

CALL FOR ENTRIES

Powahouse
%4ART
Competition

Roxbury, MA

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Release Date: August 9, 2010
Entry Deadline: September 20, 2010

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Project Description

One percent of the Powahouse construction budget will support the creation of an inspiring work of art on a long neglected street corner. Both new and established artists are encouraged to enter the competition.

A project of Roxbury's design/build company Placetaylor, the Powahouse is a small apartment building designed to meet the stringent Passivhaus sustainability standards and produce more energy than it consumes. The project is comprised of three interlocking dwelling units of various sizes and styles. The Urban Arts Institute at Massachusetts College of Art and Design is facilitating the artist selection process.

Eligibility

Powahouse Percent For Art Competition is open to all artists, designers, architects and teams with a principal place of residence in Massachusetts.

Site

The commissioned work of public art will be installed within the legal boundaries of the Powahouse property, facing the historic Alvah Kittredge Square in Roxbury's Highland Park neighborhood. The competition winner will propose the proper siting of the work.

Purpose

Outside of the benefits inherent in the endeavor and artistic work itself, it is hoped this competition will spark a discussion about the state of legally mandated Percent For Art programs in the local construction industry. Currently, there are none.

What if every building, whether commercial or residential, private or public, were required to erect a work of art where it abuts the public domain? Why not turn our streetscapes into enticing cultural destinations in their own right?

Budget

The all-inclusive budget for proposal development and fabrication will be no less than \$4,000. This amount may increase as the Powahouse project budget evolves.



Jury

Jury members are: Celia Grant, Director of Marketing & Creative at Associated Industries of Massachusetts; Chris McCarthy, community leader of the Kittredge Square revitalization initiative; and Gretchen Schneider, public artist, architect and educator.

Review Criteria

- While experience in creating public art is a plus, it is not required.
- Strong awareness of cost, maintenance, and durability issues in outdoor work.
- Collaborative approach to design and implementation.
- Clear design conceptualization, offering a nuanced interpretation of anticipated interaction with passersby (e.g.: Will it be “engaging”, or “static”?).
- Evidence of comfort and agility in youth and community engagement.

Timeline

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| Call for entries. | August 9, 2010 |
| Deadline for entry receipt. | September 20, 2010 |
| Three finalists invited for site visit, review of Alvah Kittredge Square renovation master plan, and interviews. | October 4, 2010 |
| Winner announced in press release and Placetaylor website. | October 25, 2010 |
| Optional: “Community Charrette – Curating the Kittredge Square Art Collection”. Time and location to be announced. | November 1, 2010 |
| Winner commissioned to draft design proposal. | November 15, 2010 |
| Design proposal exhibited in Haley House gallery. Community feedback solicited and final design approved. | Winter 2011 |
| Artwork fabrication begins. | Spring 2011 |
| Anticipated artwork unveiling. Festive artist reception and exhibit in substantially completed Powahouse. | Fall 2011 |

Submission Process and Checklist

Entrants must email a vision statement with attached entry form and three images of past work to christina.lanzl@massart.edu. Individual emails may not exceed 4 MB.

- Vision Statement, no more than three paragraphs long, describing the entrant’s approach to public art in an urban context.
- Completed Entry Form (see page 4), detailing each attached image.
- 3 clearly labeled JPEGs of 3 existing works, formatted as follows:
 - Formatted to read in Adobe Photoshop
 - 72-300dpi Image resolution
 - Maximum file size per image – 1MB
 - Name each image: lastname_firstname_imagenumber.jpg



Contact

With questions about the Powahouse Percent For Art Competition, and to submit your entry, please contact:

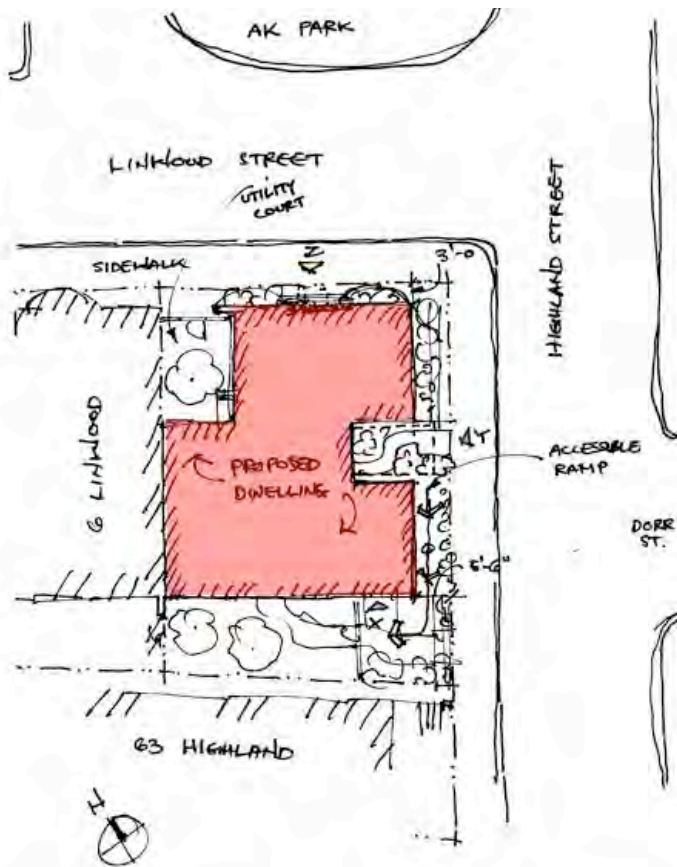
Christina Lanzl, Project Manager
Urban Arts Institute at Massachusetts College of Art and Design
christina.lanzl@massart.edu
617.879.7973

With questions about the Powahouse design, Passivhaus standards and net-positive energy buildings, please contact:

Simon Hare, Strategic Director
Placetaylor Inc.
hare@placetaylor.com
617.639.0633 x1

This call for entries is posted at <http://www.urbanartsinstitute.org> - click on Opportunities.

Powahouse Site Sketch



Address: 2 Linwood Street, Roxbury, MA 02119

