

speaking of HOME



Application for Skyway System Use Permit

a project by
Nancy Ann Coyne

September 16, 2015

Nancy Ann Coyne | Public Artist

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Kathy Lantry | Public Works Director

25 West 4th Street
1500 City Hall Annex
Saint Paul, MN 55102
9/16/2015

RE: Speaking of Home-St. Paul Permit Application

Dear Ms. Kathy Lantry:

On behalf of the public artwork, Speaking of Home–St. Paul, as director, initiator and owner of the artwork, I am excited, in partnership with Steven Carpenter, CEO of Archetype Signmakers, a distinguished national fabrication company, to have the opportunity to submit an application for its installation in the City of St. Paul Public Right of Way.

Speaking of Home–St. Paul is a public artwork featuring 58 black and white 10'x12' photographs of Twin Cities immigrants printed on sheer translucent scrims installed seamlessly in the four skyway bridges' windows. Photographs are accompanied by text panels: with individuals' stories about their journey to Minnesota, exploring the meaning of home for each today as well the word for home in each individual's language installed overhead adjacent to each portrait. It is proposed for four connecting skyway bridges over 6th and Minnesota Streets.

It is projected to be displayed September 2016-March 2017 with approximately two weeks lead time upon installation for any trouble-shooting as well as two weeks post removal for any repairs. Steven Carpenter, with his signature, below, agrees that his company, Archetype Signmakers will be responsible for maintaining the artwork throughout its installation in the public right of way.

For a more detailed description of artwork including project photographs and biographies, structural and mechanical aspects of the artwork, qualifications of the artist and of those involved in its installation, interior and exterior illustrations of the work in its proposed location and schedule of the artwork installation, specifying the date of its arrival and installation at the site, the term of the exhibition, and the anticipated date of its removal and maintenance, please see accompanying proposal as well as appendix with certificate of insurance.

Thank you for your continued support. Please do not hesitate to call or email us if you have any questions or concerns.

Respectively submitted,

Nancy Ann Coyne
Speaking of Home, Public Artist

Steven Carpenter
CEO Archetype Signmakers

Application for Skyway System Use Permit

Speaking of Home—St. Paul

PROJECT OVERVIEW

Description of Public Artwork and Key Components

Speaking of Home – St. Paul (www.speakingofhome.org) is a public artwork by Nancy Ann Coyne exploring the meaning of home for new immigrants in our Twin Cities region. It consists of large black and white 10'x12' photographs of 58 immigrants—each from a different country—printed on translucent, scrim fabric (hemmed with 1" inch velcro loop) displayed inside 58 windows of four skyways. The artwork also comprises translucent biographic panels accompanying the photographs as well as autumn gold (Pantone 131) overhead panels with the word “home” printed in each person’s native language installed adjacent to each photograph. QR codes link project information to smart phones. The project will be installed in downtown St. Paul for a six-month period commencing September 2016.

Project Goals

- Acknowledge and celebrate the Twin Cities’ cultural diversity
- Utilize the skyways as a venue for sharing images and stories of immigrants in the region
- Use public art and environmental design to add vitality to the downtown community
- Give voice to the immigrant communities in the region
- Create new bridges of communications among and between the many different cultural groups in the city

Background

In 2006, award-winning public artist and designer Nancy Ann Coyne received initial approval from the Capitol River Council to create the first temporary public artwork in the history of the St. Paul skyway system. The project got underway in early 2009 with planning meetings with the Capitol River Council’s Skyway Advisory Committee, including property management from the four adjoining properties to the four skyways identified by the artist as the ideal site for the project. Additional discussions were held with St. Paul BOMA and the City of St. Paul. From May 4-May 18, 2012, a prototype was installed in Skyway 11. It was reviewed and approved for design, safety compliance, and installation treatment by the City of St. Paul’s Department of Safety and Inspection, as well as Skyway Advisory Committee members as a prerequisite to moving forward with a permit application.



Example rendering of proposed exterior view

Site Location

The project will utilize the four skyway bridges between 6th and Minnesota Streets including: Bridge 11 (Securian Building to Town Square); Bridge 21 (Town Square to Alliance Bank); Bridge 18 (Alliance Bank to US Bank Center); and Bridge 17 (US Bank Center to Securian Building).

Duration

Official dates: September 6, 2016-March 8, 2017

Installation: August 25–September 5, 2016

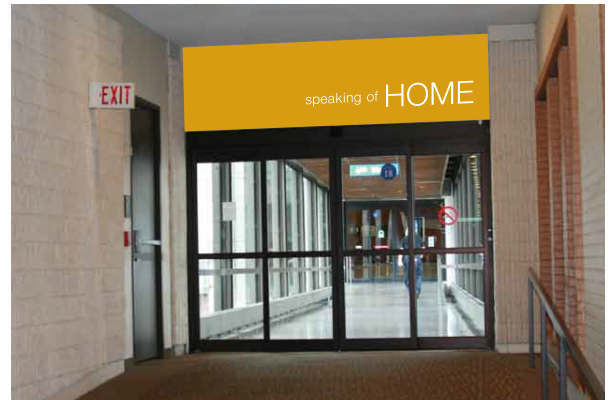
Approximately 2 weeks lead time for installation and for any troubleshooting.

Four (4) installers (names TBD from Archetype Signmakers) + Coyne and team associate

NOTE: Will require ladders and rolling carts in skyway

Removal Dates: March 9-12, 2017

Post-installation repairs if necessary: March 13-20, 2017



Computer rendering showing example of proposed title above skyway entrance.

Photo of actual physical mock-up test showing one of the large window photos, its accompanying text panel and translated "home" panel.

DESCRIPTION AND SPECIFICATIONS OF COMPONENTS

All dimensions represent height x width

Skyway 11

- 14 approximately 12'x10' photographic artwork panels printed on scrim fabric
- 2 approximately 27"x 107.5" photographic artwork panels printed on scrim fabric
- 8 biographical panels 32" x 44" digital silk-screened polycarbonate
- 6 overhead signage panels 10" x 36" digital silk-screened polycarbonate
- 1 10" x 5" vertical brochure holder inside Skyway 11
- 1 transom graphic approx. 72" x 12" installed over entrance to Skyway 11 from Securian Building
- 1 directly wall mounted, adhesive-backed informational signage 89.5" x 60" with 10"x 5" brochure holder installed on left side of entrance to Skyway 11 near lavatories in Town Square

Skyway 17

- 16 approximately 12'x10' photographic artwork panels printed on scrim fabric
- 8 biographical panels 32" x 44" digital silk-screened polycarbonate
- 6 overhead signage panels 36"x 10" digital silk-screened polycarbonate
- 1 transom graphic 30"x 130" installed over entrance to Skyway 17 from Town Square
- 1 directly wall mounted, adhesive-backed informational signage 90.5"x 55.5" with 10"x 5" brochure holder installed on right side of entrance to Skyway 17 from Town Square
- 1 transom graphic 19" x 207" installed over entrance to Skyway 17 from Alliance Bank
- 1 directly wall mounted, adhesive-backed informational signage approximately 98.5" x 164" (height x diameter) with brochure holder installed on pillar next to food court in Alliance Bank

Skyway 21 and Alliance Bank Center

- 16 approximately 12'x10' photographic artwork panels printed on scrim fabric
- 8 biographical panels 32" x 44" digital silk-screened polycarbonate
- 6 overhead signage panels 36"x10" digital silk-screened polycarbonate
- 1 acrylic 10"x 5" vertical brochure holder installed inside Skyway 21 on left side adjacent to entrance to US Bank Center
- 1 freestanding informational signage (72" x 30") with brochure holder with adhesive-backed vinyl on gator board installed to right of skyway entrance using a Mightee Mount freestanding base.
- 1 wall graphic 122.5" x 52.5" installed on right side near entrance to Skyway 21 from US Bank Center (transom not available)
- 1 directly wall mounted, adhesive-backed informational signage approximately 100" x 40" with 10"x 5" vertical brochure holder installed on right side of entrance to Skyway 21

Skyway 18 and U.S. Bank Center

- 16 approximately 12'x10' photographic artwork panels printed on scrim fabric
- 8 biographical panels 32"x44" digital silk-screened polycarbonate
- 6 overhead signage panels 36"x10" digital silk-screened polycarbonate
- 1 acrylic approximately 10"x 5" vertical brochure holder installed inside Skyway 18 near entrance to Securian Building on right side
- 1 freestanding informational signage 4'x8' with brochure holder with adhesive-backed vinyl on ½" gator board installed next to escalator railing in US Bank Center using a Mightee Mount freestanding system
- 1 transom graphic approximately 35"x181" installed over entrance to Skyway 18 from US Bank
- 1 transom graphic 72"x12" installed over entrance to Skyway 18 from Securian Building

Related Programming Planned

For approximately eight (8) days during the project, surveys will be given to on-site audiences to assist with project evaluation. The dates and times of this survey-taking will be coordinated with City of St. Paul staff in cooperation with project evaluator Bill Cleveland of the Center for Art and Community.

A storefront project headquarters is also envisioned to accommodate visitors' questions. Details of the storefront are in development.

A community celebration is planned to raise awareness of the project, thank supporters, and connect project participants with community members. The date, time, and location for this celebration event if on-site will be coordinated with city officials, District 17 staff, and others as required by the City. Class tours, and professional tours of 15 people or less will occur outside of peak times on weekdays at off hours of 9am-11am, 1:30-4:00pm, and after 6:00pm, and from 10am onwards on weekends.

INSTALLATION

Materials of Artwork and Components

See Specifications for Artwork and Components—Appendix D

- Photographic artwork panels: Knit voile, 100% polyester flame-retardant fabric
- Biographical panels and overhead signage: Polycarbonate
- Wall-mounted transom graphics and four informational signage panels: Adhesive-backed vinyl
- Freestanding informational signage: 1/2" Gator board
- 10"x5" Brochure holders: Acrylic
- Installation Hardware
 - 3M Adhesive backed Velcro (hook and loop) for photographic artwork panels, vinyl banners
 - 3M VHB tape for biographical panels and brochure holders
 - Mightee Mount system for freestanding informational signage in U.S. Bank Center
 - No hardware needed for wall-mounted informational signage and transoms

Overhead Skyway Bridge Signage

See Specifications for Skyway Bridge Signage—Appendix C

- 3/8"x 7/16"x 1/16" stainless aluminum channel and 1"x1" aluminum angle
- 1/8" cable with crimped ends, looped over I-Beam, 2"x2"x1/8"
- Aluminum Channel, 10-24 binding bolt and screw

Installation Dates and Personnel

Installation Dates: August 25–September 5th, 2016

4:30pm – 10:00pm each day

Four (4) installers (names TBD from Archetype Signmakers) + Coyne and team associate

NOTE: Will require ladders and rolling carts in skyway

Installation Methodology

See Specifications for Skyway Bridge Signage - Appendix C

Photographic Artwork Panels

Velcro hook will be adhered on the four sides of each window's perimeter. Photograph with Velcro loop sewn into its four sides will be installed over Velcro hook.

Biographical Panels

Polycarbonate panel will be mounted to I-beam with VHB adhesive on aluminum clips. Per the visual plan view, aluminum angle clips will be adhered to polycarbonate panel with VHB adhesive. The aluminum angle clips would adhere to the inside space on the I-beam. Biographical Panel rests on top of existing steel handrail support, not on the handrail itself. Panels will not interfere with handrail use.

Overhead 'Home' Signage Panels

Polycarbonate sign panels mounted to aluminum channel with bolt hardware. Aluminum channel to hang under light fixture from 1/8" steel cable, secured with crimped ends. Cable loops over existing I-beam on either side of light fixture.

Brochure Holders

Acrylic brochure holder will be using clear double adhesive tape.

Wall-mounted Informational Signage

Adhesive-backed vinyl mounted directly to painted wall.

Graphic on Transom

Adhesive backed vinyl mounted directly to painted transom or adjacent painted wall.

Freestanding Informational Signage

Installed with VHB tape to wood rail and glass panel below wood rail. A spacer will be used to keep the informational signage vertical and secure against the rail and glass.

MAINTENANCE

Artwork Maintenance

The 58 photographic panels are manufactured from knit voile, a low-maintenance, flame-retardant, high-wear synthetic, 100% polyester fabric. This product, manufactured by Fisher Textiles, is designed to be used for interior exhibition in a high-traffic pedestrian walkway and was used previously by Coyne for the same application.

Artwork and Associated Components Maintenance Schedule

The four skyway sites for Speaking of Home will be inspected weekly, Monday, Wednesday and Friday by Archetype Signmakers for six months of the project duration.

Damage will be logged and reported immediately to project team.

Minor graffiti or dirt damage to fabric photographs can be cleaned immediately using warm water and soap or Spray 7 but nothing stronger by industrial standards. Minor graffiti or dirt damage to biographical or home panels can be cleaned using Windex or nothing stronger by industrial standards.

During the first month of installation, the project will also be closely monitored for accumulated dirt, dust, and wear and tear. While we expect the fabric to be able to repel moderate day-to-day accumulations, if this is not the case a monthly cleaning schedule will be instituted at the project's own cost.

Brochure Maintenance

Brochure maintenance will be provided by Archetype Signmakers during inspections, Monday, Wednesday and Friday.

Inspections will refresh stock of project brochures at the brochure holder sites.

They will also ensure that holders are kept clean tidy and free of graffiti, with damage removed or repaired.

Graffiti or dirt damage to brochure holders can be cleaned using Windex or nothing stronger by industrial standards.

At the same time, the inspection will ensure that discarded or abandoned brochures throughout the four skyways are collected and disposed.

Repairs or Replacement in Case of Damage or Vandalism

Any major damage or vandalism will be assessed on-site during inspection by Archetype Signmakers.

The project team will assess remedial action immediately and, if required, the panel will be removed for repair or replacement.

Replacement or repaired panels, covered under the project's insurance, will be assessed for repair or replacement.

Panels will be replaced at project's own expense within one week of removal.

PROJECT REMOVAL

Dates, Personnel and Process

Removal Dates: March 9-12, 2017 (4:30pm – 11:00pm daily)

Four (4) laborers (names TBD from Archetype Signmakers) plus Coyne and team associate

NOTE: Will require ladders and rolling carts in skyway. All surrounding architecture will be restored to previous condition

Post-installation repairs if necessary: March 13-20, 2017

Project Removal Methodology

All surrounding architecture will be restored to previous condition.

Photographic Artwork Panels

Photo fabric images will be removed from Velcro attachment and hook side of Velcro on glass will be pulled off. Any residue from Velcro adhesive will be removed with adhesive remover.

Biographical Panels

Biographical panels will be removed by the use of cable to cut the adhesive from the polycarbonate panel, then with adhesive remover (see attached specs), the aluminum channels will be removed from the vertical I-beams.

Overhead 'Home' Signage Panels

The overhead signage panels in the skyways will be removed by cutting cables and removing from I-beams.

Brochure Holders

Brochure holder will be removed by detaching VHB tape. Any adhesive residue will be removed with adhesive remover.

Wall-mounted Informational Signage

Vinyl wall graphics will be removed and any adhesive residue will be removed with adhesive remover.

Graphic on Transom

Vinyl wall graphics will be removed and any adhesive residue will be removed with adhesive remover.

Freestanding Informational Signage

Didactic will be removed by detaching VHB tape from wood rail and glass panel. Any adhesive residue will be removed with adhesive remover.

INSURANCE

See appendix for insurance documents

- Liability insurance for City entities and all four private properties will be provided by Archetype Signmakers
- Insurance for damage to four skyways and private properties will be provided by Archetype Signmakers
- Insurance to cover damage and/or vandalism to artwork will be provided by Archetype Signmakers

PARTNER INFORMATION

Key Personnel

Nancy Ann Coyne, project director, Public Interest, Inc.

Steven Carpenter, managing director, CEO of Archetype Signmakers

Mike Haug, design director and project manager, Michael Haug Design

Jenny Kruse, production manager, graphics printer and installer, VP of Archetype Signmakers

Description of the Qualifications of the Artist and of those Involved in its Installation

Nancy Ann Coyne—Public artist and photographer

Nancy Ann's current work involves creating large-scale public artworks that expand the narrative qualities of documentary photography and storytelling in the built environment. The intent is to design interactive environments that create a sense of place, connecting community while redefining the public realm. Projects have received funding from the National Endowment for the Arts, the Austrian Arts Council, Republic of Georgia's Arts Council and John S. and James L. Knight Foundation, among others. In 2009, her landmark pilot project *Speaking of Home* (2008) was awarded Americans for the Arts' Public Art Network Year in Review Award, the Society for Environmental Graphic Design's Merit Award and the Industrial Fabric Association International Award of Excellence. Her work has been published in the International Herald Tribune, New York Times.com, Public Art Review, Urban Land, Sculpture, SEGDesign and Afterimage. Nancy Ann holds an MFA from Vienna's University of Applied Arts and currently is an associate at University of Minnesota's Institute for Advanced Study. She is a member of the AIGA and SEGDesign.

Steven Carpenter—Managing director

Founder of Archetype Signmakers in 1999, Steve has more than 25 years of industry experience. His plan for the company as president and CEO has focused on realizing his clients' goals by honoring their design and providing exceptionally crafted results, no matter the challenge. With a BA in art, he is continuously inspired to push the envelope and satisfy clients such as the Walker Art Center and Caribou Coffee by drawing on his knowledge of design, supporting the productive exchange of ideas and delivering flawless fabrication and installation. Steve is also an accomplished artist and art instructor whose award-winning work is part of numerous corporate and private collections.

Michael Haug—Design director and project manager

Mike is an environmental graphic designer with a strong portfolio of branded environments, experience design, signage and wayfinding projects. Over the last 25 years, he has worked on almost every type of environmental graphics project from municipal wayfinding plans and site signage to donor recognition, display and event graphics to sign systems for office buildings, hospitals and clinics. Recent cultural projects include; the Minneapolis Institute of Arts, the Guthrie Theater, Minneapolis Central Library, Musical Instrument Museum, Minnesota Zoo, TCF Bank Stadium and Orchestra Hall. His ability to create solutions that both compliment the architecture and meet client needs is a testament to his collaborative style. Mike has a strong background in branding and graphic design and understands how to infuse a company's brand into the environment to create a memorable experience. Mike also functions as the project manager, taking responsibility for overall creative direction and execution, budget, schedule and client satisfaction.

Jennifer Kruse—Production and installation manager

As vice president of Archetype Signmakers, Jenny brings more than 20 years of experience to her position. With a BS degree in visual communications and applied design, she is responsible for critical business operations within the company and places top priority on working proactively with clients to ensure smooth collaboration and productive results. With clients ranging from Caribou Coffee to HealthPartners, she takes special pride in establishing deep and long-term relationships with clients, helping them realize their design goals and become heroes to their own clients.

Funders/In-Kind Contributors

Foundations

National Endowment for the Arts, the Trillium Foundation, the City of St. Paul Cultural STAR, Bush Foundation, John S. and James L. Knight Foundation, McKnight Foundation, General Mills, 3M, the Jay and Rose Phillips Family Foundation, Metropolitan Regional Arts Council, and the Elmer L. & Eleanor H. Andersen Family Foundation and COMPAS.

Businesses

Archetype Signmakers, Larsen Design, DesignTex, Hewlett-Packard, Hi-Lord Inks, Fisher Textiles, Monotype Fonts, Pioneer Press Newspaper, the Lab/Digital Production, Brad Palm LLC, International Language Services, Inc., Technophobia Consulting, VISI Incorporated, Adrian Danciu Cinematographer, Jagged Edge and Fox Tax.

Recognition

Project informational panels and brochures will include recognition of all institutional partners, funders and in-kind sponsors. Key organizations, foundations and business contributors will be recognized with logos, including the following:

Archetype Signmakers

Family Housing Fund

Hewlett-Packard

University of Minnesota Institute for Advanced Study

National Endowment for the Arts

Minnesota State Arts Board

(Once committed, select media/non-profit partners may be added)

Note: The following copy is required by the Minnesota State Arts Board to appear on information panels.

This activity is made possible in part by a grant provided by the Minnesota State Arts Board, through an appropriation by the Minnesota State Legislature from the Minnesota Arts and Cultural Heritage Fund with money from the vote of the people of Minnesota on November 4, 2008.