Art on the Atlanta BeltLine

Artists’ Info Session

@artonatlanbeltline
@atlantabeltlineart
Organizational Structure

TAD Funders

Public Redevelopment Authority

Single Purpose Implementation Agent (Public Funding)

Community Programming (Private Funding)
Southside Trail
Muralists can apply to paint one of four bridges on the Eastside Trail:
- Virginia Ave
- North Ave
- Highland Ave
- Edgewood Ave

Please consider the unique shapes each bridge poses in your proposal!
Sculptors can apply to display work along any of our three trails.

We have a limited number of concrete pads available.

Drilling into bridges is prohibited.

Any lit work must be self-powered.
Performing artists can apply to creatively activate and celebrate the corridor in any location through pop-up style events.

Events must be self-sustaining and not require outside power nor technical support.
Musicians and performers can apply to be a part of this Westside Trail activation and celebration.

Technical support and fixed locations are provided.
Special Projects/ Guest Exhibitions

Atlanta arts and culture organizations can apply to show their work/project, host a pop-up event, or other exciting ideas.
What Does A Good Proposal Look Like?

- Durable materials
- Minimal maintenance in outdoor setting
- Safe deinstallation
- Safe for public interaction
- Suitable for all ages and audiences

art.beltline.org/files/2018/07/AoAB_example_proposals.pdf
Example Proposal
Example Proposal

TENSION

Art on the BeltLine Entry, 2018 | Gavin Bernard

Summary: There is beauty in disclosed tension; it creates an opportunity for conversation that can in turn become a bridge connecting that which at some point seemed irreconcilable.

Concept: Ponce de Leon Avenue stands today as a physical testimony of a point of tension Atlanta knew well after the Civil War: segregation. This important street once separated two completely different racial and socio-economic demographics; and even though this separation has become blurrier over time, it is still visible in some parts. Intersections such as Boulevard and Monroe Dr serve as reminders of a spatial boundary that once segregated affluent white neighborhoods in the north from lower-income black neighborhoods in the south. The name change of the street speaks for itself.

The tension present during those times brought about changes such as the Civil Rights Movements that bent the course of history from our very own backyards.

Tension of other kinds I are still present today in our city and in our world. Cultural, social, political, racial, religious, artistic, and philosophical tensions between us and others surround our everyday, though unspoken most of the time.

Tension is often seen as a thing to avoid, a thing to hide; yet it is precisely in the synergy created by two opposite forces pulling apart where an opportunity for action can arise. It is in the midst of tension where honest political and social discourse is needed and where art should have a voice. It is in the midst of tension where creative thinking thrives.

Tension is good. It is when we embrace it, outside and inside ourselves, that we grow. This installation seeks to celebrate both the concept tension as well as the bridge across Ponce de Leon Avenue and the many conversations it represents.
Example Proposal

TENSION

Art on the BeltLine Entry, 2018 | Gavin Bernard

DESCRIPTION: "Tension" is a two-dimensional string installation composed of repeating geometric patterns that change colors over the length of the Ponce de Leon Avenue bridge.

INSTALLATION STEPS:
1. Assessment and documentation of the existing conditions of the Ponce de Leon Avenue bridge [done].
2. Recruiting of staff: 3 people. Meeting with staff to go over design, schedule, process, and practicing of knots and cutting procedures.
3. Preparation of site which includes using color tape to mark and number the points to be used while weaving each section.
4. First section is built using a pre-cut piece of cord that is 140" in length.
   - Weaving pattern will follow the numbered path starting on the top right and ending on the top left (see graphic to the side)
   - The first and last knots will be done using a Backhand Hitch knot and finished by burning the ends of the cord and bonding them to the back of the knot.
   - The cord will wrap around the fence horizontally as seen on photo to the right to keep the tension.
5. Once the 140"-length of the cord is confirmed on site to be appropriate, the remaining cords will be cut using the hot knife cutter.
6. Once the first section or "star" is completed, artists will start a new section following the pre-designed pattern. There is a total of 40 sections on each side of the bridge. 4 different colors will be used as shown below.

BUDGET

<table>
<thead>
<tr>
<th>Material</th>
<th>Unit price</th>
<th>Quantity</th>
<th>Subtotal</th>
</tr>
</thead>
<tbody>
<tr>
<td>500 Paracord 1/8&quot;  Solid Colors Corres. Red (8 colors)</td>
<td>$30</td>
<td>32 rolls</td>
<td>$960</td>
</tr>
<tr>
<td>Pearson Electric Rope Cutter</td>
<td>$119</td>
<td>1</td>
<td>$119</td>
</tr>
<tr>
<td>Extension cords</td>
<td>3</td>
<td>$10/each</td>
<td>$30</td>
</tr>
<tr>
<td>Color tape</td>
<td>$8</td>
<td>2</td>
<td>$16</td>
</tr>
<tr>
<td>Contingency (10%)</td>
<td></td>
<td></td>
<td>$270</td>
</tr>
<tr>
<td>Artist hours (15 people, 10 hours each)</td>
<td>$40</td>
<td>50 hours</td>
<td>$2000</td>
</tr>
<tr>
<td>TOTAL</td>
<td></td>
<td></td>
<td>$3,996</td>
</tr>
</tbody>
</table>

INSTALLATION GUIDE

COLOR PALETTE [CONCEPTUAL PALETTE MAY CHANGE]

Conceptual Elevation: Proposed pattern

Note: Installation is projected to take a total of two evenings (8 hours each evening). 5 people will be needed to complete the installation. Power cords, step ladders, step stools, and other tools (not budgeted) will be used during the installation.
TENSION

Art on the BeltLine Entry, 2018 | Gavin Bernard

Gavin Bernard is an interior and product designer, and a large-scale installation artist. Native of Great Britain, who has called Atlanta home for the past seventeen years, he is the co-owner of the interior design firm Grafite.

Grafite has designed interior spaces for Octane Sparrowhawk, Avary Salon, among others. Gavin is also partner of Wake Up Dear, an Atlanta-based design group which created “000”, an intricately woven pendant light that creates geometric patterns of light and shadow. He designed and installed the art experience for WonderFarm 2016 at Krog Street Market and has worked in other creative installations in the Atlanta area.

Gavin Bernard
404.663.1377
5026 Flakasmill Rd
Ellenwood, Ga 30294
gavin@grafiteink.com

Above and below: 000 Light by Wake Up Dear
Contribution: Design and construction
Photos credit: Joshua Plail

Above: Henry B. June by Grafite
Contribution: Design of interior space and construction of art installations within the space
Photos credit: Elliot Lee

Below: Octane Coffee by Grafite
Contribution: Design of interior space
Photos credit: Andrew Lee

Above and below: WonderFarm by Gavin Bernard
Contribution: Event design and construction of art installations
Photos credit: Ross Knight
AoAB Exhibition Support Positions

• Exhibition Foreman
• Exhibition Conservator
• Exhibition Documentation (Photography and Videography)
• Family Paint Day Facilitator
Support Positions: Foreman

Duties may include but are not limited to:
- Arial platform operation
- Forklift driving and other heavy machinery operations
- Scaffold rigging
- Technical direction during performances
- Installation and de-installation of sculptures
Support Positions: Conservator

Duties may include but are not limited to:
- Restoration of metal sculptures
- Restoration of murals
- Documenting damage and repair
Support Positions: Documentarian

The person or team must have experience photographing fine art, events, and concerts.

Duties may include but are not limited to:
• Capturing art pieces, events, and activities
• Editing
• Delivering full res files
• Coordinating with ABI staff
Support Positions: Family Paint Day Facilitator

Duties may include, but are not limited to:
- Securing locations for events
- Designing the mural(s) with ABI review
- Purchasing paint and supplies
- Managing the event(s) onsite and instructing community members on painting
Residency Program

Program designed to offer real-world experience operating within the realm of public art and infrastructure with three opportunities:

- Scholar-in-Residence
- Curator-in-Residence
- Artist-in-Residence
Residency Program: Scholar

Timeline:
July 2020– June 2021

Research Topics:
• Public Art
• Cultural Placekeeping
• Analytics of economic impact of public art

Deliverables:
• Academic white paper with public presentation

2019-2020
Scholar-in-Residence, Benae Beamon
Residency Program: Curator

**Timeline:**
July 2020- June 2021

**Deliverables:**
- Develop, engage, publicize, and execute a body of work for temporary exhibition
- 3 public talks and Q&A sessions

2019-2020 Curator-in-Residence, Courtney Brooks during one of the Hair Day workshops for her Journey of a Black Girl exhibition
**Residency Program: Artist**

**Timeline:**
July 2020-June 2021

**Deliverables:**
- Body of work for 3-month exhibition (if non-performative)
- 3 public talks and Q&A sessions
- 1 donated work to ABI’s collection (if non-performative)

2019-2020 Artist-in-Residence, Dr. Fahamu Pecou during the installation of his interactive sculpture, *We Can't Cop Cars Without Seeing Cop Cars*
We look forward to reading your proposals!