

Minneapolis Downtown Experience Committee & The Minneapolis
Downtown Council

HOLIDAZZLE CREATIVE LIGHTING EXPERIENCE 2016

Request for Creativity

Issue Date: June 2016
Submission Deadline: June 24, 2016 at 5:00 p.m.
Submission Contact: John Blair, Minneapolis Downtown Council
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1. Overview

The Downtown Council, with input from the Downtown Experience Committee, is proud to announce a design competition for a creative lighting experience for the 2016 Holiday. The Creative Lighting Experience aims to become a signature addition to the 2016 Holiday event in Loring Park through the creation of a one-of-a-kind spectacle that will create a sense of wonder unique to the City of Minneapolis.

What is the Holiday?

Holiday creates a community gathering place and holiday destination for people of all ages to come together and celebrate winter in Downtown Minneapolis. This year's Holiday features stories highlighting local people, products and places that showcase the food scene, art district, park system, active lifestyle, local entertainers and community groups that make our city and our region unique and special.

What is a "Request for Creativity"?

A Request for Creativity is similar to a Request for Qualifications only better. The Downtown Council and the Downtown Experience Committee believes creativity comes in all shapes and sizes and hopes to be surprised. The application process is simple—10 pages maximum. We are looking for creative lighting concepts that will provide a unique draw to the 2016 Holiday festivities. We want information that is easily put together— bios, previous projects, a description of what you are proposing with supporting illustrations and graphics that demonstrates your creativity and ideas for the project.

Our hope is that this process will entice creative teams with specific experience in the creation of unique lighting installations to apply. Creative teams could include students, designers, lighting specialists, artists, architects, urban designers or agencies with these capabilities. If you are creative and have the technical skills and experience create a lighting spectacle—please apply.

For the Request for Creativity submissions, 3-4 finalists will be selected and invited to interview and discuss their concept with the review committee. From these design submissions and interviews, one winner will be awarded a contract to build their design.

What is the Downtown Experience Committee?

The Downtown Experience Committee is a committee formed by the Minneapolis Downtown Council to implement The 2025 Plan, a strategic plan designed to help downtown businesses, community leaders and citizens build on downtown assets and improve future goals. Approximately 350 companies make up the council.

2. Request for Creativity Submission & Selection Guidelines

a. Inquiries

All inquiries related to this RFC are to be directed by phone or email to John Blair with the Minneapolis Downtown Council. Contact information is listed on the front cover of this RFC.

b. Closing Date

Complete electronic copies of each response must be received before 5:00 p.m. on Friday, June 24th, 2016 to the email address listed on the front cover of this RFC. Email submissions should be clearly titled with the individual or organization's name (ex. Holidazzle Creative Lighting Experience 2016 Submission – Name of Individual/Organization).

c. Qualifications Review Committee

All RFC submissions will be reviewed and 3-4 finalists will be selected by the Holidazzle Creative Lighting Committee, comprised of members from the Downtown Experience Committee, MDC and MPRB. Potential Sponsors will also be invited to review and help in the selection process.

d. Selection Criteria

- i. RFC submission demonstrates innovative thinking and creation of a community draw.
- ii. RFC submission demonstrates ability to build the Lighting Experience.

3. Submission Requirements

a. Page 1: Statement (up to 500 words) describing your lighting concept and why you think we should choose you/your team for the Holidazzle Creative Lighting Project.

- i. What is the effect you are creating?
- ii. What excites you about the project?
- iii. What are the strengths that you can bring?

b. Page 2: Team member bios

- i. Include primary contact information
- ii. Description of each team member's strengths
- iii. Include information that describes the ability of your team to implement the design, construction and removal of a Creative Lighting Installation

c. Pages 3 – 10: up to eight pages illustrating concept and previous creative work (include graphic images and text)

- i. You may include links to above work or additional work.

4. Creative Lighting Design Guidelines

The design guidelines below are intended to give an idea of elements that we are looking to be incorporated into Creative Lighting Experience. How you interpret the guidelines is up to you and we encourage innovative ideas that put a twist on average designs.

Project Goals/Requirements

- Team with demonstrated track record (i.e. technical & design experts)
- Must be a spectacle
- Ability to draw people to event
- Possibility of transferring effect to Nicollet Mall in future years a consideration
- Feature must be “of light”
- In Kind donations considered
- Potential to include existing Holidazzle assets
 - List of assets to be provided to finalists
- Unique to Minneapolis
- Safety Regulations
 - Must pass inspection
- Durability
 - Materials used must be able to withstand outdoor elements, and intense human interaction.
- Maintenance designs should be able to be easily maintained.
- Holidazzle Theme includes Northern Lights

Project Timeline

- June 6th – Request for Creativity announced
- June 24th - Creativity submissions due by 5pm
- July 5th - Finalists announced
- Week of July 25th – Final Presentations
- Week of August 1st – Winner Selected
- August – September – Design refinements/fundraising/long lead item procurement

- October – Installation
- November – Unveiling
- January – Deconstruction/Removal

5. Services provided by Winning Team:

Services that the winners will be required to perform and be responsible for include:

- Design/Construction/Installation/Removal of the lighting effect and materials. Holidazzle will keep materials for future years, if the design is well received.
- Maintenance
 - The winner will be responsible for any structural/design maintenance that may occur over the allotted time frame of the effect.

6. Services provided by Holidazzle:

- Coordination of necessary inspection
- Acquisition of necessary permits
- Insurance
 - Provided by the Minneapolis Downtown Council
- Daily Observation of effect
- Security

7. Payment/Budget

- a. Project Budget
 - i. Includes materials, construction, deconstruction, design team compensation
 - 1. \$20-\$50,000 – with the potential for additional philanthropic donations
 - 2. Promotion and increased visibility
 - 3. Inclusion in Holidazzle Marketing materials