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INTER|URBAN

ART & CULTURE CONNECTOR

Flyboy by Hebru Brantley | Photo by LAND studio

INTER|URBAN: ART & CULTURE CONNECTOR

Request for Qualifications

The INTER|URBAN Art & Culture Connector will celebrate the rich diversity of cultures and the artists, writers, and people that open and challenge our minds.

The INTER|URBAN is a city-wide initiative to create an experience that connects public transit riders physically, socially, and culturally. The INTER|URBAN serves as a platform for creative expression, world-class experiences, and community programming.

The term “interurban” comes from the Latin term, inter urbes, which translates to “between cities.” In late nineteenth century America, a demand for transportation to agricultural centers and other markets spurred the expansion of the highly efficient electric street car from inner-cities to other towns and metropolitan areas. The first interurban in the United States was opened in Ohio in 1889. Ohio would eventually create the largest system of interurban rail in the country, with more than 2,800 miles of track, 1,000 miles more than the next largest state. Every community in Ohio with 10,000 residents or more had access to interurban transit, making easier commerce, travel, and the spread of goods and ideas. However, with the advent of the automobile and highway system came the decline of the interurban and by the 1930s most had been decommissioned.

Drawing from the idea of the interurban as a people-mover and community connector, we are proposing a reinvention of the term to represent a system that uses rail transit to connect people to culture, art, and diverse communities, making Cleveland’s INTER|URBAN the first cultural connector of its kind.

- **Public + private partnership: the City of Cleveland, Greater Cleveland Regional Transit Authority, Northeast Ohio Areawide Coordinating Agency, The Cleveland Foundation, Anisfield-Wolf Book Awards, LAND studio**
- **Large-scale murals + photography**
- **Local + international artists working side-by-side**
- **Inclusive world-class experience**
- **A foundation for learning, acceptance, growth, and celebration of all cultures**

INTRODUCTION

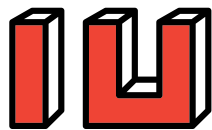
EXAMPLE SITES



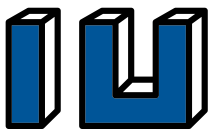
EXAMPLE ARTWORKS



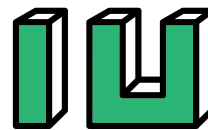
RTA SYSTEM MAP



INTER|URBAN RED



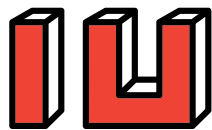
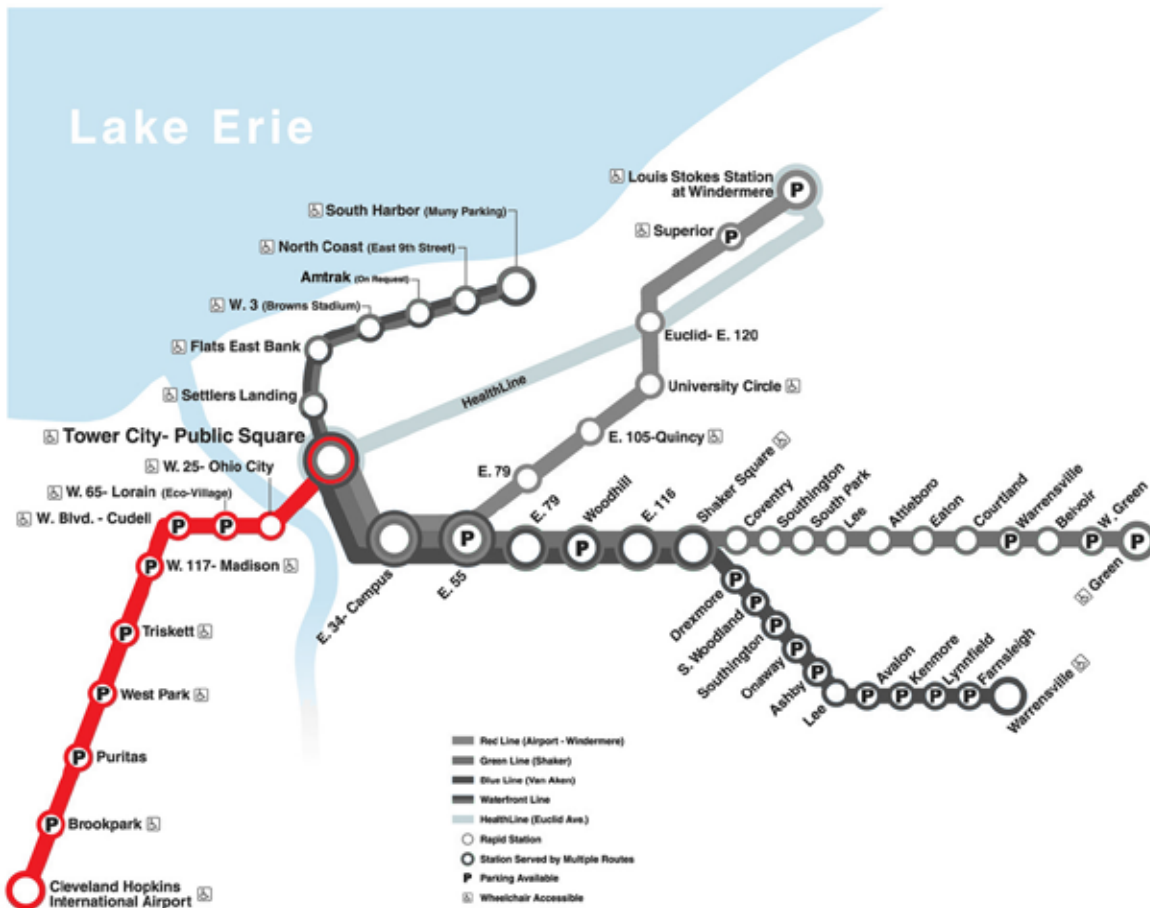
INTER|URBAN BLUE



INTER|URBAN GREEN



2016 FOCUS AREA



INTER|URBAN RED

PHASE 1

The first 8-12 sites will be implemented along the western and central areas of the Red Line Corridor. Implementation will begin in April of 2016 and conclude no later than June 2016.



REQUEST FOR QUALIFICATIONS

The City of Cleveland, the Greater Cleveland Regional Transit Authority (RTA), and LAND studio are requesting qualifications from artists or teams of artists interested in participating in the creation of large-scale mural and photography projects along RTA's Red, Blue, Green, and Waterfront rapid transit lines to be entitled as "the INTER|URBAN project."

RTA provides transportation services for approximately 200,000 customers on a typical weekday, or about 50 million rides annually, through a variety of services. The Rapid Transit rail system consists of both heavy and light rail, connecting 9 million riders to 4 cities on 34 miles of track. As part of RTA and the City of Cleveland's initiative to begin beautifying our rail lines, the INTER|URBAN will bring color and vibrancy to a heavily-traveled public transit system, beginning with 6-12 initial public art sites to be completed by Spring of 2016.

Because this is such an important and unique project, instead of the typical submission of pre-conceived proposals, artists will work with LAND studio, the Curatorial Team, and the Project Advisory Committee (representatives from NOACA, The Cleveland Foundation, the City of Cleveland, and RTA) to develop designs related to themes inspired by the Anisfield-Wolf Book Awards that celebrate the rich diversity of cultures and the artists, writers, and people that open and challenge our minds.

ELIGIBILITY

This competition is open to all artists or teams of artists above the age of 18 that submit portfolios in response to this request for qualifications.

PROJECT BACKGROUND

The Red Line Public Art Plan was prepared by LAND studio for the City of Cleveland and recommends a strategy for public art investment as well as outlines the benefits it could bring to the city and broader region. Since the initial Red Line Public Art Plan, the project has grown to include the Waterfront, Green, and Blue light rail lines - creating the INTER|URBAN project.

The rapid lines connect multiple municipalities and neighborhoods as well as many of Cleveland's centers of economic importance, such as the airport, downtown, and University Circle. Greater attention to public art along the way will result in an art collection that will make travels on the rapid lines more pleasant, interesting, thought-provoking, and beautiful. Additionally, the themes of cultural celebration create a space that encourages discourse on timely cultural issues.

Read the Red Line Public Art Plan at: http://issuu.com/joelanzilotta/docs/red_line_public_art_plan_final_3_30/1

View the Red Line Art video at: <https://www.youtube.com/watch?v=10Yk3T0kChU>

REQUEST FOR QUALIFICATIONS

CURATORIAL TEAM

The Curatorial Team will consist of Jasper Wong & Kamea Hadar of POW! WOW!, a Hawaii-based group dedicated to the proliferation of murals around the world, and Fred Bidwell, founder of the Transformer Station, a contemporary art museum and gallery located in Cleveland, Ohio. They will be working directly with the staff of LAND studio and the Project Advisory Committee. As part of the curatorial process, artists will be asked to reflect on and use general themes associated with the Anisfield-Wolf Book Awards as inspiration. The Anisfield-Wolf Book Awards celebrate authors of literary works dealing with social justice and the celebration of diversity and people of all cultures and backgrounds.

POW! WOW! - <http://powwowhawaii.com/>

Transformer Station - <https://www.transformerstation.org/>

Anisfield-Wolf Book Awards - <http://www.anisfield-wolf.org>

SUBMISSION REQUIREMENTS

Artists or teams are asked to submit links to portfolio websites, digital portfolios, or up to 12 relevant work samples in jpeg or pdf format. **Submissions must include: Name, Email, Phone, and Website (if applicable)**

For Phase 1, artists will be selected only through the request for qualifications process. Submitting a portfolio neither excludes nor includes artists in the process.

Implementing the INTER|URBAN will span multiple years as it involves the Red, Blue, Green, and Waterfront Lines. Artists submitting for this RFQ will be considered for both current and future phases of the project. Selected artists will be contacted for participation on particular sites by LAND studio staff when a location appropriate for their work is ready for a design.

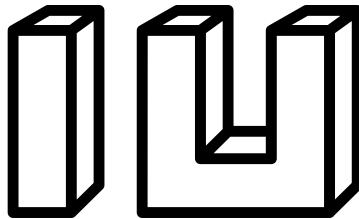
SUBMISSION DEADLINE

Submissions to be considered for the initial phase of work, which is scheduled for implementation in Spring 2016, should be submitted **no later than Friday, January 22, 2016**. Entries can be submitted electronically to jlanzilotta@land-studio.org and/or RTA's ARTS-IN-TRANSIT website (<http://www.riderta.com/programs/artsintransit>).

SUBMISSION EVALUATION

Artists submissions will be evaluated by a selection panel consisting of members of the Curatorial Team, the City of Cleveland, RTA, RTA Arts-in-Transit Committee, and the Cleveland Foundation or their representatives.

Direct questions to Joe Lanzilotta at jlanzilotta@land-studio.org or 216-621-5413, ext. 129.



INTER|URBAN

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The INTER|URBAN is a city-wide collaboration among the Greater Cleveland RTA, City of Cleveland, LAND studio, and the Anisfield-Wolf Book Awards. This multi-year initiative launches in 2016 with the generous support of NOACA and the Cleveland Foundation.

Produced by LAND studio

All photos courtesy of LAND studio