



2495 Main Street #422, Buffalo NY 14214 | 716-833-3004 | asiwny.org

Call for Mural Artist Niagara Falls State Park Public Art Project

Arts Services Inc. (ASI), on behalf of Moey, Inc., invites artists in all appropriate mediums from throughout Western New York to submit proposals for an outdoor public art project located on the upper level of the new Welcome Center at Niagara Falls State Park.

Project Background and Goals

The new Niagara Falls Welcome Center will be the centerpiece to tell the story of Niagara Falls State Park. In addition to a modern and efficient building, the interpretive content will be a compelling look at the past, present, and future of not only the state park, but of the greater Niagara Falls community and the important role it has played in history.

Perhaps most importantly, for the first time, the State of New York will formally be recognizing the true owners of the land upon which the park has been built – the Haudenosaunee people who were the first to see Niagara Falls and keep watch over its raging waters.

In addition, the state is doubling down on its connection to the city and recognizing there is more to this community than the water falling over the cliff. Important things happened here that shaped events globally. Niagara Falls played a vital role in the Underground Railroad. Love Canal is the first place in the United State designated as a Superfund site because of the action of a community. Echota is a neighborhood designed by famed architect Stanford White to house the workers of Adams Power Plant and was the prototype for planned communities when it was built. And, of course, we recognize the important natural world that encompasses the park and the water.

The mural is a part of the outdoor exhibits and will be a place where visitors can get a quick look at the past, present, and future of Niagara Falls in an artistic, creative, and new way.

The large lenticular mural will be located on a blank wall on the side of what is to be a washroom facility, but it will face the main entrance area as thousands of people each day approach the Welcome Center, Grand Staircase, and the Falls themselves. It will be a centerpiece of an area we expect people to congregate.



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Thematic Considerations

The mural and its theme must fit within the overall interpretive goals of the Niagara Falls Welcome Center. These are twofold: the first is to feature and elevate community voices, placing people and communities within the landscape and connecting them to this international landmark. The second seeks to help visitors situate themselves in the landscape by encouraging exploration and connection with nature.

The chosen work should:

- Be presented as a two-sided lenticular outdoor mural.
- Reflect the past, present, and future of Niagara Falls State Park and ties to the greater community.
- Indigenous representation is encouraged.
- Should not be overly abstract.

Visitor Experience

The lenticular graphic sits on the east wall of the new Welcome Center block in the new Upper Plaza of the Niagara Falls State Park. Primarily viewed from the ellipse entrance, visitors will first see this exhibit from around 80 feet where it will visually read as a single, cohesive image. As visitors approach, it becomes clear that there are two separate, but harmonious images shown as the backdrop to a large geographical model of the Falls. If visitors choose to head left, either toward the Falls or towards the new Visitor Building, they see one of the images in full as the angled faces of the lenticular align. If they head right, toward the car park or administration building, they see the other image in full.

Physicality

The exhibit is comprised of 20 folded steel elements, each displaying a section of both images. Viewed from above, the shape of these folded elements in a right-angle triangle, with each image displayed perpendicular to the other. Each face will be approximately 9" W x 90" H, making each of the two images 180" W x 90" H in total. The images will be printed directly to the steel elements based on the artwork provided.



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The folded elements that make up the mural are fixed to a dark blue powder coated metal structure (Pantone Reference PMS 2965CP) at 16" from floor level. To the left of the mural, also mounted to the metal structure, is an exhibit graphic panel that will contain an artist credit and either a bio for the artist or an artist statement for the work.

The exhibit is mounted to the exterior wall of the parks new WC building, which is clad with vein-cut Algonquin Limestone panels. The roof of the building, which is finished with blackened steel, overhangs the mural and provides a wash of light down the front face during hours of darkness. The floor below is a poured concrete with exposed aggregate. Surrounding the mural are areas of lawn, limestone seating blocks, and sycamore trees.

Budget

A commission of up to \$7,500 will be available for the chosen artist to refine their concepts and prepare the final artwork.

Timeline

Proposals due: June 2, 2022 no later than 5:00 pm

Concept review period: June 10, 2022

Revisions: June 17, 2022

Award Announcement: June 30, 2022

Final artwork due to Moey, Inc.: August 1, 2022

Proposals should include:

- A description of the work including concepts being portrayed;
- Sketches or mockups of the work;
- Links to examples of past work; and
- Contact information (including email, phone, and address)

Proposals should be sent electronically (in PDF form) to info@asiwny.org with the subject line Niagara Falls State Park, as can questions.



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The Park is open and available to the public; however, the Visitor Center is presently under constructions. Renderings of the site are included in the RFP package, as are the construction drawings for information.

Selection Process

A panel of state park representatives, exhibit designers and fabricators, and community members will review proposals for the eligibility and appropriateness for the project.

Upon selection, the selected artist must review the final requirements with Moey, Inc. before beginning the artwork. Contact information will be provided to the selected artist.

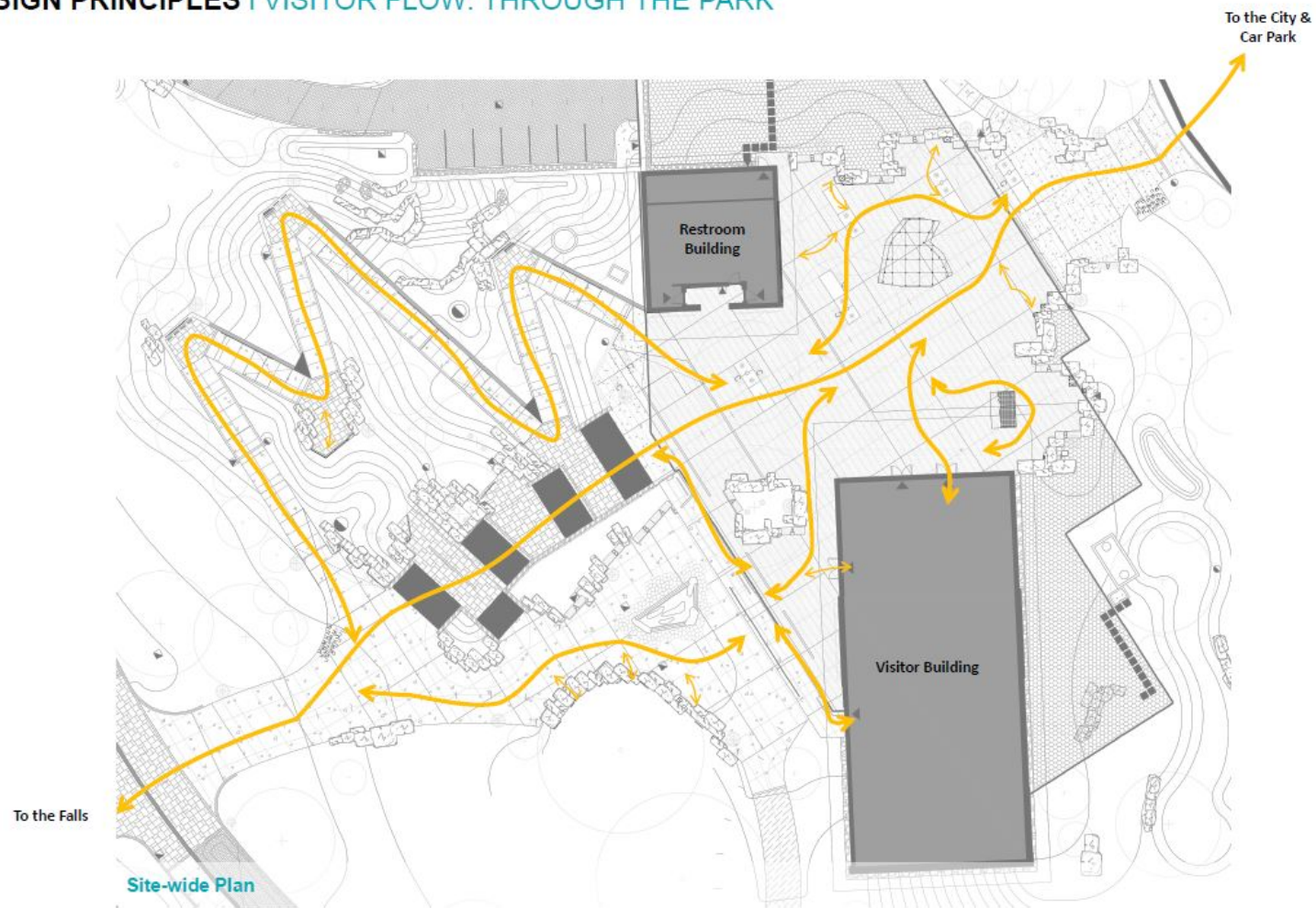
Files for final work must be in one of the following formats:

- Adobe Illustrator (.ai); outlined w/ Files embedded OR provide fonts with links to images; Pantone+ solid coated spot colors with their original Pantone name
- Adobe Photoshop (.pdf); image at minimum of 220 ppi at final size; embedded color profile for RGB/CMYK image

Artwork must have a 0.5 in. bleed on each edge. The final files should be 181" W x 91" H.

UPPER TERRACE: COMMUNITY WALL

DESIGN PRINCIPLES | VISITOR FLOW: THROUGH THE PARK



Site Plan of Niagara Falls Visitor Center illustrating likely visitor paths through complex. The lenticular mural is mounted to the "Restroom Building" wall.

UPPER TERRACE | THEMATIC OVERVIEW

1.1 Entrance

Introduction to the interpretive experience is a message of welcome that introduces people to overarching themes through language and imagery.

1.2 The Falls

1.2.1 The Falls Model – for wayfinding and digestible fun-facts

1.2.2 Community Wall- represents communities of Niagara, mechanism TBD.

1.2.3 The Great Lakes – Gives visitors better physical understanding of wider region

1.2.4 Scale of the Falls- Helps visitors understand scale in relations to other famous landmarks worldwide

1.3 Geology

1.3.1 Geology Interactive Model- Visitors will use this to understand the migration of the falls through erosion in the last 600 years

1.3.2 Fossils- light touch interpretive elements that draw the eye and enrich visitor experience

1.3.3 Stone samples- light touch interpretive element that draw visitors eyes and interest

1.3.4 Stratigraphy of the Falls- helps visitors identify different stratigraphic layers observable on the gorge

1.4 Ganö:nyök

A series of Haudenosaunee illustrations that viewed against the backdrop of the park from the Upper Terrace.

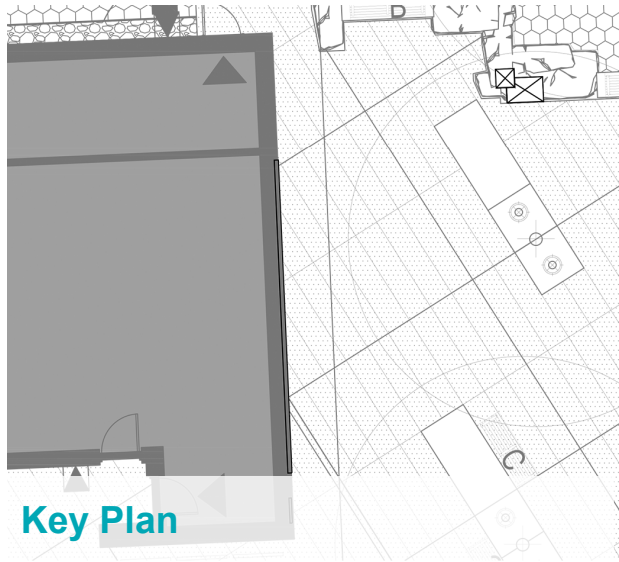
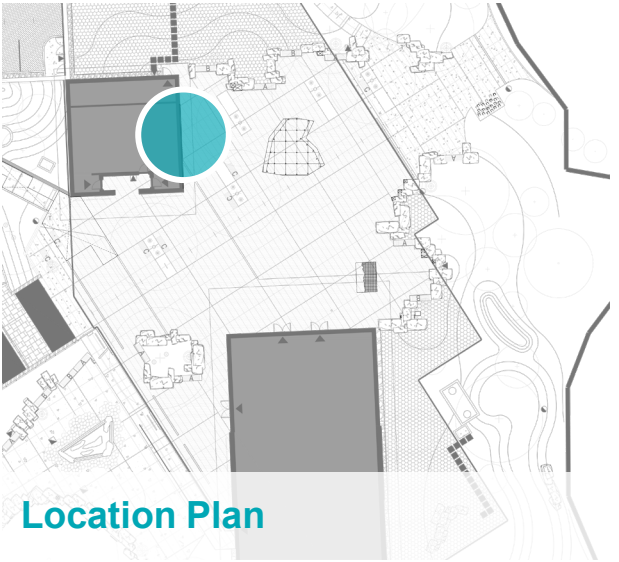


Overview of exhibits on Upper Terrace of the Visitor Center. The lenticular mural (also known as the Community Wall) is 1.2.2

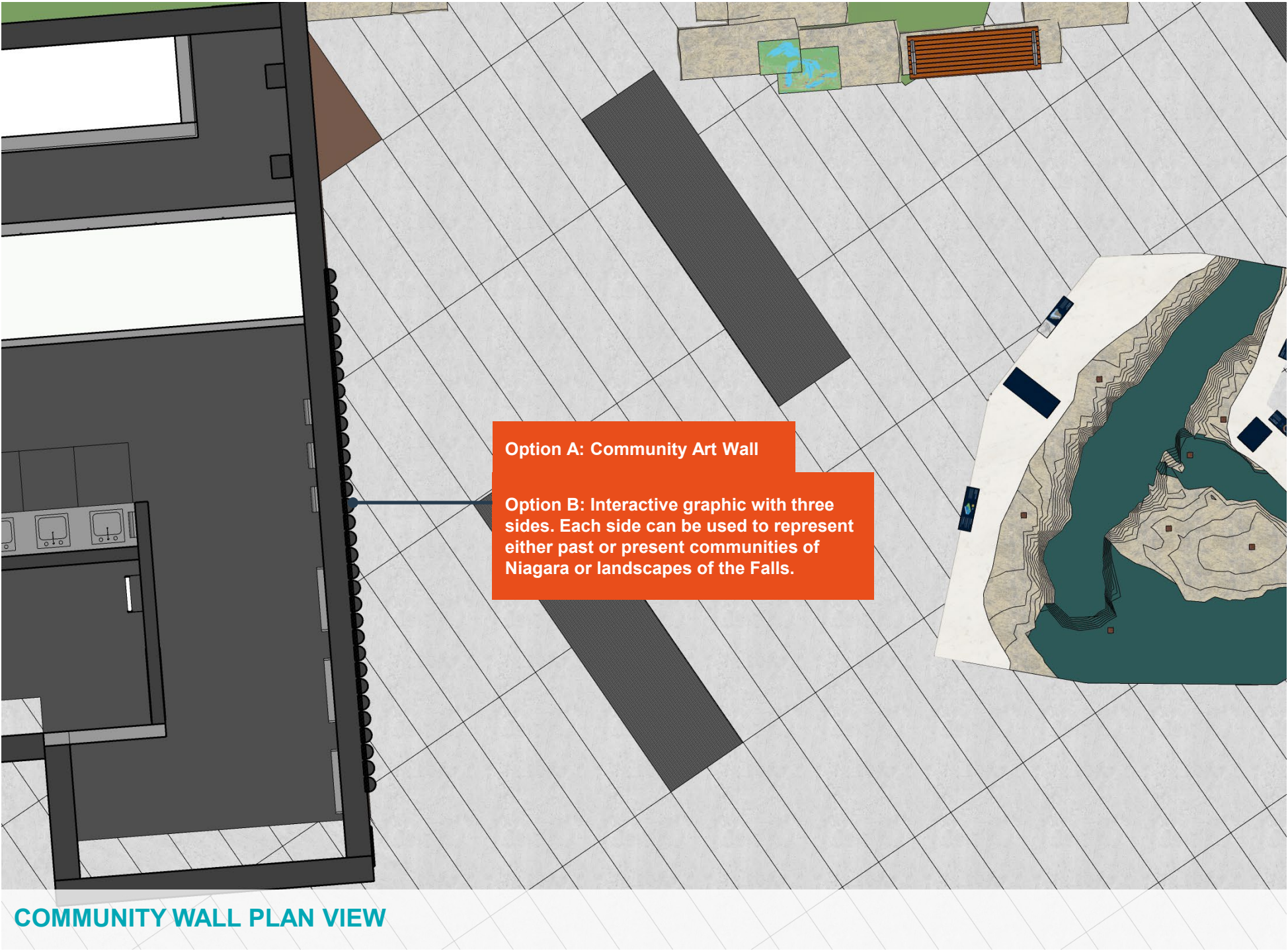
UPPER TERRACE | COMMUNITY WALL: GENERAL ARRANGEMENT PLAN

DESCRIPTION

Exact content still TBD, but bathroom wall will contain both wayfinding signage to the Falls, and some reference to communities of Niagara Falls, either through public art or interpretive strategies.



UPPER TERRACE | COMMUNITY WALL: CONTENT MAPPING



COMMUNITY WALL PLAN VIEW

CONTENT SUMMARY

In addition to wayfinding signage the restroom wall will incorporate a bold visual referencing Niagara communities.

INTERPRETIVE HIERARCHY

- 0 - Teaser
- 1 - People
- 2 - Context
- 3 - Other Voices
- 4 - Deeper Exploration



UPPER TERRACE | COMMUNITY WALL: GRAPHIC APPROACH - OPTION 1

OPTION 1: COMMUNITY MURAL

A community mural would be a way to provide space not only for public art but for the communities doing the art to participate in shaping the new VC, the painting of the Mural could be an event coinciding with the opening.



UPPER TERRACE | COMMUNITY WALL: GRAPHIC APPROACH - OPTION 2

OPTION 2: INTERACTIVE WALL

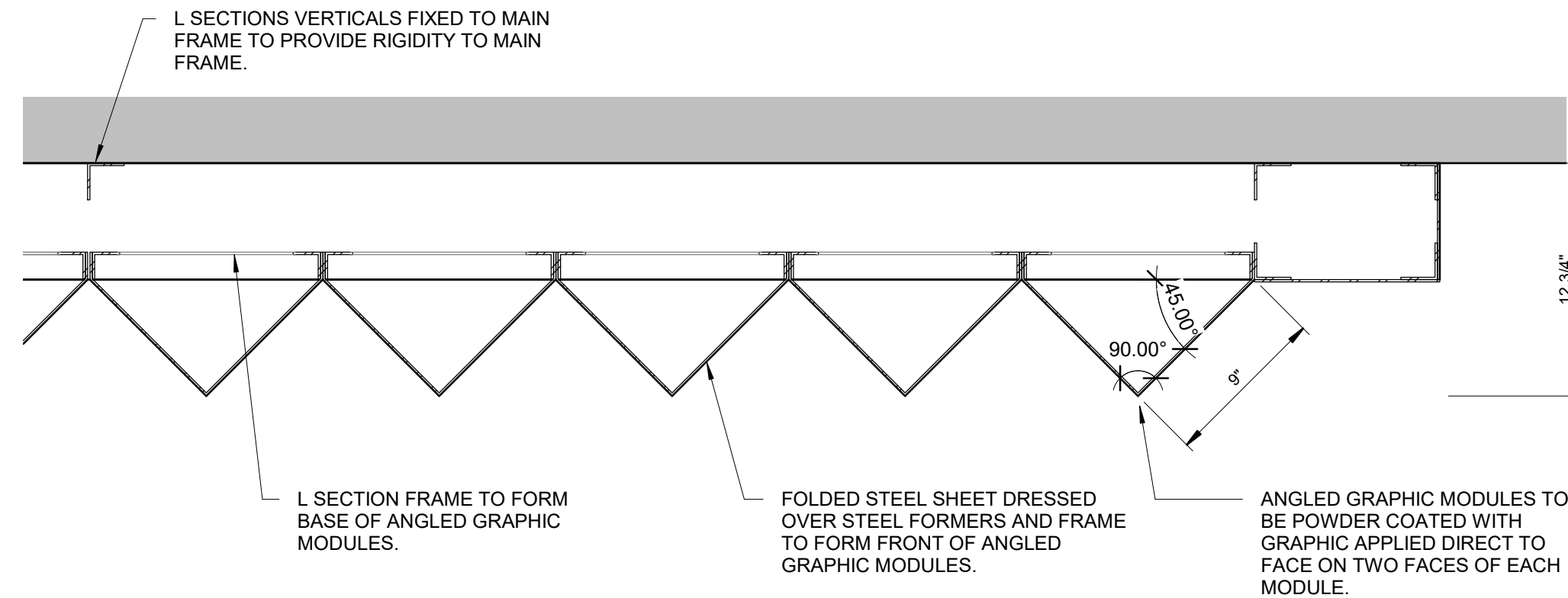
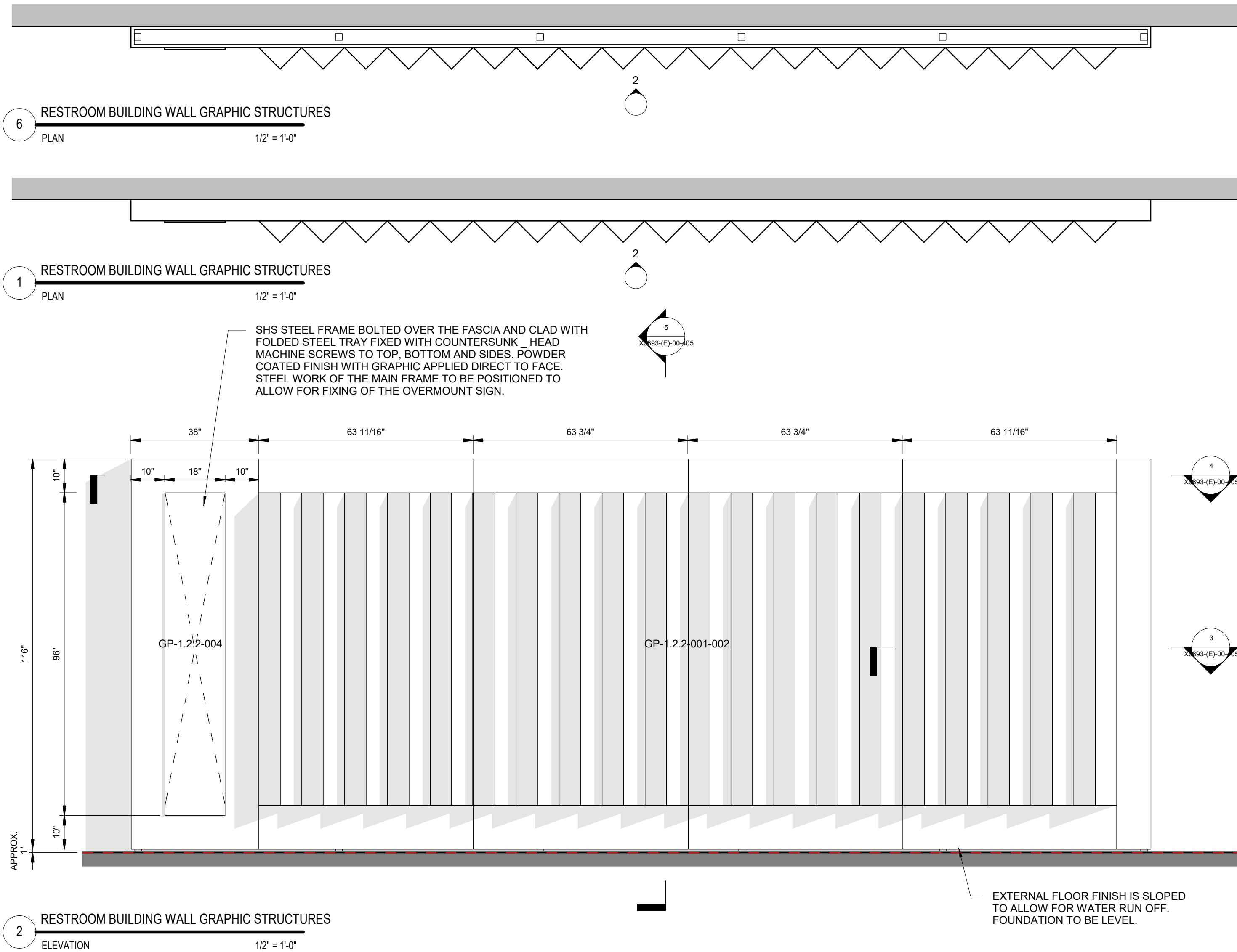


A 360° graphic with three sides. Each side can be used to represent either past or present communities of Niagara or landscapes of the Falls.



360° Rotating Cylindrical Interactive Graphic





SEALANT TO TOP AND SIDES TO PREVENT INGRESS OF WATER.

STEEL STRAP BY OTHER. LOCATION TO BE VERIFIED IN FIELD BEFORE CONSTRUCTION OF EXHIBIT FURNITURE AND THEN BOLT FIXED MAIN FRAME.

4 ANGLED GRAPHIC MODULES BOLT FIXED TO MAIN FRAME TOP AND BOTTOM.

STEEL FORMER WELDED TO L SECTION FRAME AND FRONT PANELS TO FORM CAPS TOP AND BOTTOM TO PREVENT WATER INGRESS.

NUT WELDED TO INSIDE OF ANGLED GRAPHIC MODULE TO ALLOW FIXING TO MAIN FRAME.

STEEL FORMER WELDED TO L SECTION TO FORM ANGLED GRAPHIC MODULE. ADDITIONAL FORMERS AT LOW LEVEL WHERE RISK OF IMPACT IS GREATER.

STEEL FASCIA FIXED WITH CONCEALED FIXING TO MAIN FRAME. TO EXTEND AND CONCEAL PLINTH. POWDER COATED FINISH.

MAIN FRAME TO BE BOLT FIXED INTO NUTS WELDED TO STEEL PLINTH CONSTRUCTION.

2" TALL STEEL PLINTH TO BE INSTALLED ON LEVELING COMPOUND. TO BE ANCHORED TO CONCRETE.

5 RESTROOM BUILDING WALL GRAPHIC STRUCTURES
SECTION
1 1/2" = 1'-0"

NOTES:

THIS DRAWING SHOWS DESIGN INTENT ONLY.

1. THE CONTRACTOR MAY USE ALTERNATIVE METHODS OF CONSTRUCTION OR MATERIALS WHERE APPROPRIATE IF THEY CONFORM TO THE EQUIVALENT PERFORMANCE SPECIFICATION.
2. THE CONTRACTOR MUST SUBMIT PROPOSED OPTION, AND EVIDENCE OF COMPATIBILITY AND CONFORMANCE TO PERFORMANCE SPECIFICATION TO THE DIRECTOR'S REPRESENTATIVE FOR APPROVAL.
3. IT IS EXPECTED THAT THE CONTRACTOR WILL DEVELOP THE DESIGN TO FULL CONSTRUCTION DRAWINGS AND CONFIRM ALL DETAILING WITH HSD PRIOR TO CONSTRUCTION.
4. ALL SHARP CORNERS TO BE AVOIDED IN THE EXTERNAL CONSTRUCTION.

METALWORK:

1. ALL WELDS TO BE DRESSED AND FINISHED.
2. ALL EDGES TO BE DEBURRED AND NON-SHARP.
3. NON-SIMILAR METALS TO BE PROTECTED FROM GALVANIC CORROSION.

ENVIRONMENT CONDITIONS:

1. JOINT LINES IN THE OVERALL CONSTRUCTION TO ALLOW FOR EXPANSION DURING SUMMER AND WINTER MONTHS. TO ALLOW FOR THE DIFFERING EXPANSION OF MATERIALS BETWEEN THE CLADDING AND STRUCTURE
2. SPACERS ARE TO BE USED BETWEEN ALL FIXING OF FRAMEWORK AND CLADDING TO ALLOW FOR EXPANSION AND LIMITED MOVEMENT OF THE STRUCTURE.
3. TYPICAL TEMPERATURE RANGE THROUGH THE YEAR.
 - A. NORMAL TEMPERATURE RANGE WITHIN -8C TO 27C (17F TO 81F)
 - B. WITH HISTORIC RECORDED TEMPERATURES OF -13C TO 38C (17F TO 101F)
4. MATERIALS, FIXINGS AND FINISHES TO BE RESISTANT TO HEAVY MOISTURE AND HIGH HUMIDITY. TO BE RESISTANT TO INGRESS OF WATER AND ICE.
5. CONSTRUCTION OF THE UNIT TO ALLOW FOR RAIN WATER RUN OFF. NO AREAS WHERE WATER WILL POOL ON OR WITHIN THE STRUCTURE. ADHESIVES TO BE SUITABLE FOR EXTERNAL USE.
6. MATERIALS TO RESISTANT TO INSECT AND RODENTS ENTRY POINTS TO BE SEALED TO PREVENT NESTING.

DELIVERY, ACCESS AND ON GOING MAINTENANCE:

1. UNIT TO BE PRODUCED AS FEW SECTIONS AS POSSIBLE. SEE PLAN AND ELEVATIONS FOR INDICATIVE BREAK LINE LOCATIONS. PRE-MADE SECTIONS TO BE ASSEMBLED AND BOLT FIXED ON SITE.

PRINCIPLE OF CONSTRUCTION

1. FOLDED STEEL PANELS DRESSED OVER L SECTION FRAME TO FORM MODULE.
2. MODULE TO BE POWDER COATED AND THEN FINISHED WITH GRAPHICS ON ANGLED SIDES.
3. MAIN FRAME TO BE ASSEMBLED ONSITE AND FIXED TO BASE BUILD FIXING POINTS AND FOOTING.
4. MODULES TO BE MOUNTED ONTO MAIN FRAME.
5. MAIN FRAME TO BE DRESSED WITH POWDER COATED STEEL PANELS. CONCEALED FIXING METHOD.
6. OVERMOUNT INTERPRETATION GRAPHIC MOUNTED TO FACE OF UNIT.

STRUCTURAL CONSIDERATIONS:

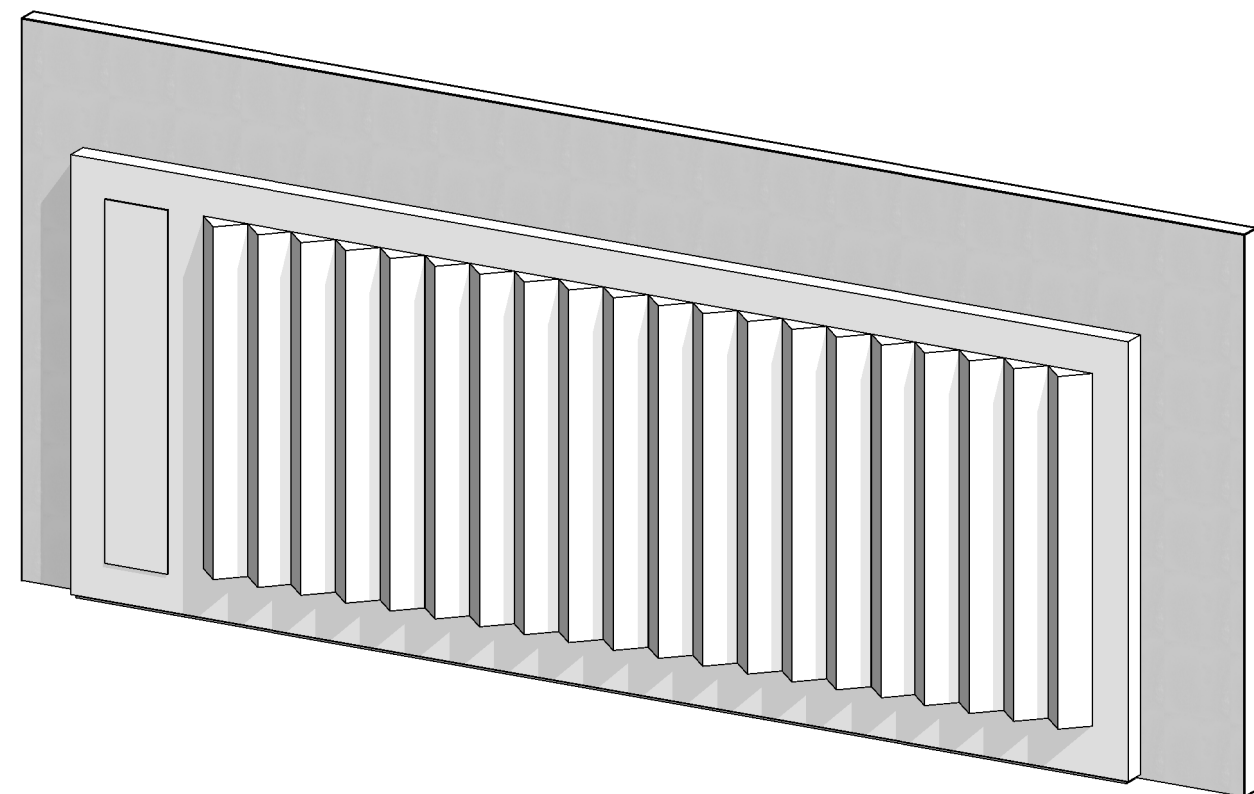
1. TO BE ROBUST AND SUITABLE FOR AREAS OF UNSUPERVISED PUBLIC USE.
2. THIS MODEL IS TO BE DESIGNED FOR SELF WEIGHT, SNOW LOAD, MAINTENANCE LOAD AND WIND LOAD BASED ON LOCAL CODES AND REGULATIONS.
3. HOLES IN FRAMEWORK TO BE INCLUDED TO ENSURE WATER DRAINAGE.

FINISHES

1. ALL STEEL METALWORK WORK TO BE STAINLESS STEEL SUITABLE FOR EXTERNAL APPLICATION INCLUDING FIXINGS.
2. INTERNAL METAL FRAMEWORK - POWDER COATED WHITE

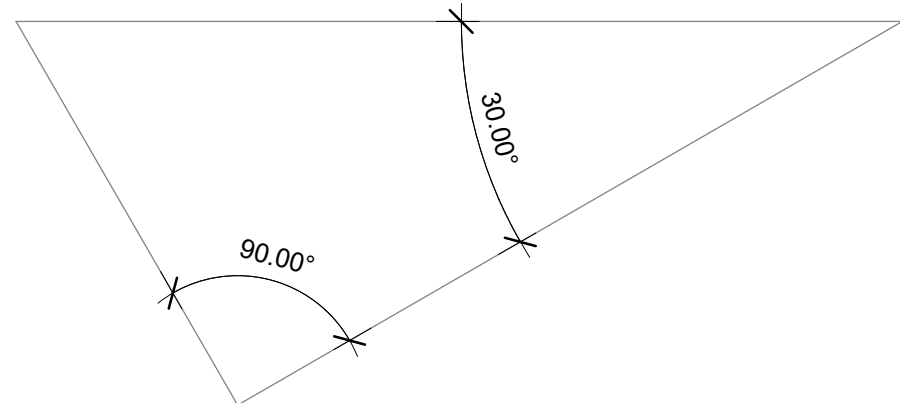
READ WITH

1. X0893-(L)-01-801 - UPPER TERRACE ELEVATIONS AND 3D VIEWS SHEET 1 OF 2



3D RESTROOM BUILDING WALL GRAPHIC STRUCTURES
3D VIEW

ALTERNATIVE PITCH OF THE ANGLED GRAPHIC MODULES TO BE CONSIDERED. OVERALL WIDTH TO BE THE SAME AS PROPOSED MODULES. GRAPHIC SIZES TO BE UPDATED SHOULD THE DESIGN BE REVISED WITH OPTION.



GENERAL DRAWING NOTES

This drawing shows 'Design Intent' only.

Structural Suitability and Construction Methods are the responsibility of the contractor.

All electrical and data communications systems must conform to the prevailing national regulations and any local bylaws pertaining.

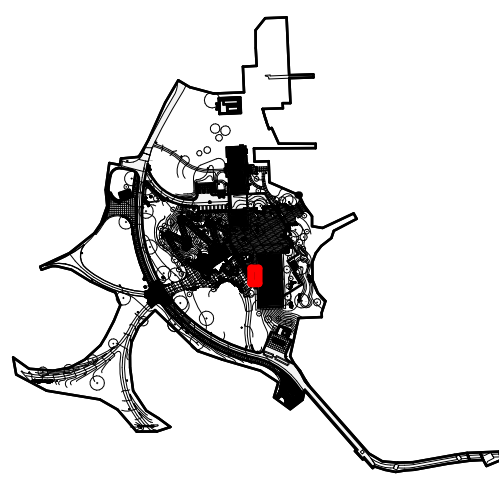
Unless stated otherwise all wood or wood based products used including sheet materials, as specified by ASTM E-84 must be not less than Class A and any other material utilized must be in accordance with Class A spread of flame.

1. DO NOT SCALE OFF THIS DRAWING
2. ALL DIMENSIONS TO BE CHECKED ON SITE / IN FIELD
3. ALL DIMENSIONS ARE IN FEET AND INCHES UNLESS OTHERWISE STATED

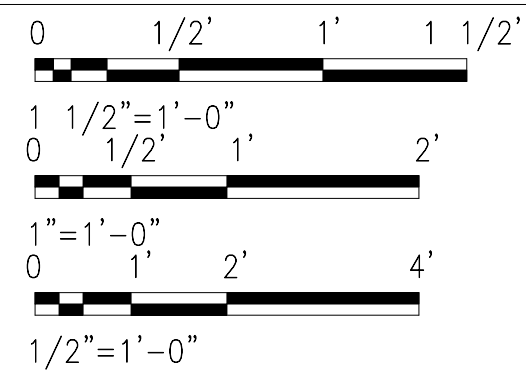
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LEGEND:

AC - ACOUSTIC PANEL	ME - MECHANICAL INTERACTIVE
AV - MEDIA	MO - MODEL
AVH - AV HOUSING	OP - OBJECT PLINTH
DC - DISPLAY CASE	RE - RECONSTRUCTION
DP - DISPLAY CUPH	SC - SPECIAL CONSTRUCTION
FR - FRAMED GRAPHIC	SG - SUSPENDED GLASS PANEL
GS - GRAPHIC COLUMN	TA - TACTILE ELEMENT
GP - GRAPHIC PANEL	VS - VERTICAL STRUCTURE
HB - HANGING BANNER	WA - WALL
LE - GRAPHIC LECTERN	WF - WAYFINDING



KEY PLAN



SCALE(S)

REV.	DATE	REVISION DESCRIPTION	BY
B	09-24-2021	UPDATED WITH COORDINATION INFORMATION	
A	08-20-2021	ISSUED FOR TENDER	

CLIENT
NIAGARA FALLS STATE PARK

PROJECT TITLE
NIAGARA FALLS STATE PARK VISITOR CENTER

PROJECT ADDRESS
332 Prospect St. Niagara Falls, NY 14303

DRAWING TITLE
RESTROOM BUILDING WALL GRAPHIC STRUCTURES

FD / JB	MD	HTO
As indicated	DATE	DATE

SCALE at ArchD
As indicated
AUG 20, 2021

DRAWING NUMBER
X0893-(E)-00-405

PROJECTED
B

DRAWING STATUS
TENDER