

Washington Metropolitan Area Transit Authority
Board Action/Information Summary

Action Information

MEAD Number:
201716

Resolution:
 Yes No

TITLE:

NoMa/Brentwood Rail Yard Mural Festival Program

PRESENTATION SUMMARY:

Staff will present annual recurring Mural Public Art Project for Metro Brentwood Rail Yard Facility retaining wall.

PURPOSE:

In compliance with Board policy, staff is seeking approval of the temporary, annually recurring public mural art project for placement on the public-facing side of the retaining wall of the Brentwood Yard Facility.

DESCRIPTION:

The mural festival project for the Brentwood Rail Yard's retaining wall fulfills Art in Transit Program's mission to work with artists, community groups, government agencies, and businesses in order to install artworks on Metro property that captures the spirit and vitality of the region, adds beauty to facilities and inspires a sense of belonging for Metrorail customers.

Key Highlights:

Pow!Wow! LLC a mural festival organization with a core mission to support and promote the arts, in collaboration with NoMa BID and Art in Transit, would like to invite 20 renowned mural artists to paint the public-facing side of a 900-foot long retaining wall at WMATA Brentwood Rail Yard facility. The creation of the mural will be part of a two-week-long arts festival, which will also involve community groups, and which is slated to occur annually in Washington, DC.

Background and History:

This mural festival originally based in Hawaii is expanding and has chosen DC as part of its efforts to bridge creative communities across the world and create inspirational and aspirational epicenters. The event, which will take place over a two-week period in May, is built on the celebration and appreciation of the visual arts, music and culture. For Pow!Wow!DC!, the mural will involve 20 artists (10 international and 10 local) selected by Pow!Wow!.

Selection: Pow!Wow! will select 20 artists from a roster of renowned local and international mural painters.

Review: Prior to the beginning of the event, artwork proposals will be reviewed by an art

review panel convened by Art in Transit and including representatives of the US Commission of Fine Arts, NoMa BID, and WMATA. The panel will ensure that the artwork is of high artistic quality, and meets WMATA standards for safety, life cycle requirements, as well as material and structural adequacy.

Discussion:

Per the Board approved Art in Transit (AIT) program guidelines, AIT must present temporary art projects to the WMATA Board of Directors, and obtain the Board's approval. The costs of insurance, installation, and removal and all payments to artists will be the responsibility of Pow!Wow!LLC. Maintenance will be the responsibility of NoMa BID.

FUNDING IMPACT:

Define current or potential funding impact, including source of reimbursable funds.	
Project Manager:	Laurent Odde
Project Department/Office:	TIES/CENI

The annual festival will be funded by Pow!Wow!LLC. The 2016 edition will also receive additional funding from NoMa BID.

TIMELINE:

Previous Actions	<p>November 2015 - Contacted by NoMa BID about possible WMATA/NoMa BID agreement to use public-facing side or Brentwood Yard Rail retaining wall for art project</p> <p>December 2015 - Pow!Wow! LLC looking for space to organize annual mural festival in DC</p> <p>January/February 2016- Discussions between Pow!Wow! LLC, NoMa BID and WMATA regarding use of Brentwood Yard wall for annual festival</p>
Anticipated actions after presentation	<p>March 2016 - To enter into an agreement with Pow!Wow! LLC and NoMa BID to outline the parties' responsibilities for this project.</p>

RECOMMENDATION:

Approve a temporary, annually recurring public mural art project for placement on the public-facing retaining wall at the Brentwood Rail Yard Metro Facility



Washington Metropolitan Area Transit Authority

NoMa/Brentwood Yard Mural Festival Program

Customer Service, Security, and Operations Committee

March 24, 2016



Purpose

- Review project proposal for an annual mural festival at Metro's Brentwood Yard retaining wall
- Board approval of program funded by Pow!Wow!LLC and NoMa BID



Background – NoMa Mural Program

- Partnership between:
 - WMATA
 - Pow!Wow!
 - NoMa BID
- Program and artworks reviewed by WMATA Art in Transit (AIT) Program, the U.S. Commission of Fine Arts (CFA), and NoMa BID
- No cost to WMATA, Pow!Wow! and NoMa BID agreed to fund this public art project



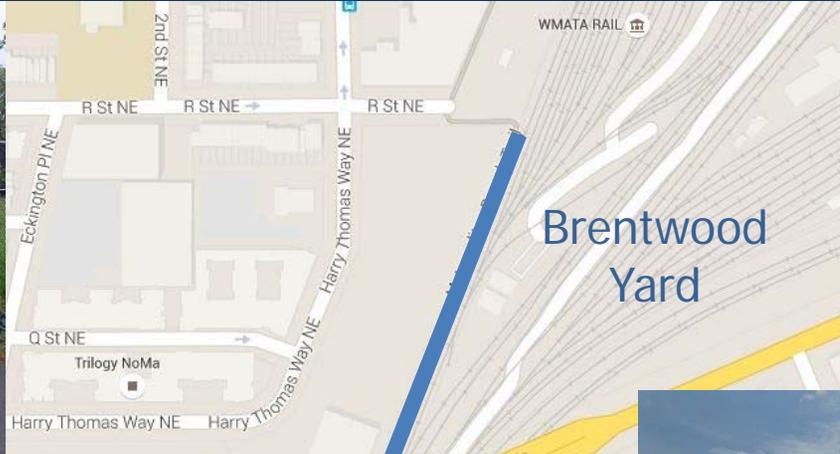
Background (cont'd)

- Integrating art on Metro property facing public space will:
 - Create attractive transit facilities
 - Build livable communities by creating public spaces that reflect the artistic, cultural and historic environment
 - Highlight Metro's involvement with the community by demonstrating support for local artists, organizations and public programs
 - Create economic opportunities for artists and other professionals

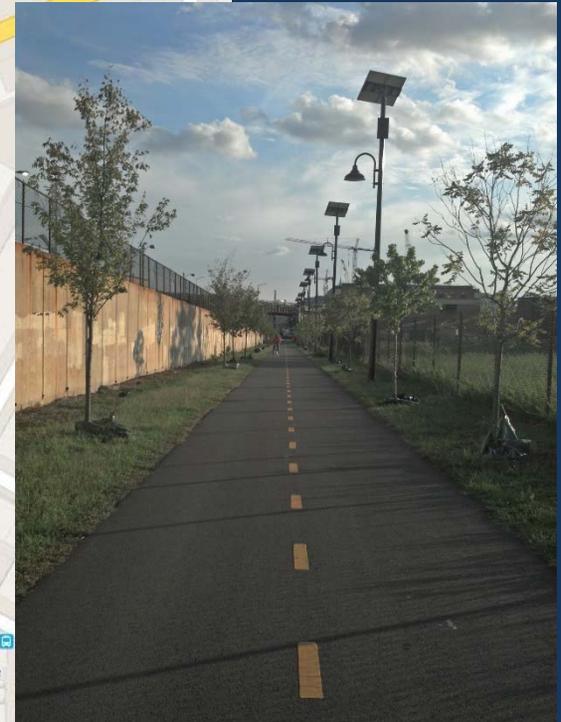
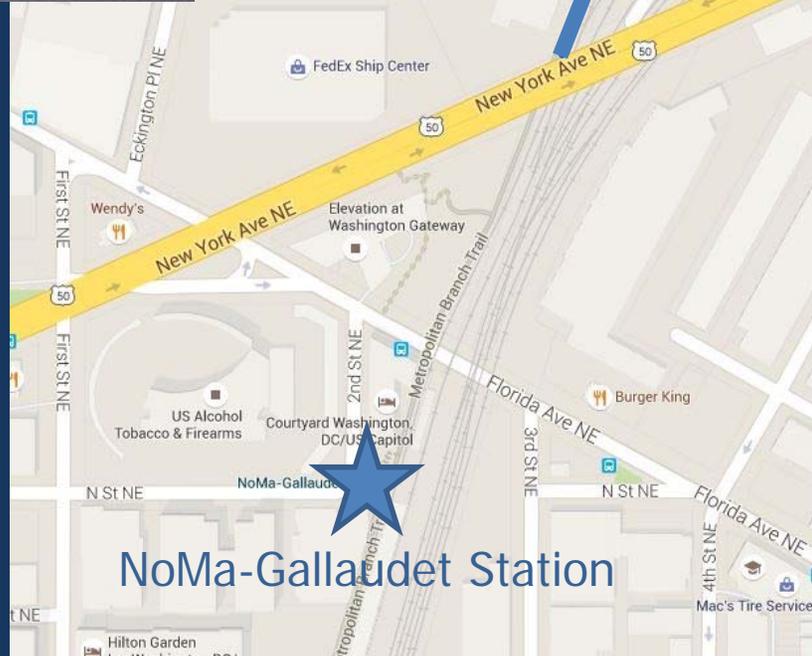


NoMa Mural Program

Murals Location



900 feet wall
along
Metropolitan
Branch Trail





NoMa Mural Program

Pow! Wow! Hawaii



Artists' Countries of Origin

- Washington
- Vancouver
- Shanghai
- Berlin





NoMa Mural Program

DC Project Concept

- 10 local artists and 10 international artists
- Connect artists and community by inviting youth groups and public schools
- General concept of mural and individual artists concepts subject to approval by WMATA's AIT and CFA
- All work created with house paint or spray paint on approved WMATA surfaces



NoMa Mural Program

Similar Projects





NoMa Mural Program

Next Steps

- Final review of drawings conducted ahead of festival by Art Review Panel: WMATA Art in Transit (AIT) Program, the U.S. Commission of Fine Arts (CFA), and NoMa BID
- Approved drawings to be used by selected artists to create mural
- Mural painted during the two-week long festival at the end of May (specific dates to be determined)



Recommendations

- Board approval of temporary, annually recurring public Mural Festival program funded by Pow!Wow! and NoMa BID

SUBJECT: APPROVAL OF ANNUAL MURAL ARTWORK AT BRENTWOOD RAIL YARD FACILITY

RESOLUTION
OF THE
BOARD OF DIRECTORS
OF THE
WASHINGTON METROPOLITAN AREA TRANSIT AUTHORITY

WHEREAS, The Board of Directors recognizes that the goal of the Authority is to provide the National Capital area with safe, reliable and attractive public transportation; and

WHEREAS, In Resolution 2000-67, the Board of Directors established a process to facilitate the display of the widest variety of artwork in the Metrorail system by reserving for itself the decision on whether to accept donated artwork; and

WHEREAS, Pow!Wow! LLC (Pow!Wow!) is a mural festival organization with a core mission to support and promote the arts and the NoMa Business Improvement District (NoMa BID) is facilitating Pow!Wow!'s arts mural festival in the District of Columbia which is slated to occur annually; and

WHEREAS, NoMa BID has proposed that the Washington Metropolitan Area Transit Authority (WMATA) participate in the arts mural festival this year and annually by allowing selected mural painters to create a community-focused mural artwork on the public-facing side of a 900-foot long retaining wall at the Brentwood Rail Yard Facility and to replace the mural annually, as Pow!Wow! currently does at other arts mural festivals, see attached examples of Pow!Wow!'s arts festival murals; and

WHEREAS, Pow!Wow!, in collaboration with NoMa BID and WMATA Art in Transit, will invite local mural painters and international mural painters from their artist roster to create the mural; and

WHEREAS, Pow!Wow! and NoMa BID will fully fund, at no cost to WMATA, all costs associated with creation of the mural, including payment to the artists, maintenance of the artwork and any required insurance; and

WHEREAS, WMATA Art in Transit has verified that allowing creation of a mural on the public-facing side of the retaining wall will not require entry onto WMATA property, and therefore, will not impact WMATA's safety, operations and security standards; and

WHEREAS, WMATA Art in Transit recommends that the Board of Directors approve this annually-recurring arts mural project for the public-facing side of the Brentwood Rail Yard Facility's retaining wall; and

WHEREAS, Upon the Board of Directors approval, the General Manager/Chief Executive Officer will enter into an agreement with the parties, to establish all parties' responsibilities for this annually-recurring mural project; now, therefore be it

RESOLVED, That the Board of Directors approves the creation of a community-focused public arts mural on the public-facing side of the retaining wall at Brentwood Rail Yard Facility, which will be recreated annually; provided that it does not compromise safety and security and provided that there is no cost to WMATA; and be it finally

RESOLVED, That this Resolution shall be effective 30 days after adoption in accordance with § 8(b) of the WMATA Compact.

Reviewed as to form and legal sufficiency,



Mark R. Pohl
Acting General Counsel

WMATA File Structure No.:
12.1.1 Art in Transit



NoMa Mural Program

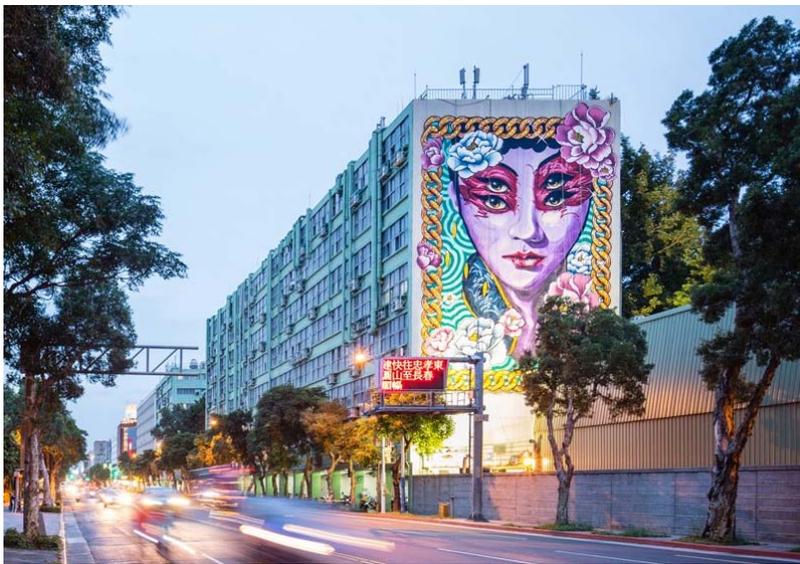
Pow!Wow! Sample Projects

Attachment

Mural by Skinner, Spencer Keeton Cunningham and Andrew Glasson on Ala Moana Boulevard, POW! WOW! Hawaii 2014



Mural by Will Barras at the Taipei Zoo for POW! WOW! Taiwan 2014



Mural by Madsteez and INSA at Tatung University for POW! WOW! Taiwan 2014

Mural by Skew, Reyes and Zes on Keawe and Auahi Street, POW! WOW! Hawaii 2014