

Upcoming Art Opportunities at BART



Presentation by:
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Regina Almaguer, Art Consultant

Artist Workshop #1
Joyce Gordon Gallery, Oakland
July 8, 2015



Tonight's Agenda

- Overview of New Art Program
- Three Art Opportunities:
 - 19th St Oakland Station
 - El Cerrito del Norte Station
 - Powell St Station
- CAFÉ Application Process



Art Policy Goals

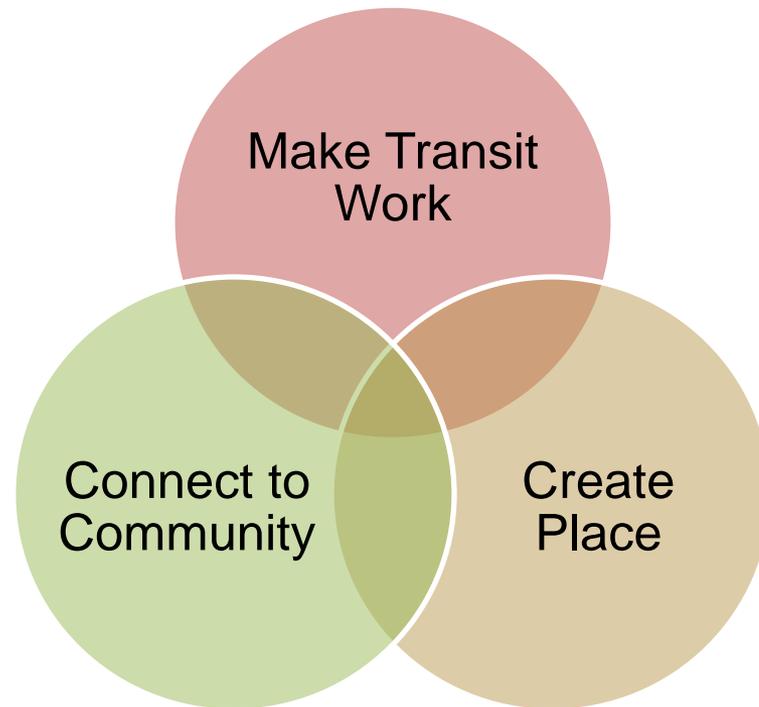
- **Cohesion.** Create a Single, Cohesive Art Program
- **Opportunity.** Proactively Seek Opportunities to Implement Art
- **Partnerships.** Leverage Investments Through Partnerships
- **Make Transit Work.** Use Art to Achieve BART's Functional Goals
- **Showcase Art.** Maintain and Interpret BART's Art Collection
- **Integrated Design.** Raise the Bar on Design by Including Art Early
- **Transparency.** Establish a Transparent Process for Collaboration
- **Engagement.** Engage with Communities



BART Station Modernization Program

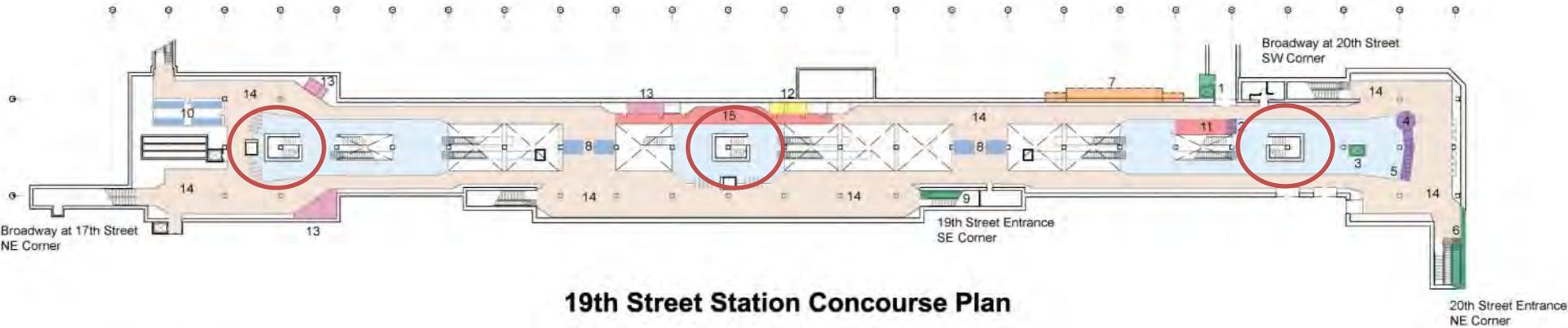
Gateway Stations

- Transformative Improvements
- Showcase to leverage future funding
- Comprehensive assessment of need, with prioritization





19th Street: Stairwell Lightboxes



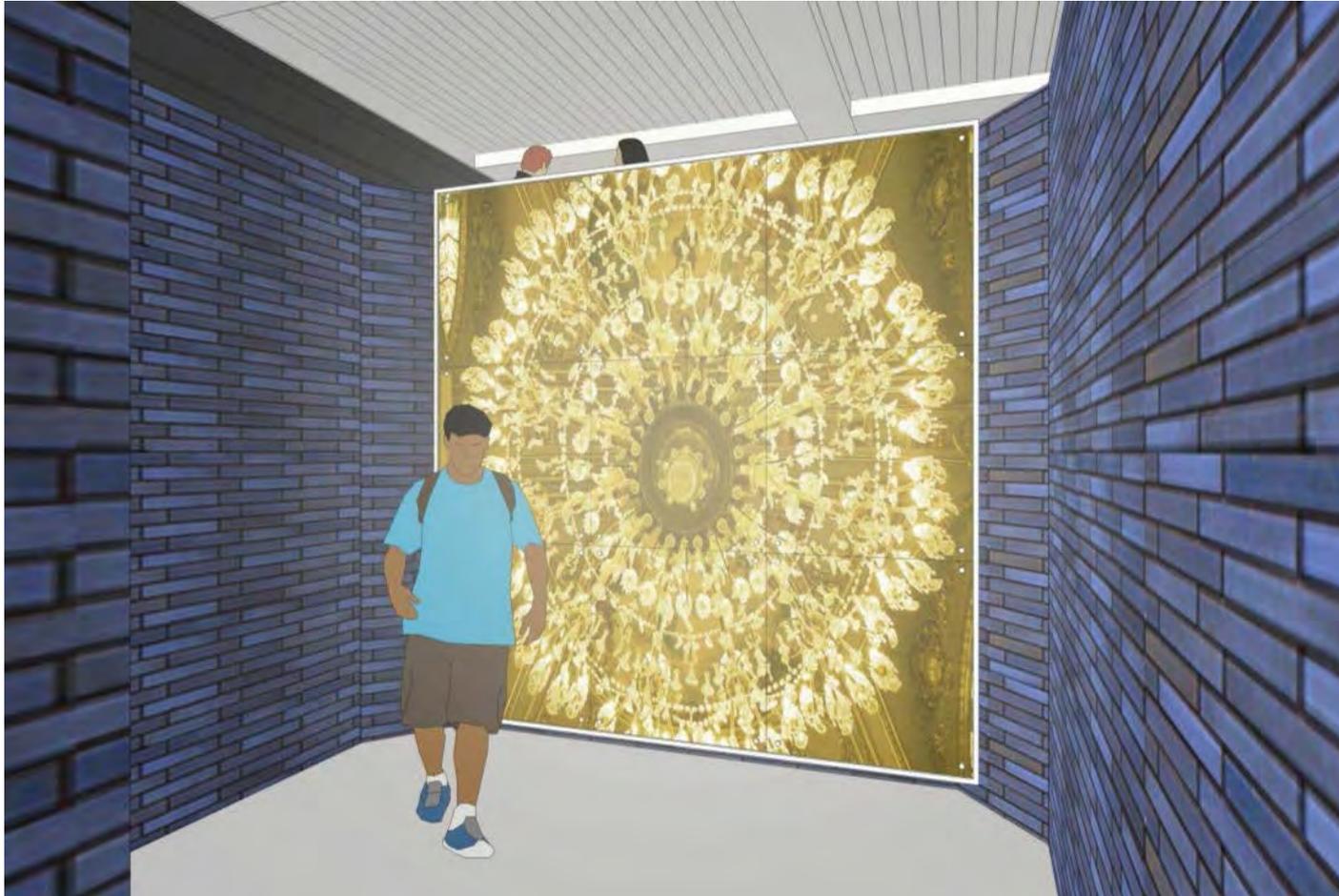
19th Street Station Concourse Plan

- New Vertical Circulation
- Bicycle Parking
- New Free Area
- New Fare Gate Array
- AC Transit BRT Stop Above
- Patron Restrooms
- Unused Vendor and Unassigned Space
- Paid Area
- Free Area

1. New Elevator to Street
2. New Fare Gate Array
3. New Elevator to Platforms
4. New Station Agent Booth
5. Relocated Fare Gate Array
6. New Escalator to Street
7. BRT Location Above - Moved 20' South
8. Relocated Bike Racks - Parallel to Station
9. Replace Stair with Elevator
10. New Secure Bike Station
11. New Free Area - Add Gates
12. Existing Public Restroom Locations
13. Unused Vendor and Unassigned Space
14. Free Area
15. New Free Area - Removed Gates

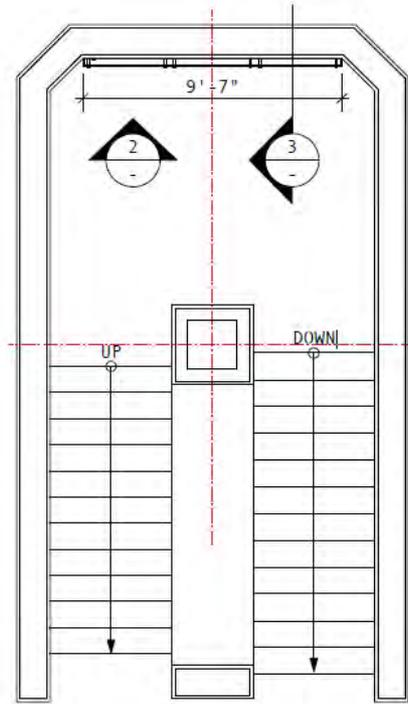


19th Street Lightboxes

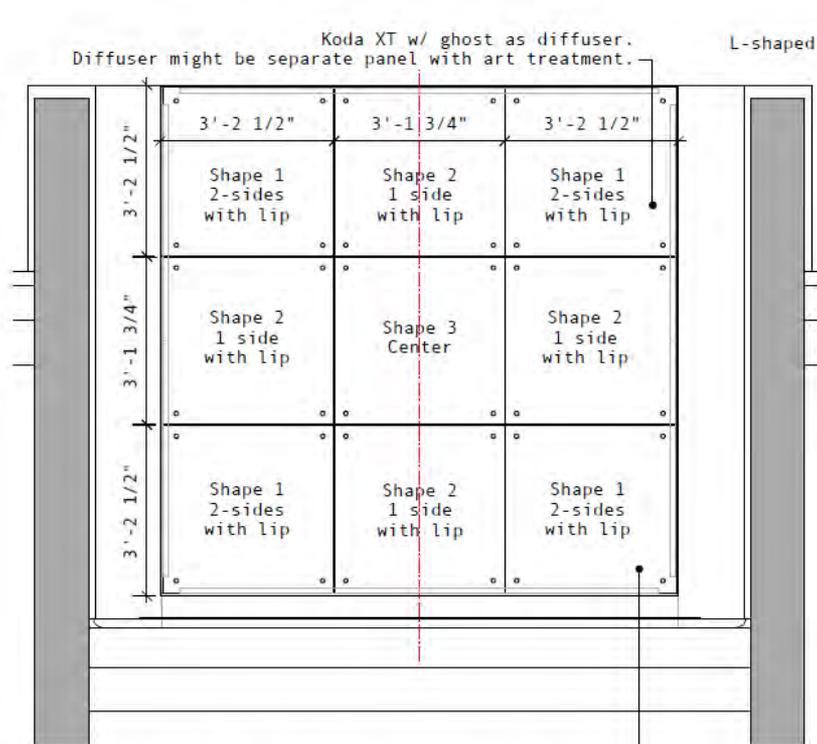




19th Street: Specifications



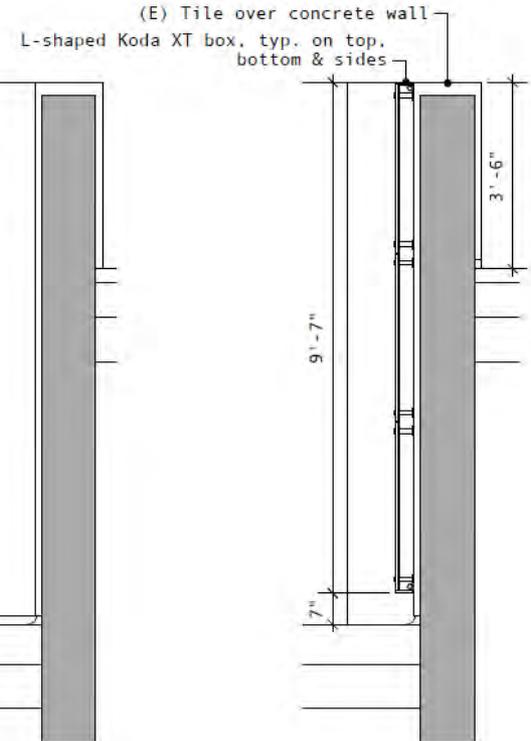
1 Floor plan
1/4"=1'-0"



Layout of LED light fixtures needs to be verified by light designer of record. LED light fixture to be R Hydra LD15 IP67 by Xoolum

2 Elevation
1/2"=1'-0"

- Note:
1. Panels needs to be removable to access light fixtures.
 2. Access to light fixtures must be easy to maintain for BART personnel while being non-accessible for patrons.



3 Section
1/2"=1'-0"

SK 10

merge
conceptual design

216 pico blvd, suite 8
santa monica, ca 90405
p/f 310 581 5343

19th Street Station Modernization
BART
Oakland, CA

Preliminary design of light box at staircase pedestal

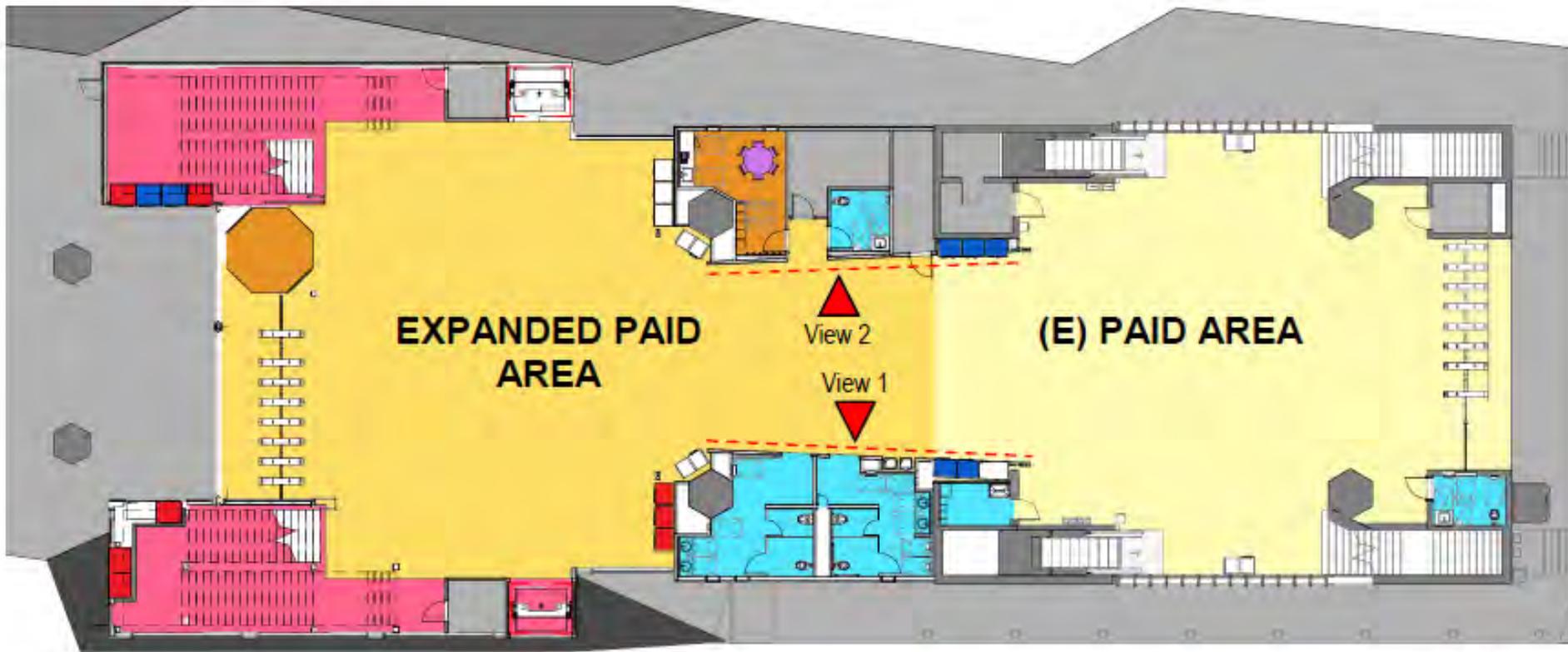
Date: April 07, 2015

Scale: as noted

Page: 1 of 1



El Cerrito del Norte: 2 Mosaic Tile Murals



Plan View of Paid Area





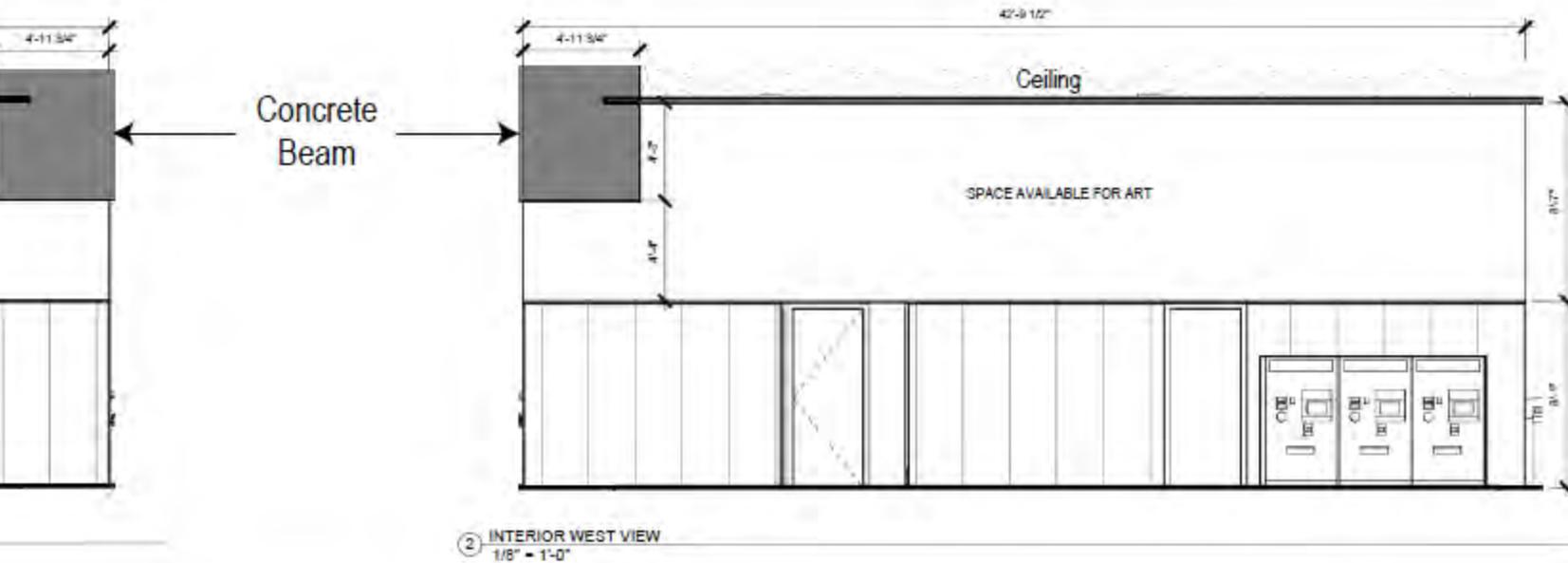
El Cerrito del Norte: Existing Art



Photos of existing mosaic art
New art installation should be mosaic tile medium and employ a similar cool color palette (blues & greens).



El Cerrito del Norte: Specifications





Powell Street: Station Modernization Needs





Powell Street: Changing Conditions





Powell Street: Art Opportunity

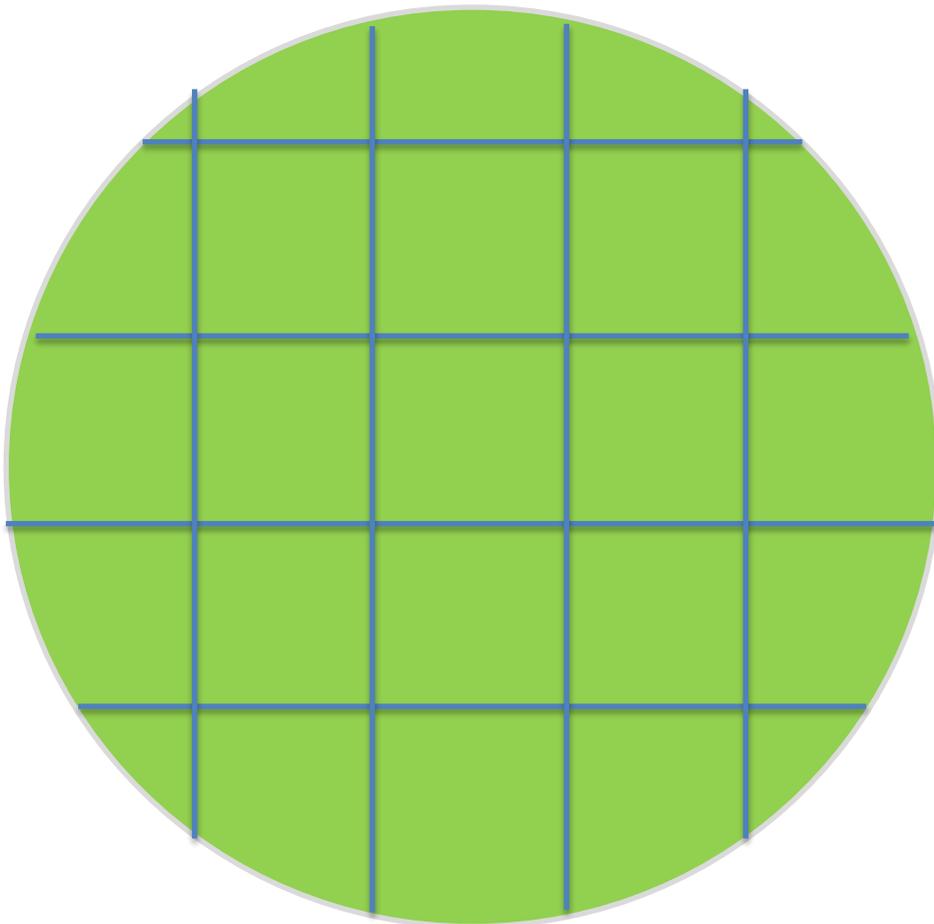
Figure 30: Illustrated Hallidie Plaza





Powell Street: Art Opportunity

~20' diameter



~4' x 4'





Powell Street Specifications

- Ceiling: Lightbox Panels similar to 19th Street
~20' d. Circular Shape made up of 4'x4' panels
two dimensional (10' ceiling clearance)
- Columns: Stainless steel etching or other treatment
Meet BART's physical needs for durability,
safety, resistance to vandalism, ability to clean
- A single art opportunity – apply for ceiling AND
columns
- Reflect Powell Street station role as regional,
international destination
- Reflect needs for visual declutter: clean, sleek design



Application Process

All applications to be submitted through:

CALL FOR ENTRY (CAFÉ)

<https://www.callforentry.org>

- Joining CAFÉ is free. Once you have an account you can respond to a variety of calls
- Application instructions are available on the CAFÉ website
- Images are uploaded as .jpgs
- Images are kept on file but can be switched out for each proposal
- “Call” = Request for Qualifications



Application Tips

Highlighting Your Qualifications

- **Include information about your experience with projects of similar scope in your letter of interest; *or***
- Discuss your skills or other experience that lets the panel know you can successfully complete the project
- Convey your interest in the project: What excites you about it?
- How would you approach conceptualizing an art project in response to the site?



Application Tips

On-time, Clean Submittals

- **Adhere to the deadline:** CAFÉ closes the call at midnight Mountain time (*note the difference in the time zone between California and Colorado!*)
- **DO NOT** layer or crowd your images; 1 or 2 carefully selected individual images of a work are better than 3 images of it crowded into one slide
- Submit only what is requested. Do not include unsolicited information or materials (e.g. specific proposals, letters of reference, etc.)
- Artists may apply to one or more project(s)



Qualifications and Experience

For all projects artists must demonstrate the ability to:

- Create imagery appropriate for the project scale
- Collaborate with project design team in the final fabrication and installation of the artwork
- Work with BART staff, community members and the project design team
- Potentially enter into a Professional Services Agreement with BART, obtain appropriate insurance coverages, attend meetings with BART staff and others



Qualifications and Experience

19th St Station:

Digital artwork that is compatible with planned architectural elements in the station, reflects Uptown Oakland community features

- *Previous experience in large scale (4'+ width or diameter) work*
- *Digital format compatible*
- *Collaboration with fabricator, design team*
- *Clean, lasting imagery*



Qualifications and Experience

Powell St Station:

Digital artwork for a 20' diameter Lightbox centroid that will be fabricated in sections

Design on 4 stainless steel columns

- *Large scale, digital work*
- *Scale, imagery, collaboration with design team*
- *Sensitivity and responsiveness to busy visual environment*
- *Experience with treatment type to be proposed on columns*
- *Reflection of high profile nature of Powell Street*



Qualifications and Experience

El Cerrito del Norte Station:

- Artists must have extensive experience in architecturally scaled mosaic murals to produce work in studio or should be able to oversee fabrication of the artwork by others.
- Artwork must be visually compatible with the existing station glass tile mosaic murals.



Jurying Process

Phase I: RFQ

- Call for Artist Released on CAFÉ
- A Selection Panel will be established for each project
- Panels will include arts professionals and representatives from BART, the local community and the City (SF, Oakland, or El Cerrito)
- Panels will review applications, shortlist artists and select up to 3 finalists per project
- Finalists will be selected based on the aesthetic quality and creativity of their past work and their ability to work in the scale and medium required of the project(s) to which they apply



Jurying Process

Phase II: RFP

- Selected finalists will receive RFP to develop site-specific proposal, and must review draft BART agreement.
- Finalists will participate in a project orientation prior to submitting site-specific proposals
- Finalists will receive stipend for developing specific proposals
- The Selection Panel will review each proposal and may make recommendations for modifications to fully comply with BART's operation and maintenance requirements.
- Following any required modifications, panel will recommend projects to be implemented
- The BART Board of Directors have final approval of artwork



Timeline

July/August: Ongoing Artist Workshops

Late Summer: Call for Artists RFQ released

Fall: Artist Finalists Selected and Provided RFP

Fall/Winter: Site Specific Proposals Developed and Reviewed

Spring 2016: Contract Awarded

Mid 2016: Station Modernization Construction Begins

End 2017: Station Modernization Projects Must Be Completed



Questions?

www.bart.gov/art

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