



“WELCOME” SPINE:

A Branding Installation for the Woodward SPINE

PURPOSE

At the heart of the South Eastern Region of Michigan lies the intersection of Woodward and 8 Mile. This intersection between The City of Ferndale and The City of Detroit. More importantly, this serves as the front door to both cities as people traverse East to West on 8 Mile and North to South along Woodward. As the front door entrance to our wonderful cities its important that we have a strong first impression of beauty and aesthetic order.

The objective of this project will be the beautification, branding, lighting and artistic “welcome” signage of both cities on each side of the underside of the bridge along 8 Mile. This area is currently dark and uninviting to pedestrians, vehicles, and cyclist. We wish to invigorate this area as the grand entrance of the two cities that highlights

the ingenuity, creativity , collaboration, and resiliency o the The City of Ferndale and the City of Detroit.

SCOPE OF PROJECT:

In an effort to get a creative solution that fits the bold vision of both Cities, the 8 Mile Business association is releasing an RFP in partnership with the City of Detroit and The City of Ferndale that seeks to encourage a design build team that will both design and construct / apply their solution.

There are a number of elements that will be reviewed in during the selection process that should be considered before submittal;



Understanding the History:

This specific bridge at the intersection of Woodward and 8 mile is the first tri level intersection in the state of Michigan. This eventually consequently provided the bridge with Historic designation. Being the bridge does have historic significance, any implementation must be contained within the interior of the bridge.

An Artistic Approach:

The intent of this effort is beautify and brand the front door of Ferndale and Detroit. We are looking for a creative and interesting submissions that both beautifies and welcomes people to our City. We also expect submissions that promote an artistic approach that is creative and beautiful in its execution. The art should signify the aspects of "History", "Welcome", and other major elements that represents each City.

Structurally Safe and Secure:

We expect some elements that may be attached as artistic elements, screening, and support for additional features that may be added by the design team. Some of these elements may provide additional surfaces, and 3d elements that create sculptural elements which should ultimately enhance the environment under the bridge. Elements must be safe and follow all the minimum or maximum guidelines set forth in MDOT standards.

A Creative Lighting Solution:

As a part of this installation, it will be necessary to improve the lighting and safety under the bridge. This will be a critical element to the success of this installation to improve safety while highlighting the installation.





SUBMISSION:

Multidisciplinary Teams:

The teams responding to this RFQ should be multidisciplinary. This includes a creative industry representative, an artist, an Architect or Structural Engineer, and a General Contractor. This is a Design Build Project and elements must be built and installed to the necessary MDOT Standards

Qualifications (LEAD Designer):

Resumes, licenses / certificates and some examples of past projects must be provided for all team members.

Submission Package:

The submission package must be a PDF and include all the necessary qualifications and imagery necessary to select the right team for the project.

DRAFT

Schedule:

All submissions are due by
Please send all submissions to the following

CONTACT INFORMATION:

Jacob