





# WHAT IS SKATE SPACE?\_

Red Bull, in cooperation with the Seattle Department of Parks and Recreation and [pro skater] Torey Pudwill, are building a permanent art sculpture for the city of Seattle that is skateable.

The sculpture, titled Red Bull Skate Space, will be designed by seasoned artist C.J. Rensch to create a truly unique public art experience that explores the creative nexus of public space, athletic skill and individual imagination. This will not be a skate park, it is first and foremost a work of art - but this is art that invites interaction and participation.



# WHY SEATTLE?\_

Red Bull is drawn to Seattle because it is an influential art and architectural city in an extraordinary natural setting with spectacular views and vistas.

“Seattle has really embraced public art and they have a great collection, which I’m excited to be a part of. I completely believe in art and what it can do for a city, and this is a whole new step for it,” says C.J. Rensch, selected Skate Space artist.

Seattle is an active city with a network of parks, trails and outdoor social spaces and a vibrant skateboarding scene. Seattle also has one of the countries most progressive city wide skate park plans.



# SEATTLE CITYWIDE SKATEPARK PLAN\_

The city has done a tremendous amount of work with the local skate community to develop Seattle's Citywide Skatepark Plan.

This plan identifies a network of safe, legal places throughout the city, for people of all ages, races and genders to enjoy. It also offers recommendations that can begin to change the way people think about and experience skateboarding in Seattle. Jefferson Park is a designated location in the Skatepark Plan.

Seattle's Citywide Skatepark Plan makes the case that skateparks aren't just about skateboarding, they are places to break down barriers, build community and bring all kinds of people together – skaters and non skaters alike. Skateparks that are designed as part of a larger park will attract a variety of spectators.

Although this is envisioned as a different kind of skate environment – more art than park – the Red Bull Skate Space, at the confluence of a spectacular recreational green space can define a new brand of shared social and cultural space.

# WHAT IS SKATEABLE ART?\_



Skateboarding is an art form that allows individuals to express themselves by navigating through space and interacting with their environment.

Red Bull has commissioned artist C.J. Rench to design and fabricate a permanent and legacy art sculpture that is visually stunning, complements the natural location, and able to be skated by the local skateboard community.

Red Bull and the Seattle Department of Parks & Recreation have selected Jefferson Park in Beacon Hill for Red Bull Skate Space, with spectacular views of the downtown Seattle, Elliott Bay, Mt. Baker, and Olympic mountain range.





# LOCATION: JEFFERSON PARK\_



**DESCRIPTION:** Considered by many as Seattle's best park, Jefferson Park, the sixth largest park in the city, offers unparalleled views of the Duwamish River, the city and the Olympic Mountains. The Olmsted inspired path system flanked by trees offers a wonderful respite from city life along with many active opportunities. The covering of the reservoirs and two voter-approved Park levies transformed the park into a great community gathering place for Seattle.

45.2 Acres

Estimated 500,000 users per year

Neighboring Golf Course, newly remodeled Community Center, Lawn Bowling, Tennis Courts, Soccer Fields, Solar Picnic Shelters and an ecological friendly water playscape for kids.



# PROPOSED LOCATIONS\_



# PUBLIC NOTIFICATION\_



## JEFFERSON PARK

### SKATEABLE PUBLIC ART INSTALLATION PROPOSAL

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Seattle Parks and Recreation and Red Bull invite you and your family to a public meeting to discuss the proposed skateable art installation at Jefferson Park.

The goal of the meeting is to brief the neighborhood on the history of the project and to get feedback on the current work and proposed locations in the park. This project will produce a first of its kind permanent art installation for skateboarding. Seattle Parks and Red Bull will work with the artist to make the design and size of the skateable public art piece appropriate for the chosen location.

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**Monday, July 15, 2013**  
**Jefferson Park Community Center**  
**3801 Beacon Avenue South**  
**Seattle, WA 98108**  
**7 – 8:30 PM**



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**FOR FURTHER INFORMATION PLEASE VISIT**  
<http://www.seattle.gov/parks/projects/skatepark.htm>  
 Or contact: Pamela Klimont, Seattle Parks & Recreation - Planning and Development  
 800 Maynard Ave S, Seattle, WA 98134  
 206.684.7556, [pamela.klimont@seattle.gov](mailto:pamela.klimont@seattle.gov)











# RED BULL ATHLETE\_

**SKATE ADVISOR:** Torey Pudwill

The selected artist, C.J. Rench, will have access to a world class athlete to help envision and design skateable art. C.J. Rench will be responsible for understanding the technical parameters and challenges that would make this artwork an awesome experience for the skate community.

International skating phenomenon and X Games medalist Torey Pudwill will help C.J. Rench to translate artistic concepts into reality. Torey will also be present at the dedication of the Red Bull Skate Space to be among the first to skate the art.





# SELECTED ARTIST\_

## C.J. RENCH

Born in Elgin IL. in 1967. Self taught industrial engineer and product designer in the sporting goods industry, C.J. designed technical products and was awarded multiple patents for his innovative products. He began, designing, sculpting and fabricating metal sculpture full-time in 2005, working mainly with large-scale abstract design that reveals his dimensionality. His work, primarily in stainless and mild steel is very diverse ranging from small tabletop hand- painted sculpture to monumental public installations. His extensive international travels as a result of his design work and entrepreneurial spirit have had a meaningful impact on his art. He has participated in various public exhibitions across the U.S. and has his sculpture at several galleries in the North West. His work includes many large- scale commissions for public and personal collectors throughout the United States.









# LOCAL AGENCY ENGAGEMENT\_

Seattle Parks and Recreation

Sports Advisory Council

Jefferson Park



# NEXT STEPS/TIMELINE\_



## **PUBLIC ENGAGEMENT AND REVIEW PROCESS**

- » Public Involvement & Design Review Meetings - Current
- » Public Art Review - July 24th
- » Parks Approval of Artist Design - July 30th
- » Technical Reviews/Construction Documents - Early August

## **ARTWORK PROJECT SCHEDULE**

- » Selected Artist's Design Phase - June 24th – August 9th
- » On-site Implementation - August 26th – October 24th
- » Red Bull Skate Space Unveiling - Saturday, October 26th



THANK YOU\_





# APPENDIX\_





# ARTIST SELECTION PROCESS\_





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CULTURE

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www.4c.org 2013  
Red Bull SkateSpace  
100 100 100 1000  
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## CALL TO ARTISTS

**RED BULL SKATESPACE  
SEATTLE, WA**

**ART PROJECT BUDGET**  
\$76,000  
[Implementation budget is inclusive of design fees and documentation required for permitting, fabrication & materials, site prep and related construction, on-site installation, artist travel and 9.5% WA State Sales/Use tax. Permit fees and costs associated with community outreach will be paid by Red Bull and are not part of the artwork budget.]

**ELIGIBILITY**  
Open to professional artists living in Washington, Oregon and British Columbia

**APPLICATION**  
Submission of an online application is required; please review all guidelines prior to starting an application.

**DEADLINE**  
**5:00 PM on Monday June 3;** all application materials must be received by this deadline.

**ARTWORK OPPORTUNITY**  
Red Bull, in cooperation with the Seattle Department of Parks & Recreation is looking for an artist to work in collaboration with a world-class team of experts to design public artwork that is skateable. This is not a skate park - it is first and foremost a work of art. But this is art that invites interaction and participation.

With no rules to clearly define the game, skateboarding allows for the ultimate creativity and inspiration drawn from the world around you. Skateboarding is an art form that allows individuals to express themselves by navigating through space and interacting with their environment. Red Bull SkateSpace will break the barriers of the conventional skate park by taking skateboarding from fenced in, segregated concrete back to shared public space, creating new and exciting obstacles that challenge the skaters abilities and force them to think imaginatively. Red Bull SkateSpace will blend art and skateboarding to create unique terrain where the innovation of skateboarders can truly flourish.

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The consultation will be awarded on the basis of interviews from short listed applicants. An artist selection panel comprised of art and design professionals with representatives from Red Bull, the media and the skateboarding community will review all eligible applications received from this open call. The panel will select three finalists to interview. Out of three finalists will be reimbursed for travel costs to Seattle for the interview.

4Culture will manage the artist selection process and early design development for this artwork opportunity.

**SKATEPARK CITY & COMMUNITY**  
Red Bull is investing in the Seattle community by creating a truly unique public art experience that explores the creative sense of public space, athletic skill and individual imagination. Red Bull is drawn to Seattle because it is an influential art and architectural city in an extraordinary natural setting with spectacular views and vistas. Seattle is an active city with a network of parks, trails and outdoor social spaces and a vibrant skateboarding scene.

Red Bull wants to commission an artist to design and fabricate skateable art - not a skate park. Red Bull and the Seattle Department of Parks & Recreation have selected a site for the Red Bull SkateSpace in Myrtle Edwards Park, just north of the Olympic Sculpture Park on an elevated knoll with spectacular views to Elliott Bay and the Olympic mountain range. The selected artist will be expected to respond to this extraordinary location in a significant regional park on the water's edge and in proximity to an international collection of contemporary sculpture.

The city has done a tremendous amount of work with the local skate community to develop Seattle's **CITYWIDE SKATEPARK PLAN**. This plan identifies a network of safe, legal places throughout the city, for people of all ages, races and genders to enjoy. It also offers recommendations that can begin to change the way people think about and experience skateboarding in Seattle. Myrtle Edwards Park is a designated location in the Skatepark Plan.

Seattle's Citywide Skatepark Plan makes the case that skateparks aren't just about skateboarding, they are places to break down barriers, build community and bring all kinds of people together - skaters and non-skaters alike. Skateparks that are designed as part of a larger park will attract a variety of spectators. Although this is envisioned as a different kind of skate environment - more art than park - the Red Bull SkateSpace, at the confluence of a spectacular waterfront environment, recreational green space, and international sculpture park, can define a new brand of shared social and cultural space.

**SKATEPARK ADVISORS**  
The selected artist will have access to a world-class athlete to help envision and design skateable art. The artist will be responsible for understanding the technical parameters and challenges that would make this artwork an awesome experience for the skate community. International skating phenomenon Tony Hawk will help the selected artist to translate artistic concepts into reality. They will also be present at the dedication of the Red Bull SkateSpace to be among the first to skate the art.

**TORRY PUZZELL**  
When Torrey Puzeff was named Best Street Skater at the 2011 TransWorld Skateboarding Awards, he was barely 21 years old, yet he'd been existing in on-screen and in street skating competitions for years. "T-Puza" as he goes by, is renowned for game-changing street skills, which are in full view in videos such as 2013's "Torrey Puzeff's Big Bang" and a major part in Plan B's 2013 movie. Over the years, he's earned

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spots on a variety of podiums, including wins at Meta Lord of the Lines, the Copenhagen Pro, the Tampa Pro and Mokef Money Cup. They has battled nagging injuries—first an ankle injury and then a severely broken finger—which kept him out of contests and forced him to turn down his first two X Games invites. But in 2013, fully recovered and stronger than ever, he competed in his first X Games in Street League X Games held in Seattle, and scored a bronze medal. The native Californian is also an entrepreneur: He founded his own company, Grizzly Griptape, at age 12. A positive mindset and kind nature have made Torrey as respected for his attitude as he is for his talent.

"I wish I could skate every day because it's something that I do for fun and for the love. I'm just trying to get kids to be as hooked for skateboarding as I was as a kid."

Torrey Puzeff

**REVIEW & APPROVAL PROCESS**  
Myrtle Edwards Park is an extraordinary location for the Red Bull SkateSpace - but it is also a public park. The selected artist will be expected to coordinate design review with the Seattle Department of Parks & Recreation and the Office of Arts & Culture. The selected artist will be expected to present the artwork conceptual design and engage in discussion at one public meeting coordinated by Department of Parks & Recreation and one presentation to the Public Art Advisory Committee of the Office of Arts & Culture. Implementation of the artwork is contingent upon approval by the city. The Department of Parks & Recreation strongly encourages the selected artist to hire a licensed landscape architect to assist in the analysis of site preparation and grading needs for the artwork and to prepare documentation required by permitting. Red Bull will pay the costs of the required permits; however, the selected artist will be required to prepare the design drawings and documents necessary for permit review and to pay for that documentation not of the art budget.

**ARTIST SELECTION SCHEDULE\***

Deadline for Entry	Monday, June 3
Selection Panel Meeting	Monday, June 10
Finalist Notification	Tuesday, June 11
Finalist Interviews**	Wednesday, June 19

**PUBLIC ENGAGEMENT REVIEW AND PERMITTING PROCESS\***

DEPA/Shortline Permitting Start	Early June
Public Involvement Meeting #2	early August 2013 (artist to present concept to community)
Technical Review/ Construction Documents	early August 2013

**ARTWORK PROJECT SCHEDULE\***

Contract for Design Award	Monday, June 28
Conceptual Design Complete	July 26
Final Design Complete	August 9
Implementation Contract Award	August 19
On-site Implementation	August 26- October 24, 2013
Red Bull SkateSpace Opening Event	Saturday, October 26, 2013

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(Continued)





\*Schedules are subject to change

\*\*Applicants are expected to hold this date in order to participate in an interview if selected as finalists.

### ARTIST SELECTION PROCESS

#### SELECTION PROCESS

A selection panel will review all eligible applicant materials received from this open call, and select up to three finalists to interview. Following the interviews, the panel will select one artist for the commission.

The panel reserves the right to make no selection from the submitted applications or finalist interviews.

#### SELECTION CRITERIA

Finalists will be selected based foremost on the following criteria:

- Quality and strength of past work as demonstrated in the submitted application materials
- Command of dynamic spatial relationships and demonstrated understanding of complex sites with multiple viewing points
- Related experience: creating interactive or site-specific artwork or public installations
- Availability to begin work immediately and respond to an accelerated project timeline

#### ELIGIBILITY

This project is open to professional artists residing in Washington, Oregon and British Columbia.

Red Bull employees, 4Culture employees, Seattle Department of Parks & Recreation and Office of Arts & Culture employees, selection panel members, project personnel, and immediate family members of all of the above are not eligible to apply.

#### APPLICATION MATERIALS

VISIT [4CULTURE OPPORTUNITY LISTINGS](#) AND FOLLOW THE APPLICATION-SPECIFIC LINK.

ARTISTS APPLYING FOR THIS PROJECT **MUST** SUBMIT THE FOLLOWING MATERIALS **ONLINE**:

- 1) **PROFILE:** Applicant contact information.
- 2) **RÉSUMÉ:** Two-page (maximum) résumé. Keep the formatting as simple as possible. Only Word and Text documents will be accepted.
- 3) **STATEMENT OF INTEREST:** 300 words (or less) that explain why the artist is interested in this opportunity, how the artist's past work is appropriate for this project, and how the artist meets the eligibility requirements and selection criteria of this call.
- 4) **WORK SAMPLES:** Artists are encouraged to submit images of past work that best illustrate their qualifications for this project. Applicants **MUST** submit 12 digital images (no composites). Images will be projected one at a time during the application material review session. If applying as a team, the team submits no more than 12 images.

Upload JPG files only: images must be 1920 pixels on the longest side and at least 72 dpi. Files must be less than 2MB in size.

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Applicants will be required to list the title of the artwork/project name, completion date, medium and dimensions. Optional fields include project location, commissioning agency, budget, project partners (architecture, engineering, and/or landscape architecture firms, etc.), photo credit, and copyright owner.

Applicants are encouraged to provide a brief description (75 words or less) of each work sample.

### QUESTIONS

Please contact:

Cath Brunner  
[cath.brunner@4culture.org](mailto:cath.brunner@4culture.org)  
 206.296.8680

Willow Fox  
[willow.fox@4culture.org](mailto:willow.fox@4culture.org)  
 206.205.8824

**DEADLINE: REQUIRED MATERIALS MUST BE RECEIVED NO LATER THAN 5:00 P.M. ON MONDAY, JUNE 3.**

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# PUBLIC NOTIFICATION\_



## MYRTLE EDWARDS PARK

### SKATEABLE PUBLIC ART INSTALLATION PROPOSAL

Seattle Parks and Recreation, the Office of Arts and Culture, and Red Bull invite you and your family to the first of two public meetings to discuss a proposed skateable art installation at Myrtle Edwards Park. At the first meeting Seattle Parks will present the history of this project and gather input from the public on the potential project.

4Culture is currently administering the Call for Artists. The second meeting will be scheduled after the artist selection in June. At this meeting the artist will present the design for the skateable art piece.

Myrtle Edwards Park is located at 3130 Alaskan Way on the shoreline north of Olympic Sculpture Park. The Citywide Skatepark Plan designated this site as a recommended site for a skatedot in the central west region. Red Bull would like to invest in the community and commission an artist to design and fabricate the unique skateable art. The artist will coordinate the design with Seattle Parks and Recreation.

Wednesday May 29, 2013  
Belltown Community Center  
415 Bell St, Seattle WA 98121  
7 – 8:30 PM

#### FOR FURTHER INFORMATION PLEASE VISIT

<http://www.seattle.gov/parks/projects/skatepark.htm>  
Or contact: Pamela Kliment, Seattle Parks & Recreation - Planning and Development  
800 Maynard Ave S, Seattle, WA 98134  
206.684.7556, [pamela.kliment@seattle.gov](mailto:pamela.kliment@seattle.gov)





# PUBLIC NOTIFICATION\_



Red Bull Skate Space will be a true testament to the creative and inherently artistic act of riding and performing tricks on a skateable work of art to create unique terrain where the innovation of skateboarders can truly flourish.

Seattle Parks and Recreation, the Office of Arts and Culture, and Red Bull invite you and your family to the first of two public meetings to discuss a proposed skateable art installation at Myrtle Edwards Park. At the first meeting Seattle Parks will present the history of this project and gather input from the public on the potential project.

## ARTIST DEADLINE:

**5:00PM  
MONDAY, JUNE 3**

[www.4culture.org/apply/index.aspx](http://www.4culture.org/apply/index.aspx)

## PUBLIC MEETING #1:

**Wednesday May 29, 2013  
Belltown Community Center  
415 Bell St, Seattle WA 98121  
7 – 8:30 PM**

 @redbullSEA

FOR FURTHER INFORMATION PLEASE VISIT  
<http://www.seattle.gov/parks/projects/skatepark.htm>

# ATHLETE MEET & SKATE\_

A skateboarder with curly hair, wearing a grey t-shirt with a Red Bull logo and brown pants, is performing a trick on a concrete ledge. The background shows a city skyline with tall buildings and a river.

MEET & SKATE WITH **TOREY PUDWILL**

**JUNE 18TH**  
4:00PM - 5:00PM // MEET & GREET AT ALIVE & WELL  
7:00PM // SKATE SESSION AT JEFFERSON SKATEPARK





# PUBLIC NOTIFICATION\_



## JEFFERSON PARK

### SKATEABLE PUBLIC ART INSTALLATION PROPOSAL

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Seattle Parks and Recreation and Red Bull invite you and your family to a public meeting to discuss the proposed skateable art installation at Jefferson Park.

The goal of the meeting is to brief the neighborhood on the history of the project and to get feedback on the current work and proposed locations in the park. This project will produce a first of its kind permanent art installation for skateboarding. Seattle Parks and Red Bull will work with the artist to make the design and size of the skateable public art piece appropriate for the chosen location.

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