



RFQ–Shoreline Signals

CENTRAL IOWA WATER TRAILS
PUBLIC ART INTEGRATION

Deadline Extended!
Qualifications due 11/11/20.

PROJECT DESCRIPTION

The [Central Iowa Water Trails](#) (CIWT) project is an investment in river access points along 150 miles of central Iowa waterways. Shoreline Signals seeks to create an integrated public art component that makes interaction with waterways safer and more appealing.

This public art will *educate new and current users on issues of water safety and quality, visually linking the waterways, and show how and when to engage the rivers that surround and connect the area as described in the Problem Statement.*

This request seeks interest from highly qualified artists for selection of three artists paid to develop proposals. One proposal will result in installation of the completed work at up to three pilot locations. The work aspires to be installed regionally at over 80 sites.

Currently under the stewardship of the Great Outdoors Foundation (GOF), CIWT enjoys a wide range of project partners. Shoreline Signals is managed by Group Creative Services and is operated on behalf of the GOF, Polk County, and Bravo Greater Des Moines.

SITES

Three existing river access points are identified as potential sites for Shoreline Signals. *The artist will design a prototype that would work generally for any CIWT access point. One or more of the three sites will receive the proof of concept installation.*

QUALIFICATIONS DUE 11/11/20

[Review information at Group Creative Services.](#) Submit materials including a statement of interest, CV, & documentation of 3 precedent projects to the [call at CAFE.](#)

PROJECT AT A GLANCE

- Three artists selected Nov 2020
- Site visits Dec/Jan 2020
- Proposals due 2/28/21
- Proposals paid at \$5,000
- Site visit travel paid at \$1,500
- Artist fees and design rights \$25,500
- Fabrication budget \$75,000 for up to three installed prototypes
- Project completion date in 2022
- Total project budget includes professional consultations, insurance, and other expenses

REQUIRED QUALIFICATIONS

- **Demonstrated ability & references showing advanced qualifications. Examples include work exhibited in notable galleries or museums or public works with budgets exceeding \$125,000**
- **Ability to work with a large team including professionals such as naturalists and engineers**
- **History of work that is highly visually compelling**
- **Demonstrated ability to engage diverse communities and reflect their needs**
- **Demonstrated ability to use art as a problem-solving tool with novel and beautiful outcomes**

PROUDLY SUPPORTED BY
IOWA ARTS COUNCIL
IOWA DEPARTMENT OF CULTURAL AFFAIRS

NATIONAL ENDOWMENT for the **ARTS**
arts.gov

PROBLEM STATEMENT

THE SHORELINE SIGNALS PROJECT MUST ACCOMPLISH TWO GOALS

- Beckon people to the water's edge and let them feel welcome.
- Communicate relative safety of river use at that location at that point in time.

Water level relative to user's experience—and therefore safety—shown against a boat ramp / river access incline.

High - Expert

Medium - Intermediate

Medium - Beginner

Low - No fun, expect a lot of sandy portage

might be installed and therefore should not be the primary mode of operation.

Users enjoy the river for recreation, respite, and subsistence. In addition to communicating safety measures, Shoreline Signals must call users to the water's edge to explore and appreciate.

Other safety issues include

- navigation—where to get out? how to be located if help is needed?
- life jackets are essential for all skill levels
- alcohol and substances create unsafe experiences
- different routes have varying levels of obstacles and other challenges
- feeling welcomed by neighboring river users
- rivers are dynamic

Diversity and equity are an integral part of the Shoreline Signals mission. Candidates from all backgrounds are encouraged to apply.



[GroupCreatives.com](https://www.groupcreatives.com)



PRIMARY SAFETY INDICATOR

Each access point has a unique range of flow (cfs) that is safe for most users. This information, along with access to real-time USGS flows, will be provided.

WATER QUALITY INDICATORS

Healthy ecosystems featuring *rich biodiversity* indicate higher quality water. Real-time data available at some sites for artists to include as add-on features for Shoreline Signals proposals include

- Nitrates
- Turbidity

ADDITIONAL SAFETY INDICATORS

Three pilot site options have real time USGS flow rate data available. Some sites feature real-time data monitoring other aspects of water quality. Add-on solutions to presenting these quality issues within the artwork are welcomed. They are not available for many sites where the work