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Request for Qualifications

Project: Exterior Art Lighting Design Services for Emerald Loop, in Greenville, NC

Lighting Designer Fee: \$ 15,000

Deadline: Friday, May 7, 2021; 5:00pm EST

Project Summary

Creative Placemaking is a key ingredient in the success of revitalizing and sustaining an urban core. The City of Greenville, the Pitt County Arts Council (PCAC), and the North Carolina Arts Council are partnering to implement the next project from its Emerald Loop Plan — Art Lighting for key buildings and structures in the downtown that are within the Emerald Loop. We are seeking qualifications from professional Lighting Designers or a Lighting Design/Build Team to create a lighting framework for these structures.

The selected Lighting Designer will collaborate with Artists Haddad | Drugan (and authors of the Emerald Loop Vision Plan) along with the Pitt County Arts Council, Resources Team, and SmART City Stakeholders. They will develop Lighting Standards and a Lighting Plan for enhancing five to seven existing exterior structures or facades within the Emerald Loop area will provide a way to activate, define and visually connect the core downtown area. The broader goals of this project are:

- To activate and enhance the cultural connectivity, economic vitality, and walkability in downtown Greenville through engaging artwork and creative placemaking.
- To beautify and add character to downtown and reflect the unique characteristics and assets of Greenville.
- To create community pride and celebrate Greenville's diverse community.

Background

The Emerald Loop Vision plan describes a series of public art concepts to help define a new urban trail network in downtown Greenville, NC. A summary of projects and timelines and the complete plan can be accessed at the link above. The Emerald Loop is a conceptual necklace connecting Greenville's existing and envisioned cultural gems. The "Loop" is a multimodal circuit encouraging pedestrian traffic within the inner loop, and vehicular traffic within the

outer loop of downtown Greenville. The goal is to connect the city's artistic and cultural gems, while simultaneously bringing together its neighborhoods and community.

The Pitt County Arts Council is the project manager for the Emerald Loop implementation process, but this is truly a partnership between both the public and private sector.

Representatives on the SmART Resource Team and major stakeholders have included representatives from the City of Greenville, Pitt County, Pitt County Arts Council, East Carolina University, Vidant, GUC, Uptown Greenville, Pitt-Greenville Chamber of Commerce, NC Civil, Greenville Museum of Art, Greenville-ENC Alliance, African American Cultural Trail Committee, and multiple private developers and community members.

Community Profile

Greenville is one of eight cities in the North Carolina Arts Council's SmART Communities program which demonstrates how the arts transform downtowns and fuel sustainable economic development. Greenville is widely recognized as the cultural, educational, economic, and medical hub of Eastern North Carolina. Named for American Revolutionary War General Nathanael Greene, it sits on the south bank of the Tar River and is North Carolina's 10th largest city with over 92,000 people.

The City of Greenville is a vibrant, innovative, and inclusive community with unique and sustainable neighborhoods; an abundance of first-class arts, cultural and recreational opportunities and a strong business climate supported by entrepreneurialism and top-quality educational institutions. Vidant Medical Center is the third largest Level I Trauma Center in the nation and serves as the flagship teaching hospital for the Brody School of Medicine at East Carolina University. East Carolina University boasts a diverse student population of 23,010 undergraduate enrollment (Fall 2018) representing 48 states and 44 countries.

Greenville is an important city in The African American Music Trails of North Carolina (AAMT). The AAMT is an eight-county heritage trail that eternalizes the contributions of eastern North Carolina musicians in gospel, jazz, funk, and popular music. Jazz pianist Billy Taylor is from Greenville and the Billy Taylor Jazz Festival is an annual event. Recent completion of a new project in Town Common Park on the Tar River honors the Sycamore Hill Missionary Baptist Church, its parishioners, and the neighborhood surrounding the church which was a once vibrant African-American community in downtown Greenville that was displaced. The African American Cultural Trail of Greenville-Pitt County will be launched in June 2021.

Greenville is home to many art galleries including Emerge Gallery (also the home of the Pitt County Arts Council), The Art Lab (an Arts Incubator) and the Wellington B. Gray Gallery on ECU's campus. The Greenville Museum of Art houses an impressive collection of 20th-century American art.

Artists' Vision for Emerald Loop Civic Lighting Plan



Lighting the City

The art of exterior architectural illumination provides potent aesthetic effects by embracing the night as a canvas for new perspectives of familiar places. Light art can be affordable and achieved relatively quickly, while yielding a dramatic large-scale impact that transforms existing building facades, towers, columns, cupolas and other architectural features.

A unified approach for lighting significant structures throughout Greenville's downtown will have a large impact, turning the entire area into an immersive art installation. To emphasize the "green" in Greenville and create a strong identity for the Emerald Arts District, a base color scheme that changes monthly could move through a range of greens over the course of a year (blue-greens in the winter and yellow-greens in the summer), with special color schemes for holidays and civic events punctuating the schedule.

It is recommended to engage a lighting designer to create a set of Aesthetic Lighting Standards. This can be used to codify a light program and identify a range of color-changing fixtures and control systems that individual building owners could select from, to simplify maintenance and programming protocols and make a unified civic statement.


Lighting Equipment

Long lasting, powerful, color-changing LED fixtures are available in a variety of configurations, lumen outputs and lenses. DMX and ethernet controllers have the ability to create a myriad of effects with many types of triggers, providing a rich palette for placemaking. Color changes through fades, dissolves and sweeps across a surface can occur over any increment of time. Controllers can be pre-programmed to easily allow for automatic color changes, including special programs to highlight special days. With technological advances in triggering systems such as motion sensors and phone app controls, light art can also be interactive. Another possibility is the projection of images onto buildings using gobos, a lens with a colored or silhouetted image, pattern or words that can be customized and changed at any time.

Greenville SmART Community – Emerald Loop Vision Plan

Facade Illumination

Facade illumination capitalizes on preexisting architectural details by providing novel ways of viewing them. Intentionally angled lights cast shadows to accentuate form and, with color, dramatically change the nighttime appearance of a building, transforming the architecture's character into a more theatrical version. A variety of fixture configurations and lens angles allows for custom effects matched to architecture. Lighting can also be used on the inside of the building to activate window spaces, creating a sense of mystery and life within the otherwise vacant structure.



State Theater, with iconic brick details

Sheppard Memorial Library and various other Center City Greenville buildings offer vertical columns that can be lit

Illuminated columns and facade

City Hall existing illumination could be enhanced with brighter color-changing fixtures

Interior and exterior LED lighting accentuates brick details of historic horse stables in Gemb, Belgium

Combination of interior and exterior LED lighting creates magical effect

Illuminated underpass by Herman Kuiper, in Zutphen, Netherlands

10th Street Connector Underpass; ceiling and walls can be painted with a light color or mural and illuminated with wash fixtures; from the point of view of the automobile, angle of walls makes each side visible from one direction only, creating potential for two-sided, entry/exit installation

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Fee

The total amount to be paid is \$15,000, inclusive of the Lighting Designer's research, communications and meetings with Artists and project stakeholders, travel expenses, mockups, and preparation of reports, lighting standards, and lighting plan document.

Scope of Work and Deliverables

Based on the existing Emerald Loop Art Master Plan document and in collaboration with Artists Laura Haddad | Thomas Drugan (Emerald Loop Vision Plan authors), SmART committee, and key stakeholders, develop Standards for future development of Emerald Loop lighting including but not limited to:

- Overall design intent and cohesive lighting approach.
- Lighting levels and ratio guidelines.
- Color quality guidelines.
- Glare, uplight and light trespass guidelines.
- Lighting equipment and controller recommendations.
- Overall programming vision, including sample sequence of operation and vetted list of special days and colors for variable color lighting systems.
- Recommendations for architectural feature types to receive lighting improvements.

Based on the existing Emerald Loop Vision Plan document and in collaboration with Artists, Emerald loop committee, and stakeholders, select 5 to 7 existing facades or structures and develop concept level lighting design recommendations for each, including but not limited to:

- Renderings, photos of mockups on buildings, and/or hierarchical studies showing lighting design intent.
- Illuminance targets and ratios.
- Estimate of likely cost for final design and implementation of proposed approach.
- Strategy for implementation (may be design/build).

Phase I: Lighting Designer will participate in a kickoff team meeting and spend a minimum of 2 days in Greenville researching the structures, meeting with Artists and key stakeholders (members of the Greenville SmART team, Greenville City staff, and private property owners whose structures have been identified for unique lighting treatments). Designer will provide a brief summary report of this Phase I.

Phase II: With input from the Artists, Lighting Designer will develop a preliminary report on their findings for the Emerald Loop Lighting vision, provide recommendations for lighting standards, provide renderings and/or conduct mockups for buildings/structures to convey artistic lighting ideas; and make a presentation to Greenville SmART team and identified key stakeholders.

Phase III Finalize a Lighting Plan: Lighting Designer will respond to feedback and comments from Artists, SmART team, and stakeholders to refine their recommendations and provide a draft of the lighting plan for identified buildings/structures within the Emerald Loop for final review by the Artists and SmART team.

Phase III Deliverables: The Lighting Plan will be a digital report that includes:

- Final lighting framework and standards.

- Lighting concepts for up to 5 - 7 identified structures/buildings.
- Conceptual lighting renderings and/or photos of mockups, in order to communicate to outside parties what the Emerald Loop artistic lighting can do to enhance the night sky within the Emerald Loop.
- Recommendations for equipment brands and specifications for fixtures and controls.
- Recommendations for Equipment Service providers within a 200-mile radius of Greenville, NC.
- Recommendations for maintenance and routine service.
- Estimate of likely costs for final design and implementation of proposed concepts including all estimated equipment and installation costs.
- Estimate of annual cost projections for use of equipment types.

Eligibility & Submissions

Open to any lighting designer or design/build company authorized to work in the United States. Submit application/materials online at:

<https://pittcountyyarts.org/artists/artist-opportunities/Lighting-Designer>

Submission Guidelines

- A statement of interest in and general approach to the Lighting Design Services for structures within the *Emerald Loop*
- Three references - past clients with e-mail and telephone contact information.
- Resume or bio
- Examples of other relevant work or similar work. Maximum of 10 images. For each image, include a brief description of project location, goals, scope, and budget; as well as applicant's role.

Selection Process and Schedule

There will be a two-step application process. After letter of interest and materials are received, the selection panel will invite up to three applicants to interview. Interviews will be held over a virtual meeting platform.

Evaluation Criteria

- Demonstrated interest in, understanding of, and approach to the Emerald Loop Lighting Design opportunity
- Demonstrated by images of previously completed Lighting Design work.
- Technical competence and comparable scale of past projects.
- Demonstrated ability to create designs that reflect the distinctive characteristics of the place and community.
- Demonstrated ability to complete projects on time and within budget.

- Experience with planning, budget management, and collaboration with multiple stakeholders.

Timeline – subject to change

May 7, 2021 5pm (EST)	Deadline for application.
May 2021	Interview Finalists
June 2021	Select Lighting Designer and Contract
July – August	First Site Visit
November 2021	Final Concept Design Report delivered and approved

Lighting Designer Selection Committee

The committee is comprised of leaders from the SmART Greenville team, which includes representatives from the public and private sector, public art expert, and stakeholders in the community as well as Artists/authors of the Emerald Loop Plan. The selection committee will review all material properly submitted. Finalists will be selected based upon the competitiveness of the applicant’s qualifications.

For additional information on this project: contact

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