



NEWS FOR RELEASE

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***COLUMBIA RESIDENTIAL & THE BAYOU DISTRICT FOUNDATION  
ANNOUNCE 'CALL TO ARTISTS' FOR PUBLIC ART SCULPTURE***

**Columbia Parc Developers Hold Art Contest for  
Exterior Public Art Sculpture in the New Bayou District**

NEW ORLEANS (Oct. 20, 2009) – Columbia Residential, developer of Columbia Parc at The Bayou District, is calling on Orleans Parish artists to participate in an arts competition. The selected piece of public art will be unveiled in conjunction with the formal grand opening of Columbia Parc at The Bayou District, slated for September 2010.

The Bayou District is a new master-planned neighborhood located just east of City Park in New Orleans. The Bayou District is developing as a healthy, vibrant community with future plans to include recreational facilities, new schools, an early learning center, retail, single-family housing and additional multi-family housing. Columbia Parc – developed by Columbia Residential – is a 466-unit apartment community currently under construction in The Bayou District.

“Columbia Residential seeks to commission an artist/sculptor to design and construct a work of art that will contribute to the positive redevelopment of the emerging Bayou District and support the character of our truly unique neighborhood,” says Columbia Parc’s project manager, Monika McKay. “Not only will the sculpture visually welcome residents and visitors to the Bayou District, it will continue to promote public art works throughout New Orleans.”

The mission of the project is to unite New Orleans' rich artistic traditions with an optimistic view of the future for the newly redeveloped Bayou District Neighborhood. Proposals will be accepted provided that the artwork is durable, meets safety regulations, can remain installed with minimal maintenance for at least 15 years, and achieves the concept goals set forth in the mission summary.

Concepts must incorporate and evolve from the human/tree icon graphic that serves as the symbol of the Bayou District. (See attachment). The selection panel encourages artists to interpret this image, explore and expand upon it within their concepts. (Visit [www.ColumbiaParc.com/art](http://www.ColumbiaParc.com/art) to learn more about the Bayou District and Columbia Parc.)

To be eligible, artist applicants must be at least 18 years of age and current residents of Orleans Parish. Columbia Parc and The Bayou District Foundation will underwrite the costs of the project up to \$35,000. Deadline for submissions is November 30, 2009.

Columbia Residential will convene a selection panel to evaluate the submissions. The Selection Panel will recommend three finalists using the following criteria:

- Strength and originality of the design
- Appropriateness to the site, including aesthetic content and public safety
- Feasibility given timeline and budget
- Durability – ability to withstand weather and human interaction
- The artist's past work and experience

Once the finalists are selected and have been notified, their proposed concepts will be posted to the web for online voting by the general public at [www.ColumbiaParc.com/art](http://www.ColumbiaParc.com/art).

"It is essential to all of us at Columbia Residential that the project intertwines with New Orleans' past and present, becoming part of the fabric of what makes this city great," said McKay. "This competition is not only about displaying a dramatic piece of art at our neighborhood entrance, but also about bringing the community together through the arts which is inherently New Orleans. "

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**EDITOR'S NOTE: In the following addendum please find the Project Summary, Application Process and Calendar. These items can also be found at: [www.colombiaparc.com/art](http://www.colombiaparc.com/art).**

[ADDENDUM PAGE 1]

## **PROJECT SUMMARY**

Proposals for a single, site-specific freestanding sculpture are being considered. Works submitted must be of a scale and made of material(s) suitable for long-term outdoor display. Minimum desired height for the final sculpture is 12' or more from ground (inclusive of the installation base). All proposed work must be designed to withstand an outdoor, unmonitored, high traffic environment that will require minimal maintenance throughout the duration of its desired 15-year lifespan. The work must be securely anchored. All Finalists will be subject to a technical review by an engineer and the City's Design Advisory Committee. Columbia Residential will coordinate the engineer's review and will handle the installation of the winning sculpture, including pouring concrete pads as necessary. An identification plaque will be provided near the final sculpture. The site where the final sculpture will be installed is located on the southern point of the triangular pump house parcel facing northbound traffic on St. Bernard Avenue between St. Denis and Milton, parallel to Jumonville Street. This parcel of land serves as the front doorstep to the new apartment & townhome community, Columbia Parc at the Bayou District.

## **APPLICATION PROCESS**

Columbia Parc will host an informational meeting on Oct. 28 to familiarize artist applicants with the project and the proposed site for artwork. The meeting will be held at Columbia Parc's temporary lifestyle center in the Lake Oaks Shopping Plaza at 6600 Franklin Avenue. Attendance is encouraged, but not mandatory.

Step #1: Contact Monika McKay to register your intent to apply at [columbiaparc.com/art](http://columbiaparc.com/art), by calling 504-681-5715 or by emailing [art@columbiaparc.com](mailto:art@columbiaparc.com)

Step #2: All of the following must be included in your submission in digital format on disk and one hard copy in order to be considered:

- Proposal: A written and visual description of your concept (color rendering must be included, no larger than 11"x17"). Each artist may submit up to 2 proposals.
- Biography: A brief paragraph about the artist's background or professional résumé.
- Budget: Itemized, estimated cost of all materials, equipment, and artists' fees. (NOTE: Artist fee is capped at \$8,750 or 25% of the total budget)
- Installation: A written description of installation plan and equipment needed. (If selected, this will be reviewed by an engineer and can be revised before final acceptance.)
- Portfolio Images: Up to 8 digital images of past work relative to this project. All images should be JPEGs at least 800 x 800 pixels in size and saved to CD. All digital images must be clearly labeled with name of artist and image number.
- Portfolio Image List: Image identification list indicating artist name, image number, title, medium, dimensions (HxWxD), location, and year created.
- Proof of Eligibility: Proof of age and residence in Orleans Parish (ex: copy of driver's license, passport, birth certificate; utility bill or lease).
- References: 1 personal and 1 professional reference including name, email address, phone number, description of relationship to applicant, and the amount of time they've known the applicant. If you are applying as a team, please indicate the lead artist, provide bios and references for all members, and submit no more than 12 portfolio images.

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Submit one (1) hard copy and one (1) electronic copy on disc of all application materials by 5 pm, Monday, Nov. 30, 2009 to:

Columbia Parc at the Bayou District  
at the Lake Oaks Shopping Plaza  
6600 Franklin Ave., Suite A4  
New Orleans, LA 70122  
(504) 284-4769

Clearly indicate "CALL TO ARTISTS" on the labeling of your application materials.

Step #3: Columbia Residential and The Bayou District Foundation will convene a selection panel to evaluate the submissions. The Selection Panel and Project Advisors shall review proposals submitted by eligible artists. The Selection Panel will recommend three (3) finalists.

Step #4: Online voting will commence culminating in the winner being selected by popular vote. The finalists not selected will each receive a \$500 award.

Step #5: Columbia Residential shall facilitate the award process and manage the contract for artist commission. Once under contract, the selected artist will be required to submit a final design maquette, final itemized budget, and fabrication schedule to be reviewed by Columbia Residential prior to fabrication of the artwork.

## **CALENDAR**

Oct. 1: Call to Artists Released

Oct. 28: Artist Informational Meeting from 6 pm – 7 pm at  
Columbia Parc's temporary lifestyle center (located in the Lake Oaks Shopping Center) 6600  
Franklin Ave., Suite A4, New Orleans, LA 70122

Please RSVP by calling 504-681-5715 or emailing [art@columbiaparc.com](mailto:art@columbiaparc.com)

Nov. 30: Submission Deadline

Dec. 15: Selection Panel Meeting

Dec. 21: Finalists Announced

Dec. 23 – Jan. 18: Online Voting

Jan. 19: Winner Announced

Feb. 2: Maquette & Detailed Proposal Due, Engineer Review

Feb. 12: DAC Review (projected)

March 1: DAC Approval (projected)

Aug. 16: Completion Date

Aug. 30: Installation

Sept. 15: Unveiling and Dedication