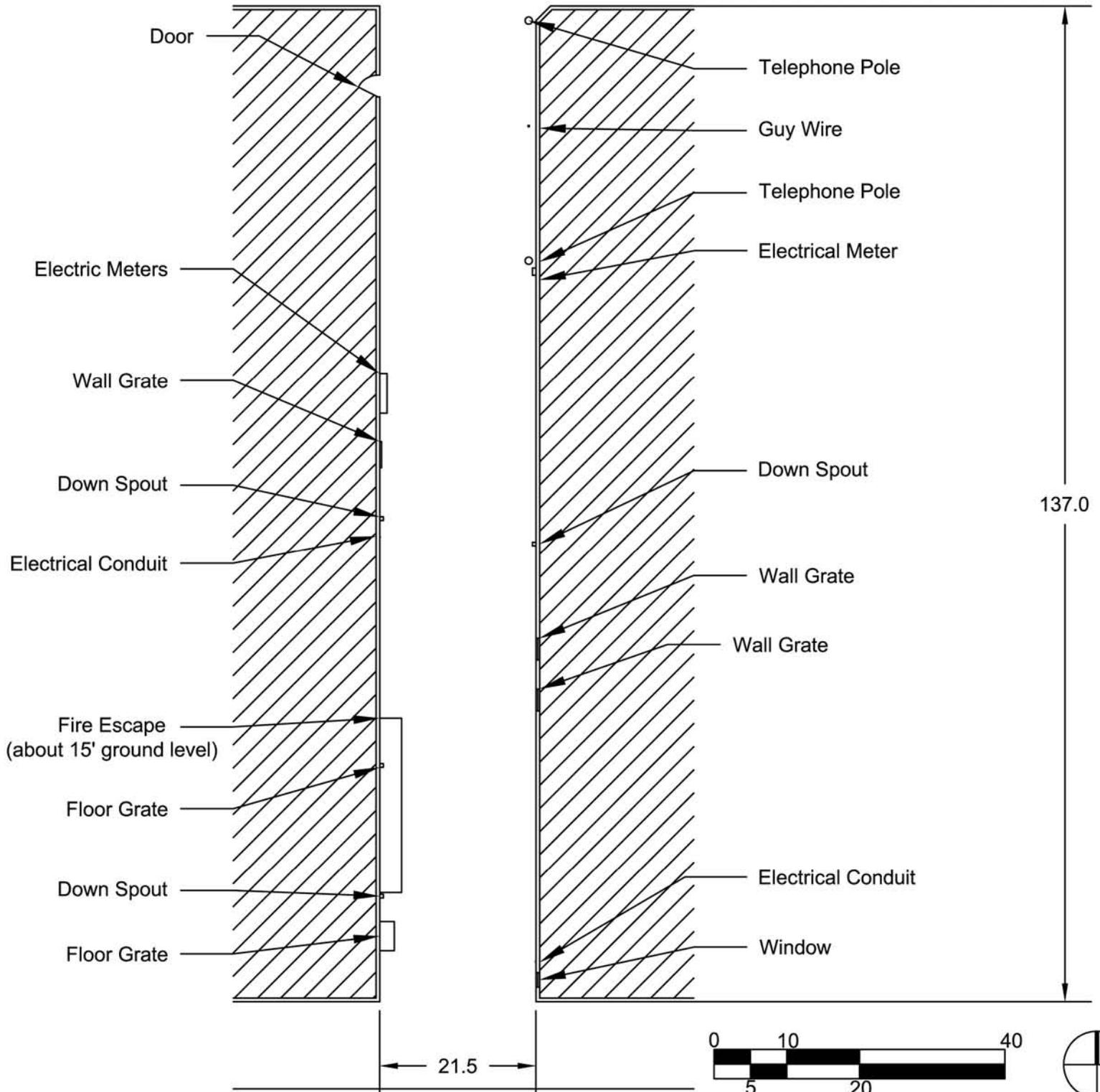
Southworth's
 BOOK & SUPPLY STORE
 305-10 State Street
 THE STUDENTS DEPARTMENT STORE

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DIMENSIONS



Scale 1"=20'

