



PROSPECTUS

City of Albuquerque Public Art Program

To Commission Designs for the Route 66 Crossroads Project

LOCATION/CONTEXT: The Albuquerque Arts Board and the Route 66 Crossroads Art Selection Committee have initiated a 1% for Art project for Downtown Albuquerque. This project will memorialize the Historic Camino Real, the pre-1937 Route 66 alignment along 4th Street (Calle Cuarta), the post-1937 alignment of Route 66 along Central Ave, and the only place in the U.S. where Route 66 is believed to cross itself (the intersection of 4th St. and Central Ave.) The Albuquerque Arts Board and the Route 66 Crossroads Art Selection Committee seek to place permanent markers that commemorate the uniqueness of the site.

SITE: The intersection of Central Ave and 4th St. in Downtown Albuquerque. Each of the four corners of the intersection will have one commemorative marker installed in the sidewalk/pedestrian right of way.

PROJECT INTENT/THEME: It is the intention of the Albuquerque Arts Board and Route 66 Art Selection Committee to seek artists from around New Mexico who are interested in this important historic site and highlighting themes related to geography, history, travel, and culture. The project will serve to commemorate this unique location, and each corner will be dedicated to one of the following four themes: Camino Real, Pre 1937 Route 66 alignment (4th Street, or Calle Cuarta), post 1937 Route 66 alignment (Central Ave), and the “future” of Route 66. Please read attached Project Narrative.

MEDIA/STYLE/SIZE: The selected artist’s designs will be used to fabricate and install four commemorative markers, suitable for permanent outdoor display. These markers will likely be cast in steel, iron, or bronze, with a dimension not to exceed 24” in any direction or in diameter. Designs can be circular, square, or uniquely shaped to compliment the design but must be solid in form. All design(s) should include the text “Albuquerque,” and “New Mexico.” “Camino Real” text should be included on at least one design, and “Route 66” on at least two designs.

PROJECT FUNDS: \$5,000 is available to commission four designs for this project. The source of funds for this project is General Obligation Bonds - 1% for Art – Streets. Note: The Albuquerque Arts Board allocated funds to commission the designs. Fabrication and installation funds are being sought through state legislative request.

APPLICATION/SELECTION PROCESS: Submissions must be received no later than

5:00 pm on November 7th, 2014. Artists and designers will submit ONE preliminary graphic design or sketch for one of the corners listed above. Up to five finalists will be paid a stipend to develop designs for all for corners of the intersection.

ELIGIBILITY: This is an open competition for all artists residing in New Mexico.

ATTACHMENTS: Project Narrative, Site photographs, and maps.

MATERIALS - Artists must submit the following items for the project:

1) A letter of intent, not to exceed one page, which includes a description of your ideas and the themes that will be addressed in your designs.

2) One preliminary visual representation or sketch of one of the corners of the intersection. These should be high contrast line drawings which indicate how the metal will be cast in low relief. The designs should be submitted in JPEG format. Please select ONE theme to illustrate your style and concept: Camino Real, Pre-1937 Route 66 alignment (4th Street), post-1937 Route 66 alignment (Central Ave), and the “future” of Route 66. If selected as a finalist, you will be paid a stipend to develop the other three corners/themes.

3) Between 3 and 5 digital images of past work that demonstrates the artist’s design capabilities and personal aesthetic.

4) An annotated image key, clearly labeled with your full name and a numerical listing for each image, the title of the work, the media, dimensions, and year of completion.

5) A current resume including statements regarding your artwork/education.

All of these materials should be in electronic format: Please use a standard ‘Word’ format for all written documents. All images, drawings and diagrams should be created in a standard JPEG format (no larger than 8 X 10 at 300 DPI). Individual emails should not exceed 12 MB. *If you send multiple emails to accommodate your submission, please label them in the subject area of your email with your last name and the sequence. (Example: Garcia 1 of 3)*

Submissions must be received by email to: publicart@cabq.gov by **November 7, 2014 at 5:00 p.m.** Mountain Standard Time.

Project Schedule: The Public Art Program expects to execute a contract in the winter of 2015. Project updates will be available on the Public Art web site.

www.cabq.gov/PublicArt

QUESTIONS/FOLLOW UP: Questions about the project may be directed to Brendan Picker at the Albuquerque Public Art Program (505) 768-3566 or email: bpicker@cabq.gov

ATTACHMENTS

Project Narrative: The Route 66 Crossroads public art project was initiated as part of the Route 66 Action Plan, which envisions Route 66 in Albuquerque as a vibrant and rich experience for all generations with attractions that build upon the memories of the past, contribute to the present lives of locals and has an ever-evolving appeal that expands into the future. The Plan identifies strategic actions, developed during an extensive community planning process, which improve, enhance and celebrate the roadway's legacy; historic Route 66, as Albuquerque's main street, and for the future, as a diverse, technologically advanced economic engine for the City.

The Plan outlines a project at the Crossroads as follows:

Create an interactive experience at 4th Street (Calle Cuarta) and Central Avenue to showcase the crossing of the Camino Real and pre and post 1937 Route 66 alignments. Interpretive elements featuring downtown history and public art that encourages a "photo opportunity" could be installed at the famous intersection.

Albuquerque contains the longest intact stretch of the original Route 66 highway in an urbanized area. Commissioned in 1926, Route 66 has played an important role in the history of Albuquerque and the U.S. In 1937, the highway alignment shifted from 4th Street (the historic Camino Real) to Central Avenue, but continued to pass through Albuquerque, creating an intersection of the pre-1937 and post-1937 Route 66 highways. The Crossroads is the place where old and new Route 66 intersects, as well as the El Camino Real, a rich cultural and historic road that, during the colonial years, tied New Mexico to the outside world and connected Zacatecas, Mexico to Santa Fe, New Mexico.

Site Photographs:



SW corner



NW corner



NE corner



SE corner

Map:

