



7th Avenue Sculptural Gateway – Project Description

The City of Hendersonville North Carolina is extending an invitation to artists who work with site specific public art to create a *sculptural gateway element* for a significant entrance into Hendersonville's Historic Downtown District.

The project will be at the corner of Seventh Avenue and Main Street. It will link this thorough fare with the Main Street Shopping area. The size of the area to be developed is a circumference with a radius measuring approximately 8'.

This permanent installation should create a gateway for local residents and tourists alike to enter the city and to enjoy its many amenities. It should work in conjunction with the new Fountain/Plaza being erected on the corner of Sixth Avenue and Main Street. The element will be an interpretation of the "H" brand image used by Historic Downtown Hendersonville and should include in its visual lines the Fountain, and a graceful look at the newly designed city scape.

The Artist will work with the city employed landscape architect, city approved contractor and City of Hendersonville Engineering Department.

The Project will be a permanent installation and belong to the City of Hendersonville.

All submissions **must** contain a resume and project examples which reflect the artist's capacity for a project of the nature outlined here. These submissions must also include the scope of work completed by the artist for each project highlighted, i.e. sculpture, plumbing, electrical, lighting, etc. The committee also requests a brief written description of what the artist would propose for the site.

Approximate time from project beginning to completion will be four to six months.

The estimated start date will be fall/winter 2012. Project finalists will be chosen in late August with a project award being made in September. Only project finalists will be contacted at the completion of this search.

The budget for this project will be approximately \$40,000.

Deadline for submission of interest is August 17, 2012.

If you would like any additional information regarding this project opportunity please contact:

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Public Art Process: Introduction

Public Art is an important component of the cultural and economic viability of Historic Downtown Hendersonville. The Main Street Advisory Committee and specifically the Design Sub-Committee in recognizing this value are pursuing the creation and implementation of a targeted public art policy and process for bringing public art into downtown.

The Committee has formed a Steering Committee to develop a public art process. The discussion has been stimulated by two components of our community, one long standing and the other on-going. The first, our yearly Bearfootin' Public Art Walk a regular addition to the Downtown Hendersonville streetscape over the past ten years, has clearly shown the enthusiasm this community has for artful additions to downtown. The second, our new streetscape and the energy and interest it has generated for public art as seen through a number of recent requests have shown the Design Sub-Committee the unique opportunities that now exist for public art.

The Steering Committee is proposing the following process for Public Art projects with the community.

Public Art: Goal Statement

The Committee's goal is to deliver high quality professional and site specific public art to the Hendersonville community within historic downtown. The work will be rooted in exploring the social, cultural and physical history and heritage of the community, while at the same time enhancing the experience of resident and visitor alike.

Historic Downtown Hendersonville Mission Statement:

Historic Downtown Hendersonville (HDH) exists to foster and support a vibrant, diverse and sustainable downtown by managing, enhancing and promoting Historic Downtown Hendersonville as the economic and cultural heart of Henderson County. The Hendersonville Main Street Advisory Committee is a dedicated group of volunteers working in partnership with downtown stakeholders, the City of Hendersonville and the Main Street Director to create a climate which encourages reinvestment in downtown by putting into practice the economic development process known as The Main Street Four-Point Approach®: Organization, Economic Restructuring, Design and Promotion.



Historic Downtown Hendersonville Public Art Program: Community Snapshot

Setting

- Western North Carolina mountain community w/rich mountain culture & traditions
- Thriving, vibrant urban district (the 2nd largest in WNC)
- Agricultural Heritage (Apples)
- Summer Camp Heritage
- Summer Mountain Resort Heritage
- City of Hendersonville's population is 13,000, Henderson County's population is 107,000
- County seat

Community Assets

- Scenic location at the edge of the Green River Gorge and Blue Ridge Mountain chain
- Active local historic organizations, arts community, charitable organizations, donor community, entrepreneurial & business community and downtown preservation & economic development organization.
- On-going and successful public art event, Bearfootin' Public Art Walk which has connected for profit organizations with artists and non-profits to create the painted bears which adorn Main Street each summer
- Agricultural Extension
- Summer Camps
- Viticulture/Brewery/etc.

Strategies

- Create a permanent public art walk through downtown and (eventually) surrounding districts to provide a link between local institutions and community destinations
- Use public art and storytelling to celebrate the history of the community to visitors and to members of the community

Outcomes - Desired

- Strengthened community relationships
- Strong sense of community identity and ownership
- Increased understanding of community history
- Improved civic infrastructure
- Stimulate the community conversation regarding art
- Stimulate re-investment in the district



The Process

STEP ONE: Project Concepts

- The first step is to identify the locations and content of particular projects and to develop project descriptions and parameters.
- Immediate project opportunities:
 - 1) Proposed fountain at First Citizens Plaza
 - 2) Proposed Entrance Signage at 7th Ave & Main Street Gateway.
- These two projects have been identified in the Phase III streetscape design project as integral elements of a larger street rehabilitation. As council has approved this design, they are natural locations for the committee to seek to assist in the installation of Public Art.

STEP TWO: Project Concept Review

- Review project descriptions and parameters with Design Sub-Committee, identifying key guests to include in the conversation.
- Partners:
 - 1) Community Foundation of Henderson County
 - 2) Arts Council of Henderson County
 - 3) Council

STEP THREE: RFQ (Request for Qualifications) & Finalist Selection

- Prepare RFQ, a request for qualifications from artists wishing to pursue the development of the project as identified and described by the committee.
- The steering committee will then review the RFQ's choosing no more than (3) artists who will be given a small stipend from the public art fund of Historic Downtown Hendersonville to pursue the development of a conceptual project.
- The conceptual ideas will then be submitted to the steering committee. Following initial review and vetting the finalist's conceptual design work will be submitted the Design Sub-Committee for review.

STEP FOUR: Final Selection

- Chosen finalists present their conceptual ideas in addition to project costs for the site specific designs to the Design Sub-Committee, Staff and guests for discussion and voting. Any entity interested in committing funds to the project will be a vital part of this phase of selection. Their contributions and the committee's final recommendations will be collected and submitted to the City Council who will determine their contribution level.