



## Community Planning and Economic Development

# News Release

Contact: Rose Lindsay, Communications (W) 612.673.5015; (C) 612.250.8661

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*Minneapolis City Goals:* Living Well ▫ One Minneapolis ▫  
A Hub of Economic Activity and Innovation ▫ Great Places ▫ A City That Works

## City of Minneapolis Issues Call for Artists for Four Nicollet Mall Projects

**Monday, February 9, 2015 (Minneapolis, MN)** - The City of Minneapolis is seeking artists for four projects as an important part of the redesign and reconstruction of the city's downtown [Nicollet Mall](#). The Nicollet Mall Project encompasses the complete reconstruction of the street and sidewalks along the 12 blocks of the mall from Washington Avenue to Grant Street. The redesign project is being led by New York-based landscape architects and urban designers James Corner Field Operations in partnership with local firms Snow Kreilich Architects, Coen + Partners, and SRF Consulting Group, Inc. Construction is scheduled for completion in 2017.

Minneapolis is a growing city known for its thriving arts community. According to the [Creative Vitality Index](#), the Minneapolis/Saint Paul area is the fifth most creatively-vital metropolitan area among the 35 most populous areas in the country. Creative occupations comprise about 5 percent of all occupations in the city.

Originally constructed in 1968, the vision for Nicollet Mall was to strengthen Downtown's appeal for retail and investment. Today, downtown Minneapolis is home to more than 130,000 jobs with Nicollet Mall containing the densest concentration of jobs and market values in Minnesota. It is a major retail, transit and pedestrian corridor and home to three Fortune 500 companies as well as the Minneapolis Central Library.

The largest [collection of public and private artworks](#) in Minneapolis resides along Nicollet Mall (with the exception of the Walker Art Center's Sculpture Garden). The majority of the mall's collection is artworks commissioned as part of the last renovation of the mall in the late 1980s. This work represents some of the most important artists working in the region at that time from a range of cultural backgrounds. A concurrent process is now underway to determine which of these works to retain on the mall.

The City of Minneapolis seeks to commission and integrate new works representing a diverse range of public artists into the new mall design.

The project's goals are to develop new works of art which:

- Are stimulating and contribute to the mall's reputation as a national destination,

- Engage adults and children at both large scale and detailed (intimate) levels,
- Contribute to mall's vitality and ability to attract visitors,
- Represent the best creative ideas and the range of cultural communities in the city,
- Are compatible with the mall design, the current art collection and the needs of the businesses and residents, and
- Are durable and can be maintained in Minneapolis' climate and urban environment.

The call includes opportunities for artists to:

- Lead a team of local and emerging artists to create series of small lanterns (\$200,000)
- Create a large-scale iconic artwork (\$500,000)
- Design a key feature in the overall mall design (\$225,000)
- Curate/integrate all public art into overall mall design (\$75,000)

The project is open to artists or artist teams who reside within the United States. An informational meeting for artists is scheduled for Thursday, February 12, 2015 from 3:30-4:30 p.m. at Minneapolis Central Library, room S-275, 300 Nicollet Mall. The presentation from that meeting, along with questions and answers, will be posted on the [City's website](#) by February 13 at 4:00 p.m. The deadline for submissions is midnight (MT) on February 27, 2015. The City expects to select artists by mid-April and to install the new artworks as the mall is reconstructed in 2016 and 2017.

Information about how to apply can be found on the [City's website](#) at or by contacting Mary Altman, Public Arts Administrator.

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