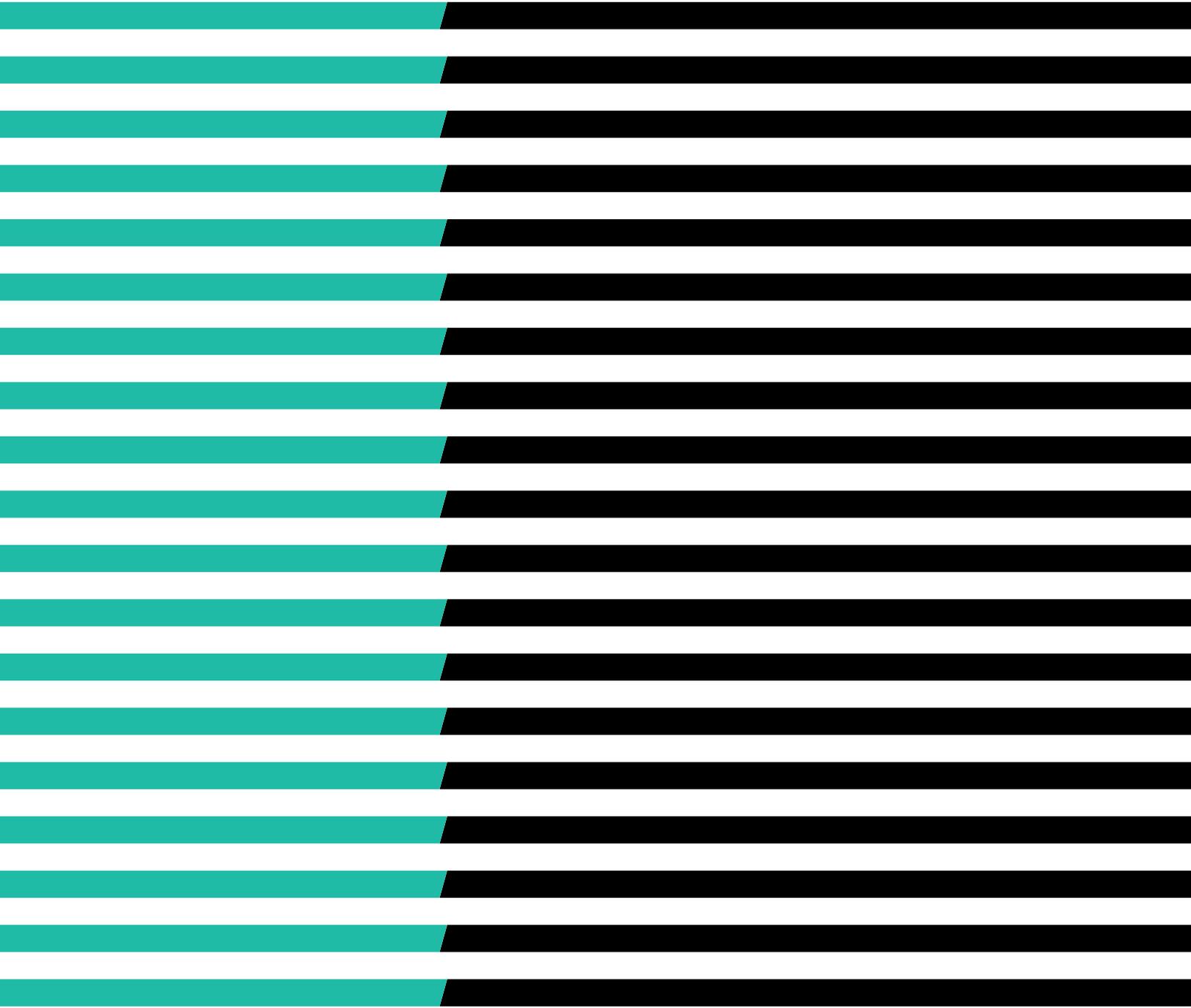


DIA | MIDTOWN PLAZA | CULTURAL CONNECTIONS



**DESIGN COMPETITION
REQUEST FOR QUALIFICATIONS**

PRESENTED BY:



UPDATES

INQUIRIES

The deadline for submitting questions regarding this RFQ has been extended to **April 23, 2018, 5:00 p.m. E.D.T.** All questions and communication should still be directed to Dan Pitera at piteradw@udmercy.edu. Answers to questions will be published by April 26.

The Project Management Team
April 12, 2018

CONTENTS

- 3 Letter from Salvador Salort-Pons + The Steering Committee

PART 1

- 6 Project Partners + Supporters
- 9 Jury
- 10 Project Management Team
- 11 Overview
- 13 Aims + Objectives
- 14 About the Detroit Institute of Arts
- 15 About Midtown Detroit
- 17 Outdoor Programming in the Arts + Cultural District
- 20 The Project Site
- 24 Teams + Selection Criteria

PART 2

- 26 Competition Details
 - 26 Submission Requirements
 - 28 RFQ | Competition Timeline
 - 30 General Instruction
-
- 35 Appendices

LETTER FROM SALVADOR SALORT-PONS + THE STEERING COMMITTEE

Dear Design Partner,

Over the past decade, Detroiters have been engaging in conversations about what makes a city great and how to transform our public spaces to support neighborhoods and nurture inclusion among residents. The essence of city life throughout the world is defined by expressive, and sometimes distinctive, public spaces that epitomize community by drawing diverse populations together and expressing vitality through interaction, activities and events. From Tbilisi to Miami Beach, the best cultural districts in the world combine leisure, commerce and performance to create an all-inclusive hub and welcoming destination for the public.

Together with our partner, Midtown Detroit Inc. (MDI), we know that the public space in Detroit's cultural district will make our community stronger. Therefore, we are setting out to create a more vibrant, sustainable Midtown neighborhood for the residents of our region, as well as visitors from around the globe. With many innovative and forward-thinking cultural centers as our inspiration, we seek to create one of this community's most attractive and diverse gathering places on the exterior grounds of the Detroit Institute of Art (DIA), one of world's preeminent museums, as we also forge a sense of connectedness between the neighboring institutions including the Charles H. Wright Museum of African American History, College for Creative Studies, Detroit Historical Museum, Detroit Public Library, Michigan Science Center, University of Michigan, Wayne State University, among others.

To explore this vision, the DIA and MDI are seeking a design team to lead a collaborative planning process for a campus that will foster the development of community, culture, and democracy. Our partners recognize that community-driven improvement of public spaces is powerful work and extends beyond just the immediate campus of the DIA and must create connections into the whole cultural district and neighborhoods in Detroit to be successful.

The transformation of public spaces in Detroit is not beginning with this design competition. It can be seen on the Detroit Riverfront, downtown at Campus Martius, and even in Eastern Market. But the cultural district and the DIA, through this competition, have a unique opportunity to define a singular

public arts space with a myriad of uses from the visual and performing arts to dining and play opportunities as reflected in the DIA's mission statement: "To create experiences that help visitors find personal meaning with art individually and with each other."

We invite the design community as part of this competition to think big and creatively as we innovatively set a course for the future; to find solutions that will inspire us to create a public art space that connects to our neighboring institutions. We encourage you to be ambitious and singular in considering all the challenges you will find described in this RFQ.

Sincerely,



SALVADOR SALORT-PONS

Chair of the Steering Committee and CEO, Detroit Institute of Arts

WITH STEERING COMMITTEE MEMBERS:

Melanca Clark, President + CEO | Hudson Webber Foundation

Maurice Cox, Urban Planning Director | City of Detroit

John M. Erb, President + Board Chair | Fred A. and Barbara M. Erb Family Foundation

Eugene A. Gargaro, Jr., Chairman of the Board | Detroit Institute of Arts

James Holloway, Vice Provost for Global Engagement + Interdisciplinary Academic Affairs | University of Michigan

Dr. Tonya Matthews, CEO | Michigan Science Center

Darin McKeever, President + CEO | William Davidson Foundation

Jo Anne G. Mondowney, CEO | Detroit Public Library

Dr. Juanita Moore, CEO | Charles H Wright Museum of African American History

Susan T. Mosey, Executive Director | Midtown Detroit, Inc.

Xavier Mosquet, Senior Partner + Managing Director | Boston Consulting Group

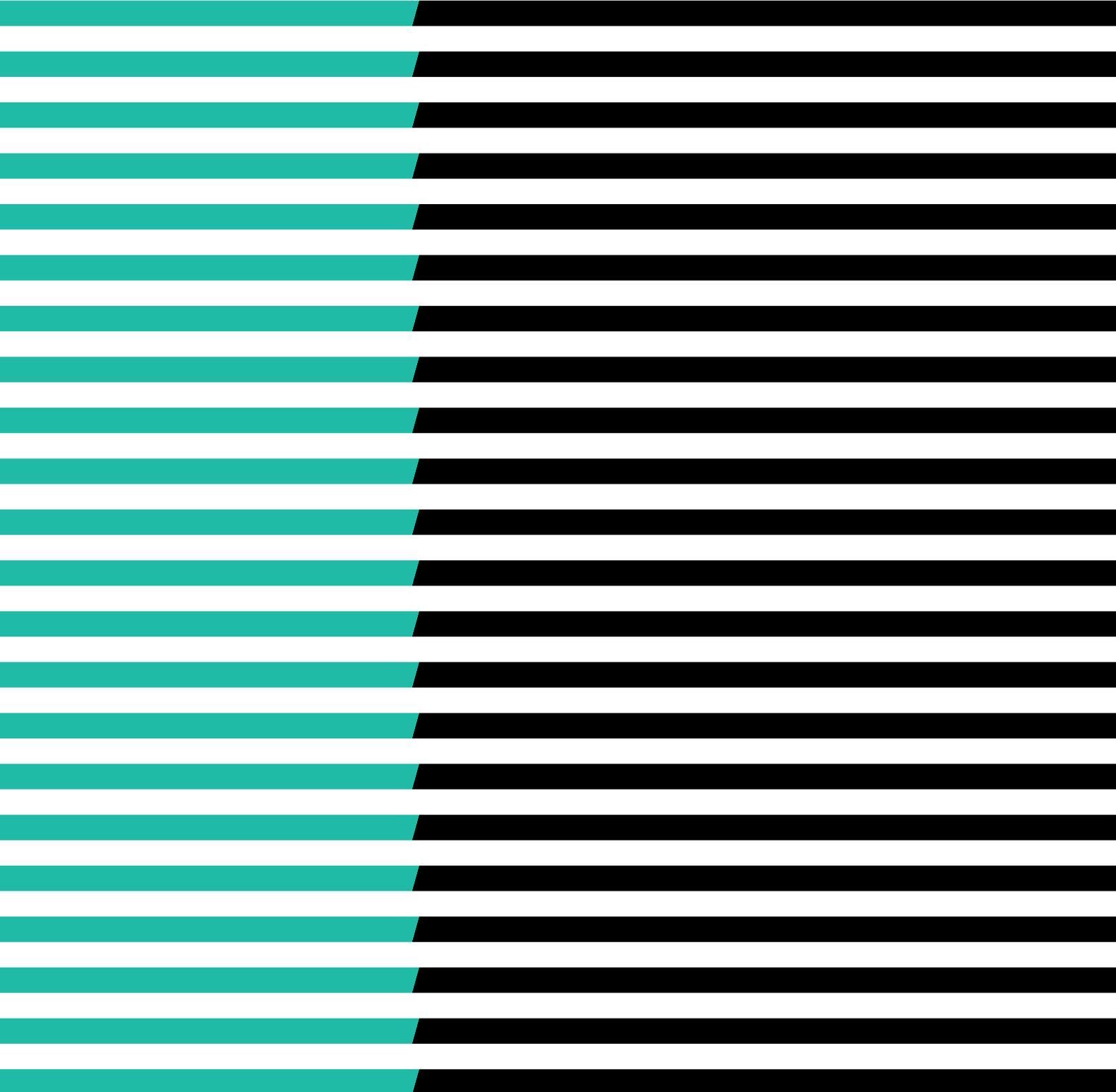
Rip Rapson, President + CEO, The Kresge Foundation

Richard L. Rogers, President | College for Creative Studies

Harry Wyatt, Associate Vice President, Facilities Planning + Management | Wayne State University

Rebecca Salminen Witt, Chief Development + Communications Officer | Detroit Historical Society

PART 1



PROJECT PARTNERS AND SUPPORTERS

The DIA Public Plaza and Midtown Cultural Connections Design Competition planning process has been made possible by the following funders:



Fred A. and Barbara M.
Erb Family Foundation

PROJECT CO-DIRECTORS:



DISTRICT STAKEHOLDERS

Charles H. Wright Museum of African American History
College for Creative Studies
Detroit Historical Museum
Detroit Institute of Arts
Detroit Public Library
Hellenic Museum of Michigan
International Institute of Metropolitan Detroit Midtown
Detroit, Inc.
Michigan Science Center
The Scarab Club
University of Michigan
University Prep Science and Math Middle School
Wayne State University

PROJECT SUPPORTERS:



THE BOSTON CONSULTING GROUP

ABOUT THE DETROIT INSTITUTE OF ARTS:

The Detroit Institute of Arts (DIA), one of the premier art museums in the United States, is home to more than 65,000 works that comprise a multicultural survey of human creativity from ancient times through the 21st century. From the first Van Gogh painting to enter a U.S. museum (Self-Portrait, 1887), to Diego Rivera's world-renowned Detroit Industry murals (1932–33), the DIA's collection is known for its quality, range and depth.

The DIA's mission is to create opportunities for all visitors to find personal meaning in art individually and with each other. Programs are made possible with support from residents of Wayne, Oakland and Macomb counties.

Follow the DIA at: www.dia.org

ABOUT MIDTOWN DETROIT, INC:

Midtown Detroit, Inc. (MDI) is a nonprofit planning and development agency charged with revitalization of Detroit's Woodward Corridor. Representing over 100 area stakeholders, including Detroit's anchor educational, medical and cultural institutions, MDI provides public space maintenance and security services; marketing support; technical assistance; infrastructure and real estate development; small business support; grant administration; and arts programming for the district.

Follow MDI at: www.midtowndetroitinc.org

PROJECT STEERING COMMITTEE:

Steering Committee Chair:

Salvador Salort-Pons, Director, President + CEO | Detroit Institute of Arts

Steering Committee:

Melanca Clark, President + CEO | Hudson Webber Foundation

Maurice Cox, Urban Planning Director | City of Detroit

John M. Erb, President + Board Chair | Fred A. and Barbara M. Erb Family Foundation

Eugene A. Gargaro, Jr., Chairman of the Board | Detroit Institute of Arts

James Holloway, Vice Provost for Global Engagement + Interdisciplinary Academic Affairs | University of Michigan

Dr. Tonya Matthews, CEO | Michigan Science Center

Darin McKeever, President + CEO | William Davidson Foundation

Jo Anne G. Mondowney, CEO | Detroit Public Library

Dr. Juanita Moore, CEO | Charles H Wright Museum of African American History

Susan T. Mosey, Executive Director | Midtown Detroit, Inc.

Xavier Mosquet, Senior Partner + Managing Director | Boston Consulting Group

Rip Rapson, President + CEO | The Kresge Foundation

Richard L. Rogers, President | College for Creative Studies

Harry Wyatt, Associate Vice President, Facilities Planning + Management | Wayne State University

Rebecca Salminen Witt, Chief Development and Communications Officer | Detroit Historical Society

ACKNOWLEDGMENTS

The project management team would like to thank the following individuals for their guidance and support of this design competition planning process:

The Board Members of the Detroit Institute of Arts

Jim Andriotakis, President | Hellenic Museum of Michigan

Joan DeRonne, Director of Operations | Hellenic Museum of Michigan

Treena Flannery Ericson, Gallery Director | The Scarab Club

Charles Ferrell, Vice President, Public Programs | Charles H. Wright Museum of African American History

Ashley Flintoff, Director, Planning and Space Management | Wayne State University

A. Paul Fontaine, Program Manager, Michigan Engaging Community through the Classroom Initiative | University of Michigan

Edward Freedman, Consultant | Boston Consulting Group

Sigal Hemy, Program Officer | Fred A. and Barbara M. Erb Family Foundation

Ash Hennen, Executive Director | The Scarab Club

Wendy Lewis Jackson, Managing Director, Detroit Program | The Kresge Foundation

George Jacobsen, Senior Program Officer, Cultural and Civic Vitality | William Davidson Foundation

Keegan Mahoney, Program Director | Hudson-Webber Foundation

Daniel Rieden, Lead Landscape Architect | City of Detroit

Nettie Seabrooks, Assistant to the DIA Chairman of the Board

Mark Wallace, President + CEO | Detroit Riverfront Conservancy

Wojciech Zolnowski, Executive Director | International Institute of Metropolitan Detroit

JURY

Each competitor is requested not to contact the DIA/MCC Jury.

JURY CHAIR

Salvador Salort-Pons, Director, President + CEO | Detroit Institute of Arts

JURY MEMBERS

- Julie Bargmann, Associate Professor Landscape Design, University of Virginia | Founder & Principal, D.I.R.T. Studio
- Maurice Cox, Urban Planning Director | City of Detroit
- William Gilchrist, Planning and Building Director, City of Oakland, California
- Jonathan Massey, Dean, Taubman School of Architecture and Urban Planning, University of Michigan
- Cara McCarty, Curatorial Director, Cooper Hewitt, National Design Museum
- Dr. Juanita Moore, CEO | Charles H Wright Museum of African American History
- Mario Moore, Artist
- Richard Rogers, President | College for Creative Studies

Other people participating without voting privileges in the interviews/public presentations and acting as advisors to the DIA/MCC Jury:

- Felicia E. Molnar; Executive Director, Strategic Initiatives | Detroit Institute of Arts
- Susan T. Mosey, Executive Director | Midtown Detroit Inc.
- Annmarie Borucki, Special Projects Manager | Midtown Detroit Inc.
- Dan Pitera, FAIA; DCDC, Professional Advisor
- Charles Cross, ASLA; DCDC, Professional Advisor
- Julia Kawolski; DCDC, Professional Advisor

PROJECT MANAGEMENT TEAM

All questions and communication regarding this RFQ should be submitted in writing to Dan Pitera at piteradw@udmercy.edu. Questions must be received by April 16, 2018. Questions initiated after April 16, 2018 will not be considered.

DETROIT INSTITUTE OF ARTS

Felicia E. Molnar

Executive Director, Strategic Initiatives
Office of the Director
Direct: 313.833.7960

MIDTOWN DETROIT INC

Susan T. Mosey

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PROFESSIONAL ADVISOR

Dan Pitera, FAIA

Detroit Collaborative Design Center
University of Detroit Mercy School of Architecture
Executive Director
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Charles Cross, ASLA

Detroit Collaborative Design Center
University of Detroit Mercy School of Architecture
Director of Landscape Architecture
Office: 313.993.1037

OVERVIEW

Over the past decade, the Detroit Institute of Arts (DIA) has become internationally renowned for making humankind's greatest artistic achievements accessible to all. "Wonders of the Ancient Middle East" are used to illustrate technological innovations that shaped the world we know today. Diego Rivera's iconic "Detroit Industry" fresco murals become animated via an iPad tour. Throughout the museum, art comes alive through universal stories told in a conversational tone. The Wall Street Journal hailed the DIA as "the world's most visitor-friendly museum" in 2015. However despite the success inside the museum, visitor experiences on the exterior spaces that surround the museum tell a different story. Presently, the 4-acre front plaza and grounds receive little public use outside of major events, even though it is situated in one of the most vibrant areas of the city. Potential visitors have described the exterior and grounds as "impermeable" and "standing separate from our community."

Sitting adjacent to the DIA are a significant set of cultural assets including the Charles H. Wright Museum of African American History, the College for Creative Studies, the Detroit Historical Museum, the Detroit Public Library, the Michigan Science Center, University of Michigan, Wayne State University, among others, who also share a desire for greater connection to the community and to one another. With the Detroit Institute of Arts' Plaza project as an anchor, we are inviting designers to imagine inspired possibilities for stronger connections between Midtown's cultural and educational institutions. We ultimately hope to create a district that will be inviting to all of metro Detroit and its distant visitors, and where people will be happy to linger outside, walk from place to place, as well as come within.

This design competition centers around enhancing and enlivening the DIA's exterior campus, and seeks an outstanding integrated design team for developing an urban and landscape design strategy and connection framework. First, the team will be asked to create a strong and innovative design vision that reimagines the DIA's grounds, making them highly visible, welcoming, flexible and functional to support year-round outdoor programming. Second, we are looking for the selected team to take elements from the DIA design and extend them beyond its grounds to physically connect to the surrounding institutions, encouraging walkability, improving wayfinding, and identifying other opportunities for public art and programming, while also considering shared parking strategies and improved design. Ultimately, this project presents an opportunity to unify the cultural district in a triple bottom line fashion: one that creates physical and organic connections between the institutions, equitably engages



Mindfield, P.O.V., September 26-27, 2014. Video Projection on Detroit Institute of Arts - Woodward Façade.

residents and visitors, provides opportunities for local businesses, manages stormwater, generates new or increased revenue streams for the museums, improves walkability, and adds beauty to the area.

We are aware that this project is complex. The stakeholder institutions are committed to working together and are actively engaged in the process of developing a grand vision for the district. An extensive civic engagement process will also feed into this process.

THE COMPETITION

This competition is comprised of a three-stage selection process to choose a world-class landscape architecture and/or urban design team to realize the vision of a gathering place that welcomes everyone and establishes connections between our arts and cultural institutions—inspiring an interconnectivity between our institutions and our citizens. Details on the format of the competition are provided in Part Two of this document.

No design is required at the first stage. Competitors are invited to electronically submit their qualifications. **The deadline for this is: 12:00 EDT, Monday, April 30, 2018.**

<https://midtowndetroitinc.slideroom.com>

AIMS & OBJECTIVES

The DIA Public Plaza + Midtown Cultural Connections project hopes to accomplish the following:

IMMEDIATE PHYSICAL PRESENCE

Give the DIA immediate physical presence and visibility that exemplifies it as a progressive beacon for the City of Detroit and as an important arts destination—the kind of place people make pilgrimages to.

AN ENHANCED AND INTERACTIVE DIA CAMPUS

Enhance and enliven the DIA campus by creating a highly-attractive and welcoming environment (day and night, through all seasons, and active all year long) that promotes a strong sense of community and sociability, that can alter the perception and the state of mind of the local visitor and distant traveler, while increasing dialogue and accessibility. Make the campus more welcoming, accessible and user-friendly, considering ways in which people enter and exit the building, while addressing its parking and driveway issues.

CONNECT ALL THE INSTITUTIONS

Strengthen the connections between the DIA and its neighbors, the surrounding institutions. Develop a design scheme that connects the stakeholder institutions with a beautiful series of settings that support all types of programming and public art, and that transforms our neglected little spots. As the DIA moves into the future becoming a gathering place that welcomes everyone, it is important that it also connects to the vitality of Midtown's highly-regarded institutions and their exterior public spaces, which in turn must connect to the surrounding community, the city and the metro area.

ENGAGE THE PUBLIC

Improve the DIA and the stakeholder institutions' identities and the overall sense of place within the district by actively engaging the public in the planning process.

SUSTAINABLE VALUES

Create a strong, safe and flexible design vision, informed by placemaking, accessibility, footfall and people flows that can accommodate all types of programming and temporary exhibition/installation spaces. Use innovative materials and make design choices incorporating energy-saving, green technologies where possible, plant for biodiversity and consider indigenous species, and create opportunities for the institutions to manage stormwater. Considers financial sustainability, long-term maintenance, and operations.

ABOUT THE DETROIT INSTITUTE OF ARTS



Detroit Institute of Arts - Woodward Facade

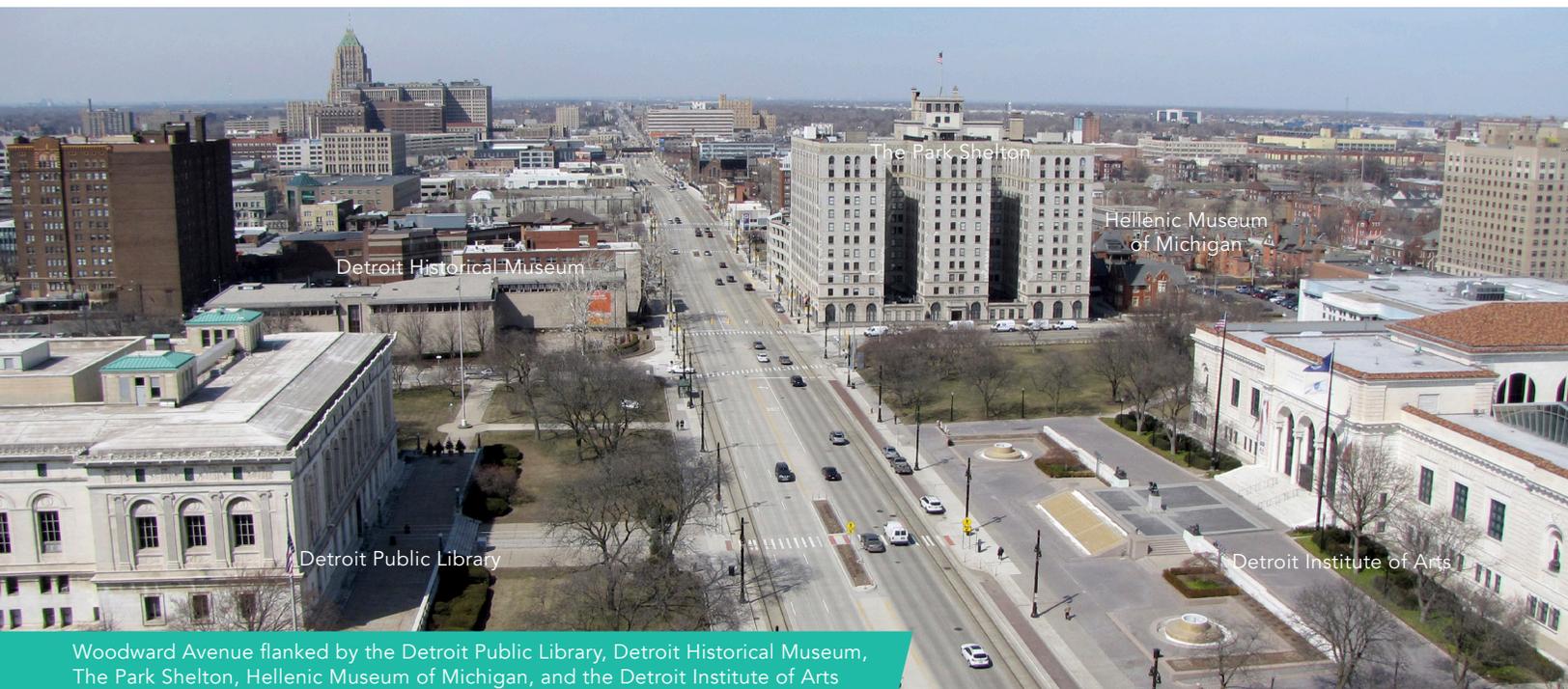
The Director of the Detroit Institute of Arts, Salvador Salort-Pons, began his tenure three years ago with an inclusive vision for the museum. He sees the DIA as becoming a more diverse institution and pictures an activated exterior campus at the heart of this community that supports the museum's ongoing evolution. He also sees the DIA as playing a role in Detroit that town squares play around the world, the civic soul of entire neighborhoods, towns, and cities. When you go to Madrid, Salort-Pons' home town, there are the signature main squares where people gather to talk, linger, see a performance, wonder at a fountain, drink a coffee, or possibly just read a newspaper.

The dilemma that exists currently for the DIA is that the exterior grounds surrounding the museum do not live up to its wonderful history. This situation has amplified the perception that the museum is impenetrable: a temple to be ascended to. We believe that it is time to reach out beyond the walls surrounding the interior galleries and transform the exterior to celebrate the vision of becoming a gathering place that welcomes all people. Through the plaza planning process, we also hope that we can transform the surrounding grounds of the DIA and therefore create a space outside of the museum that brings people to the inside of the museum, while the inside of the museum brings people outside and connects to the broader cultural district.

The DIA's collection is among the top six in the United States, with about 65,000 works. The foundation was laid by William Valentiner, who was director from 1924 to 1945 and acquired many important works that established the framework of today's collections. Among his notable acquisitions are Mexican artist Diego Rivera's Detroit Industry fresco cycle, which Rivera considered his most successful work, and Vincent van Gogh's Self-Portrait, the first Van Gogh painting to enter a U.S. museum collection.

A hallmark of the DIA is the diversity of the collection. In addition to outstanding American, European, Modern and Contemporary, and Graphic art, the museum holds significant works of African, Asian, Native American, Oceanic, Islamic, and Ancient art. In 2000, the DIA established the General Motors Center for African American Art as a curatorial department in order to broaden the museum's collection of African American art, one of the best in the nation.

ABOUT MIDTOWN DETROIT



Woodward Avenue flanked by the Detroit Public Library, Detroit Historical Museum, The Park Shelton, Hellenic Museum of Michigan, and the Detroit Institute of Arts

Midtown Detroit has been identified as one of the top up-and-coming neighborhoods in America. There is probably no district that has more to offer than Midtown with its vibrant blend of history, luxury apartments, modest townhouses and lofts, restaurants, galleries, as well as Detroit's arts and cultural center, Wayne State University, the College for Creative Studies, the Detroit Symphony Orchestra, the Museum of Contemporary Art Detroit, the Detroit Medical Center—all making this a very attractive place to be.

Since 2013, the area has seen an increase in economic activity and development. Significant investment has taken place, with even more in the pipeline for the near future. Midtown Detroit is quickly becoming one of the most desirable neighborhoods to live, work, and play.

The most recent Census data shows that the Midtown population had seen its first increase in decades. From 2013-2016 Midtown's population increased 21%. This surge of new residents pushed rental occupancy levels to 98% and created a demand for more housing units. Since 2013, 1,405 new units and dorm beds have been delivered, with 1,720 currently under construction, and an additional 2,201 in the future pipeline.

Along with the population growth, Midtown has seen significant business growth. Since 2013, a total of 157 new businesses have opened in Midtown, TechTown, and New Center. These new businesses include retail, restaurant, entertainment, service, and office uses. In addition to the recently opened businesses, 52 businesses have agreements in place with plans to open in the near future. Another 100+ businesses and entrepreneurs have reached out to Midtown Detroit, Inc. and are actively looking for space.

Midtown has a unique collection of cultural and educational institutions physically located within blocks of each other. They stand as bridges between Detroit's rich past and the dynamic possibilities of the future. They also represent the long heritage of civic life and community engagement in Detroit. However, the exterior spaces surrounding these institutions are missed opportunities to nurture and amplify this tradition of an active public life and civic culture into the future. Building upon the work begun with the DIA Plaza, the Midtown Cultural Connections project vision is to establish physical cultural connections between our cultural institutions—inspiring an inter-connectivity between our institutions and between our citizens. There is an opportunity to see the exterior spaces of Midtown's Cultural Center as connected, rather than separated.

Enhancing our public spaces and forging connections throughout the district will be a testament to this growing synergy between economics and art. This is a major development strategy for Midtown that has the potential to further attract residents, consumers and businesses. Developing an integrated vision will renew and accentuate the unique character of Midtown.

OUTDOOR PROGRAMMING IN THE ARTS + CULTURAL DISTRICT

The Arts and Cultural District has worked together for decades to produce outdoor programming for the public. However, most of that work has been primarily connected to the festivals detailed below. Through this design competition, the stakeholder institutions want to explore how to make their exterior spaces more functional and connected in order to allow for maximum use of these spaces throughout the year—from hosting small, intimate dialogues to unique, large-scale experiences that appeal to the widest possible audience. This is an opportunity to dream big and create public spaces that illuminate the values of each stakeholder institution.

DLECTRICITY

DLECTRICITY is a biennial nighttime outdoor festival of art + light that showcases extraordinary art by emerging and established artists and creative design professionals in Midtown's public spaces. DLECTRICITY was last held in September 2017 and showcased 36 international, national and Detroit-based artist teams with unique installations of light, video, performance and other unexpected works of art. Over the two evenings of the festival, DLECTRICITY attracted thousands of visitors. Over 3,000 cyclists participated in the DLECTRICITY Light Bike Parade, a four-mile route that weaved throughout Midtown and the festival footprint. The audience that attended DLECTRICITY was the most diverse yet, consisting of families, seniors, and young professionals of all socio-economic backgrounds.

www.dlectricity.com

Jake Chidester + Alisyn Malek, "Velociplosion (A Muybridge Influenced Spatial Event)", 2012. Animated stop-motion mechanics on the lawn of the Rackham Building along Farnsworth Street.



NOEL NIGHT

Now in its 46th year, Noel Night is a Cultural Center-wide holiday open house that presents free activities including horse-drawn carriage rides, holiday shopping, family craft activities and performances by over 200 area music, theatre, and dance groups, and other special performances. Held every December, over 100 venues participate, including all the stakeholder institutions, along with the area's historic churches, galleries, unique shops, nonprofit organizations, other arts, cultural and educational institutions, restaurants, bars and breweries, to name just a few.

www.noelnight.org

Noel Night in front of the Detroit Public Library along Woodward Avenue.



AFRICAN WORLD FESTIVAL

The annual African World Festival brings over 150,000 attendees to the grounds of The Wright Museum. This free 3-day festival is for the entire family, featuring performances, poetry, arts and crafts, African drumming and dance, hundreds of vendors, ethnic foods, and events for all ages.

www.thewright.org/african-world-festival

African World Festival 2017 on the grounds of the Charles H. Wright Museum of African American History



CONCERT OF COLORS

The Concert of Colors is metro Detroit's free annual diversity-themed music festival. It is produced by the Arab American National Museum with partners Detroit Symphony Orchestra, Detroit Institute of Arts, Charles H. Wright Museum of African American History, ACCESS and University of Michigan – Detroit Center. The goal of this five-day festival is uniting metro Detroit's diverse communities and ethnic groups by presenting musical acts from around the world. Over its 25-year history, the festival has become a beloved highlight of metro Detroit's summer festival season, and one of the few free-admission music festivals remaining locally.

www.concertofcolors.com

Concert of Colors 2017
John R Stage presented
by the Detroit Institute
of Arts, The Charles
H. Wright Museum of
African American
History and the Michigan
Science Center.



THE PROJECT SITE

THE DETROIT INSTITUTE OF ARTS

The Detroit Institute of Arts (DIA) is located in Midtown Detroit at 5200 Woodward Avenue (48202). Founded in 1885, the Detroit Institute of Arts was originally located on Jefferson Avenue, but due to its rapidly expanding collection, it moved to its current site on Woodward Avenue in 1927. The Beaux-Arts building, designed by Paul Cret, was immediately referred to as the "temple of art." Two wings were added in the 1960s and 1970s, and a major renovation and expansion that began in 1999 was completed in 2007. The museum covers 658,000 square feet that includes more than 100 galleries, a 1,150-seat auditorium, a 380-seat lecture/recital hall, an art reference library, and a state-of-the-art conservation services laboratory.

Multiple sculptures can be found on its 4-acre exterior campus, including:

- Alexander Calder, "Young Woman and Her Suitors" (1970), painted steel
- Auguste Rodin, "The Thinker" (1904), bronze
- Tony Smith, "Gracehoper" (1961), painted steel

Also owned by the DIA and on loan to the College for Creative Studies and on display within the Josephine F. Ford Sculpture Garden:

- Alexander Calder, "The X and Its Tails" (1967) painted steel
- Reuben Nakian, "Goddess of the Golden Thighs" (1964-1966), bronze with metallic gilding
- Anthony Caro, "Up Front" (1971), sheet steel, steel beams and paint
- Michael D. Hall, "Ashtabula" (1972), steel and enamel
- Richard Serra, "Mozarabe" (1971), steel
- Etienne-Martin, "Grand Couple" (1946), bronze
- Beverly Pepper, "Normanno Wedge I" (1983), Cor-Ten steel
- Richard Nonas, "Hip and Spine (Stone Chair Setting)" (1997), Swedish granite
- Albert Paley, "Untitled" (1992), Cor-Ten steel
- George Rickey, "Two Lines Oblique Down, Variation III" (1971), stainless steel
- Raymond Duchamp-Villon, "Le Cheval Majeur (The Large Horse)" (modeled 1914, cast 1966), bronze

MIDTOWN DETROIT | ARTS + CULTURAL DISTRICT

Midtown is located along the east and west side of Woodward Avenue, north of Downtown Detroit, and south of New Center. Midtown is bounded by the Chrysler Freeway (I-75) on the east, the Lodge Freeway (M-10) on the west, the Edsel Ford Freeway (I-94) on the north, and the Fisher Freeway (I-75) on the south.

Surrounding the DIA, the 9-block arts and cultural district located within Midtown Detroit is bounded by Cass Avenue, Warren Avenue, Brush Street and Ferry Street (see map). Anchoring the district and stakeholders within this process are:

- C.H. Wright Museum of African American History | 315 E. Warren
- College for Creative Studies | 201 E. Kirby
- Detroit Historical Museum | 5401 Woodward
- Detroit Public Library | 5201 Woodward
- Hellenic Museum of Michigan | 67 E. Kirby
- International Institute of Metropolitan Detroit | 111 E. Kirby
- Michigan Science Center | 5020 John R
- The Park Shelton | 15 E. Kirby
- The Scarab Club | 217 Farnsworth
- University of Michigan | 60 Farnsworth
- University Prep Science and Math Middle School | 5100 John R
- Wayne State University | 42 W. Warren

The DIA, the Detroit Public Library and the Horace H. Rackham Education Memorial building are all listed on the National Register of Historic Sites as part of the Cultural Center Historic District. In addition, the Midtown Loop Greenway circles through this district along Cass, Kirby and John R. This 1.8 mile non-motorized trail includes a colorful paving surface and other amenities and connects through Brush Park and Eastern Market to the Dequindre Cut and ultimately the Riverfront.

PUBLIC ART IN THE DISTRICT

Charles H. Wright Museum of African American History:

- Richard Bennett, "Sentry," aluminum and gold, 1954
- Charles McGee, "United We Stand," painted steel, 2016

College for Creative Studies:

- Hubert Massey, "Untitled" mosaic mural on parking structure, tile, marble, terrazzo, 2003

Detroit Public Library:

- Josephy DeLauro, "Exploration," bronze, 1967
- Lila Katzen, "Fanned Arena," Cor-Ten, stainless steel, 1979/80
- Millard Sheets, "The River of Knowledge," mosaic, 1963
- Ference Varga, "Copernicus," bronze, 1973

Detroit Science Center:

- Steve Veresh, "Mobius Solid," coated fiberglass, 1983

Hudson's Art Park:

- Lois Teicher, "Curved Form with Rectangle and Space," 2000

The Rackham Building:

- Charles McGee, "Spirit Renewal," powder coated steel and aluminum, 2011

The Scarab Club:

- Steve Veresh, "Phoenix," wall relief/painted metal, 1976

Wayne State University:

- Tyree Guyton, "Invisible Doors," welded steel with enamel paint, 2007

WOODWARD AVENUE

Known as "Detroit's Main Street" or as M-1, Woodward is a state trunkline that serves as the main artery through this district, separating the DIA from the Detroit Public Library, the Detroit Historical Museum and Wayne State University. Maintained by MDOT, a median was recently installed to try to help make the crossing less perilous for pedestrians.

WARREN AVENUE

Warren Avenue serves as a major gateway into the cultural center and passes by the main entrance of the Charles H. Wright Museum of African American History, the Michigan Science Center, the Rackham Building parking structure, and Wayne State University. The avenue is bisected by medians and does not present the most welcoming environment for visitors entering into the cultural center.

QLINE

The QLine, originally known as M-1 Rail by its developers, is a 6.6-mile circulating streetcar loop serving 12 locations on Woodward Avenue from Downtown Detroit through Midtown, New Center and the North End. There are 4 stops that are located within or near this project boundaries at Warren Avenue and Ferry Street.

PARKING

There are three parking decks, one underground parking garage in need of repair, and a number of large surface lots owned by the various stakeholders within the district. There is a need to develop concepts for shared, integrated, forward-thinking parking systems.

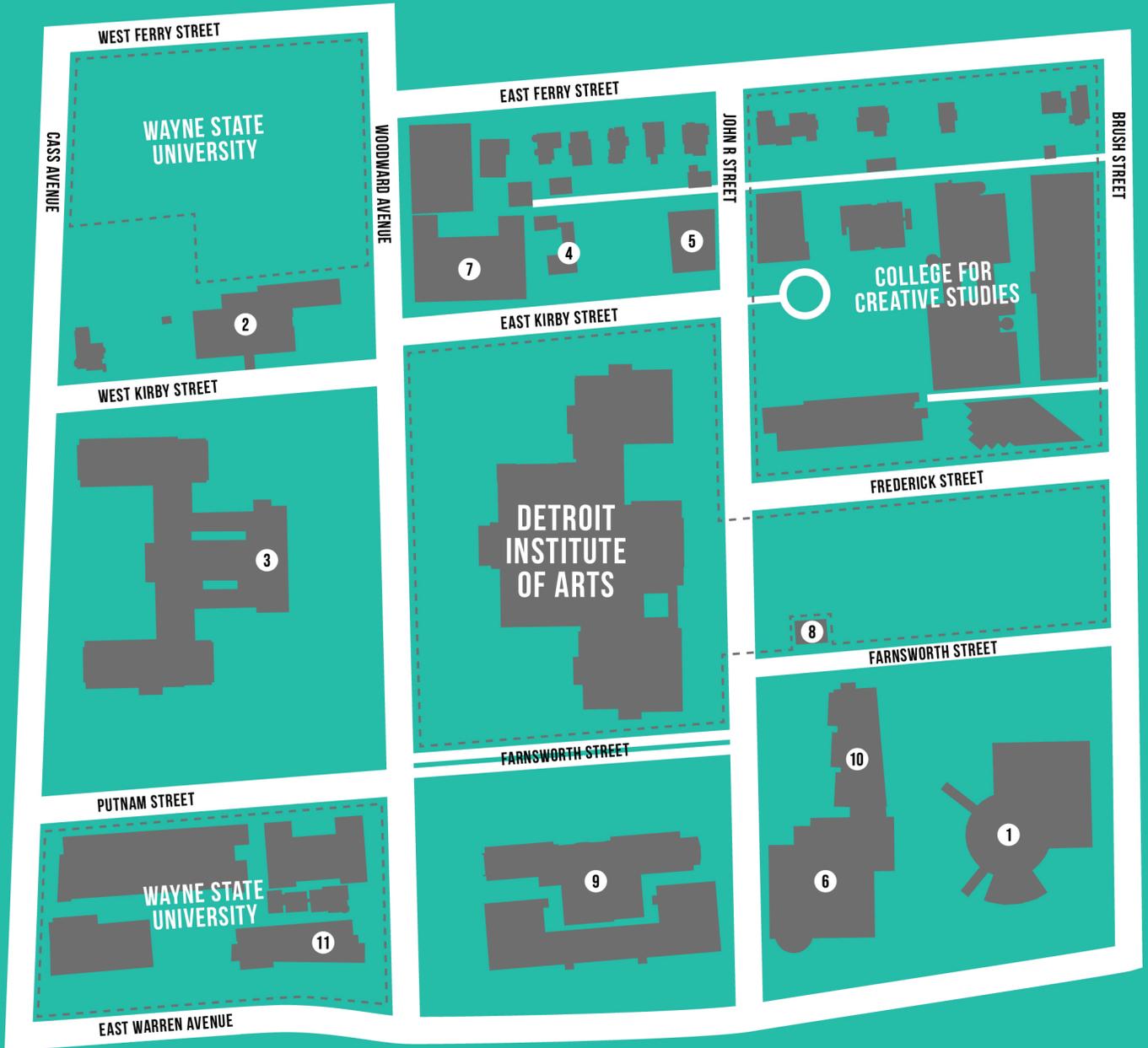
OTHER INSTITUTIONAL PLANS UNDERWAY IN THE DISTRICT

The Charles H. Wright Museum of African American History and the Michigan Science Center are planning a green stormwater infrastructure demonstration site and parallel exhibit in the space between their two buildings. It will incorporate the museums' combined strengths in science and culture to create a stormwater management practice that will reduce the museums' drainage charges, integrate with educational exhibits, serve as an artful and inspirational demonstration site, and unify the outdoor space between the two museums. The College for Creative Studies and Wayne State University are also in the beginning phases of developing master plans for their campuses.

I-94 ↑

← M10

I-75 →



STAKEHOLDER INSTITUTIONS

- 1 C.H. WRIGHT MUSEUM OF AFRICAN AMERICAN HISTORY | 315 E. WARREN
- 2 DETROIT HISTORICAL MUSEUM | 5401 WOODWARD
- 3 DETROIT PUBLIC LIBRARY | 5201 WOODWARD
- 4 HELLENIC MUSEUM OF MICHIGAN | 67 E. KIRBY
- 5 INTERNATIONAL INSTITUTE OF METROPOLITAN DETROIT | 111 E. KIRBY
- 6 MICHIGAN SCIENCE CENTER | 5020 JOHN R
- 7 THE PARK SHELTON | 15 E. KIRBY
- 8 THE SCARAB CLUB | 217 FARNSWORTH
- 9 UNIVERSITY OF MICHIGAN | 60 FARNSWORTH
- 10 UNIVERSITY PREP SCIENCE AND MATH MIDDLE SCHOOL | 5100 JOHN R
- 11 WAYNE STATE UNIVERSITY | 42 W. WARREN



MAP NOT TO SCALE

TEAM + SELECTION CRITERIA

The DIA and MDI are seeking forward-thinking landscape architecture and/or urban design teams including expertise in master planning, urban design, landscape architecture, architecture, sustainability, engineering, technology and public art. Though it is not a requirement, the DIA and MDI encourages developing partnerships. For example, but not limited to, these partnerships may be multidisciplinary and/or they may bring local, national, global, and artistic perspectives.

As part of Stage 1, the DIA Public Plaza + Midtown Cultural Connections (DIA/MCC) Jury will use the following criteria to select approximately eight teams to travel to Detroit and present their qualifications to the DIA/MCC Jury and the general public.

20% EXCEPTIONAL DESIGN FLAIR AND CREATIVE ABILITY

20% DEMONSTRATION DESIGN SENSIBILITY AND APPROACH

Who will consider all potential uses and users of the DIA campus and the stakeholder institutions' exterior spaces.

20% ROLE OF CIVIC PARTICIPATION IN PRIOR WORK

With excellent communication skills and experience of consultation with multiple community stakeholders.

10% RELATED EXPERIENCE OF PROJECT TEAM

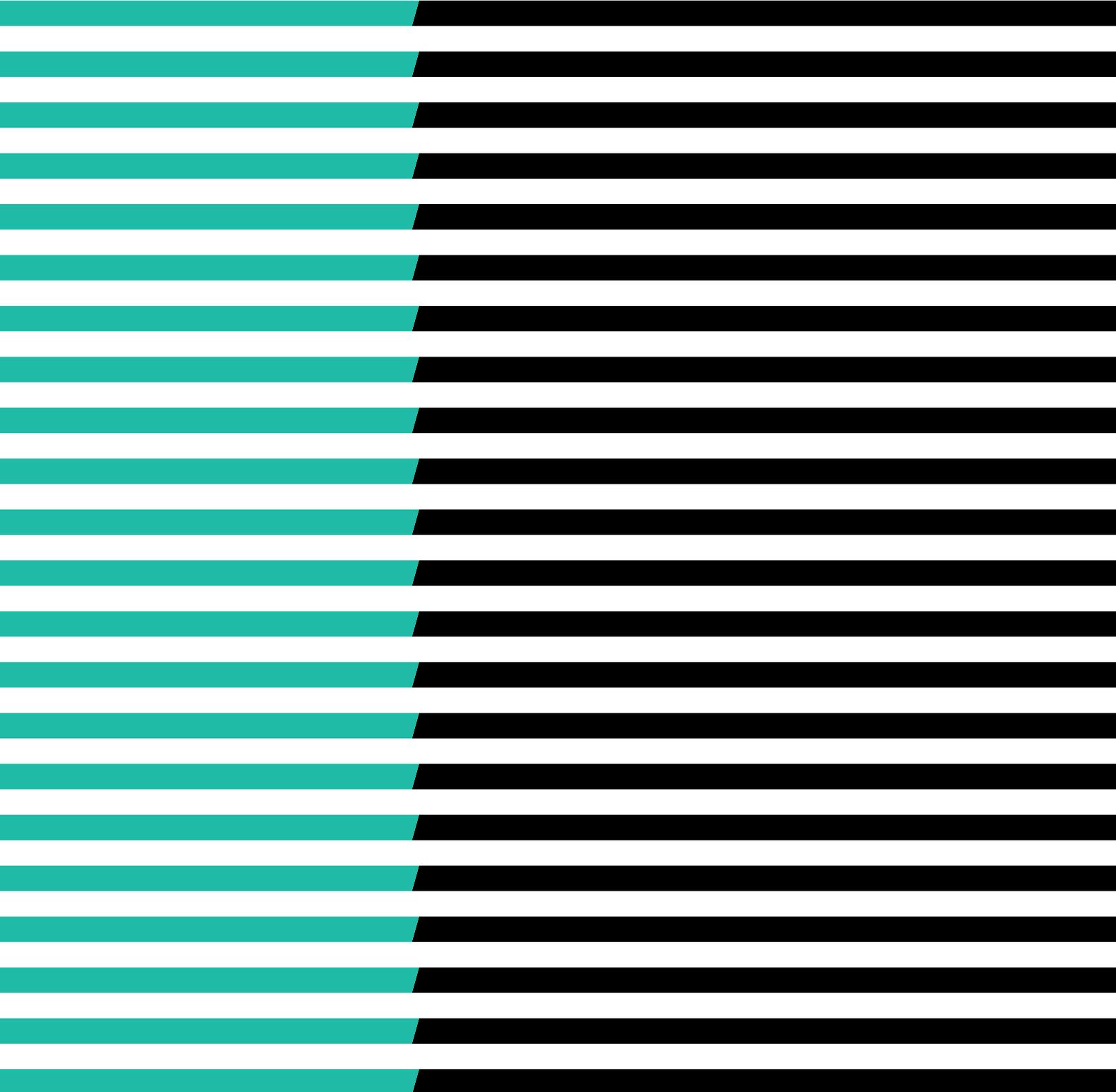
10% ROLE OF WOMEN AND MINORITIES IN THE PROPOSED SCOPE OF WORK

10% PROVEN ABILITY TO MEET BUDGET AND SCHEDULE

10% UNDERSTANDING LOCAL CONTEXT AND ISSUES IN PRIOR WORK

As part of Stage Two, teams will be invited to propose additional consultancy including, but not limited to planning, lighting design, wayfinding, accessibility, public art, WiFi infrastructure and other technology, etc.

PART 2



COMPETITION DETAILS

DIA Public Plaza & Midtown Cultural Connections (DIA/MCC) is a three-stage selection process to choose a world class landscape architect and/or urban designer to realize the vision of a gathering place that welcomes everyone and establishes physical cultural connections between our cultural institutions—inspiring an inter-connectivity between our institutions and between our citizens.

The first stage is akin to an RFQ process and will focus on the qualifications of each team, with our Jury narrowing the field down to (8) finalists. The second stage will reduce the field from (8) finalists to approximately (3) finalists. The third stage will be organized as an invited competition to design and amplify the possibilities of DIA/MCC's vision and perhaps see beyond it.

SUBMISSION REQUIREMENTS

Responders to Stage 1 shall electronically provide a proposal via our Slideroom portal. Applicants will also be able to upload the document as a single PDF document in 8.5" x 11" format.

<https://midtowntdetroitinc.slideroom.com>

The submission should be limited to twenty-five (25) pages that includes the following information:

COVER LETTER

Not included in the 25 page limit, the cover letter should be limited to one page describing interest, composition of team members and understanding of project issues.

EXPERIENCE

- A description of the proposed project team including firm histories and experience in related projects.
- A resume of each key team individual highlighting relevant projects.

- A description of the duties and responsibilities of individuals who will be assigned to the project and their experience in related projects. Please identify the role of women and minorities in the propose Scope of Work.
- Team members should have experience working with multidisciplinary teams and on projects similar in size and complexity. The project team should demonstrate experience in projects which have been implemented. The project examples should show specialized design expertise, technical competence, familiarity with sustainability principles and capacity for meaningful community engagement.
- Samples of Projects accomplished specifically by the individual team members.

(Maximum of five (5) projects)

DESIGN APPROACH

Short description of how the team might approach the work.

(Maximum 500 words)

PROJECT ISSUES

Demonstrate a clear understanding of the project and local issues.

(Maximum 500 words)

CIVIC PARTICIPATION

Though the Detroit Institute of Arts and Midtown Detroit Inc. will be providing a local consultant to help in the civic participatory process, teams should define their ability and prior experience in engaging the general public and reflecting that work in the design process.

(Maximum 500 words)

BUDGET AND SCHEDULE

A description of processes and experiences that assure budget and schedule compliance. Provide specific examples of past projects and the budgets achieved.

(Maximum 500 words)

QUESTIONS

All questions and communication regarding this RFQ should be submitted in writing to Dan Pitera at piteradw@udmercy.edu. Questions must be received by April 16, 2018. Questions initiated after April 16, 2018 will not be considered.

RFQ/COMPETITION TIMELINE

RFQ DUE DATE: STAGE 1

Responses to the RFQ are due via Slideroom by 12:00 noon, EDT, Monday, April 30, 2018.

<https://midtowndetroitinc.slideroom.com>

It is anticipated that the short list of eight (8) teams will be notified on Friday, May 18, 2018. Public presentations by the eight teams are tentatively scheduled for Thursday and Friday, June 13 + 14, 2018. Approximately three (3) teams will be notified by Friday, August 31, 2018 that they have advanced to Stage 2. Each team will be given a stipend to develop a design scheme to present publicly on Wednesday, January 23, 2019. Please see RFQ Timeline for more detail on dates and expectations.

STAGE 1

April 3, 2018
RFQ process begins.

April 16, 2018
Participant questions submitted by 5:00 pm EDT.

April 20, 2018
Published answers to participant questions.

April 30, 2018
RFQ is due via Slideroom by 12:00 pm EDT.

STAGE 2

May 18, 2018
Notify short-listed teams.

June 13-15, 2018
Short-listed teams travel to Detroit to present qualifications to the DIA Public Plaza & Midtown Cultural Connections (DIA/MCC) Jury and the General Public. Parameters and criteria for the presentations will be given on May 18, 2018 when the team is notified of their participation. Key team members must attend this session.

August 31, 2018

Finalists are announced to compete in a design competition.

STAGE 3

October 10 + 11, 2018

Finalists travel to Detroit for a working session with the Steering Committee and the General Public. Key team members must attend this session.

January 7, 2019

All physical competition materials, including boards and models, are due to the Detroit Institute of Arts by 5:00 pm EDT.

January 23, 2019

Finalists present their designs to the DIA/MCC Jury and the General Public.

March 15, 2019

Winner is announced.

GENERAL INSTRUCTIONS

LEGAL OBLIGATIONS

This Request for Qualifications is not intended as, and does not constitute, a binding agreement, but is merely intended to specify some of the proposed terms and conditions of the transaction contemplated herein. Neither party may claim any legal right against the other party by reason of signing this Request for Qualifications nor by taking any action in reliance thereon. Each party heretofore fully understands that no party shall have any legal obligations to the other, or with respect to the proposed transaction, unless or until all of the terms and conditions of the proposed transaction have been negotiated, and agreed to by all parties. Ownership of materials and design concepts will become property of the Client.

NEWS RELEASES

Public disclosure regarding this RFQ and subsequent awards will be coordinated by the Detroit Institute of Arts and Midtown Detroit Inc.

INQUIRIES

All questions and communication regarding this RFQ should be submitted in writing to Dan Pitera at piteradw@udmercy.edu. Questions must be received by April 16, 2018. Questions initiated after April 16, 2018 will not be considered.

SIGNATURE REQUIREMENTS

Submittals to the RFQ must be signed by the Lead Designer.

DELIVERY

Competitors are invited to electronically submit their qualifications via the Midtown Detroit Inc. Slideroom Portal. The deadline for this is: 12:00 EDT, Monday, April 30, 2018.

<https://midtowntdetroitinc.slideroom.com>

RFQ ADDENDA

In the event that it becomes necessary to revise any part of this RFQ, or if additional information is necessary to enable the proposing teams to make an adequate interpretation of the provisions of this RFQ, an addendum(s) to this RFQ will be posted to the www.midtownculturalconnections.com website.

REJECTION RIGHTS

The Detroit Institute of Arts and Midtown Detroit Inc. reserve the right, at any time, to modify, waive or otherwise vary the terms and conditions of this RFQ including, but not limited to, the deadlines for submission and submission requirements. The DIA and MDI further reserve the right to reject any or all submittals, and to cancel or withdraw this RFQ at any time. Proceeding with the selected team is dependent upon the negotiation of a mutually acceptable A/E Agreement.

COST OF PREPARING RESPONSES

No reimbursement will be made by the DIA or MDI for any costs incurred in the preparation of submittals to this RFQ.

TRAVEL EXPENSES

No reimbursement will be made by the DIA or MDI for any travel costs incurred in the preparation of submittals to this RFQ.

RFQS TO BE IN EFFECT

Each RFQ shall state it is valid for a period of not less than 90 days from submission due date.

PROHIBITED INTEREST

No consulting service contract will be awarded to any firm or corporation for a period of one (1) year after they have employed any exempt management employee directly from the DIA and MDI, provided, however, that this provision will not apply in the event the employee so hired is not involved in any way with work being performed by the firm or corporation for the DIA and MDI.

OWNERSHIP AND REUSE OF DOCUMENTS

All documents prepared and submitted in response to this RFQ project shall become the property of the DIA and MDI and the DIA and MDI shall own all ideas, documents and materials developed or prepared in response to this RFQ. All documents prepared are subject to reuse by the DIA and MDI in accordance with the provisions of Michigan statutes.

NONDISCRIMINATION

It is the policy of the DIA and MDI to provide workplaces free from discrimination, harassment and related inappropriate behavior. The DIA and MDI do not condone or tolerate any behavior that is discriminatory, harassing or otherwise inappropriate when such behavior is based on an individual's or group's race, color, national origin, religion, gender, marital status, age, disability, sexual orientation, genetic information or other protected category. Gender includes but is not limited to sex, pregnancy, childbirth or medical conditions related to childbirth, and gender-related self-identity which can be shown by evidence such as medical history, care or treatment of the gender-related identity, consistent and uniform assertion of the gender-related identity or any other evidence that the gender-related identity is sincerely held. Teams are encouraged to adopt such policies and provide workplaces free of discrimination in terms of conditions of employment, including benefits.

PROHIBITED COMMUNICATION

All teams, their agents and representatives are prohibited from lobbying DIA Board of Directors, DIA Staff, Midtown Detroit Inc. Board, Midtown Detroit Inc. Staff, DIA/MCC Steering Committee Members, DIA/MCC Selection Jury Members, Detroit Collaborative Design Center, University of Detroit Mercy Board of Trustees, Faculty and Staff relative to this RFQ. Non-compliance with this provision will result in disqualification of Offeror from consideration.

DEBARMENT AND SUSPENSION

By signing and submitting a response to the RFQ, the team certifies that no principal (which includes officers, directors, or executives) is presently debarred, suspended, proposed for debarment, declared ineligible or voluntarily excluded from participation on this project by any federal or state department or agency.

DISCREPANCIES, ERRORS AND OMISSIONS

Any discrepancies, errors, or ambiguities in this RFQ or addenda (if any) should be reported in writing to the DIA's contact person identified in this RFQ. Should it be found necessary, a written addendum to this RFQ will be issued. The DIA and MDI will not be responsible for any oral instructions, clarifications, or other communications.

DISQUALIFICATION

The DIA and MDI reserve the right to disqualify any team, firm(s) or individual(s) before or after opening of the RFQ/Competition, upon evidence of violation of this RFQ or collusion with intent to defraud or other illegal practices on the part of the team, firm(s) or individuals.

PUBLIC ENTITY CRIMES

A person or affiliate who has been placed on the convicted vendor list following a conviction for a public entity crime may not submit a bid on a contract to provide any goods or services to a public entity, may not submit a bid on a contract with a public entity for the construction or repair of a public building or public work, may not submit a bid on leases of real property to a public entity, may not be awarded or perform work as a contractor, supplier, subcontractor, or consultant under a contract with any public entity, and may not transact business with any public entity.

TRUTH IN NEGOTIATIONS CERTIFICATE

For a lump sum, salary multiplier or cost-plus-a-fixed-fee professional service contract over the threshold amount provided in Michigan statutes, the respondent shall, if selected, execute a Truth in Negotiations Certificate stating that the wage rates and other factual unit costs supporting the compensation are accurate, complete and current at the time of contracting. If requested by the DIA and MDI Partnership, financial statements including balance sheet, profit and loss and statement of changes in financial position for the latest annual report for each participating firm shall be submitted together with the name of banks and other financial institutions with which the respondent conducts business.

DISPUTE AND COMPLAINTS

All complaints or grievances should be first submitted orally or in writing to the DIA contact person. The DIA and MDI shall investigate the validity of the complaint and present the findings in writing to the firm or individual. If the firm is dissatisfied with the findings, firm may then make an appeal to DIA and MDI. The firm's appeal will be heard by DIA and MDI Partnership once recommended by the DIA/MCC Selection Jury.

INFORMATION DESIGNATED A TRADE SECRET AND/OR CONFIDENTIAL AND/OR PROPRIETARY

All submittals (including all documentation and materials attached to the submittal or provided in connection with this RFQ) submitted to the DIA and MDI are subject to Michigan's public records law, which require disclosure of public records, unless exempt, if a public records request is made. All submittal (including all documentation and materials attached to the submission or provided in connection with this RFQ (even if in a separate envelope) submitted to the DIA and MDI cannot be returned. THE DIA and MDI WILL NOT CONSIDER ANY RFQ IF THE ENTIRE RFQ IS LABELED A TRADE SECRET AND/OR CONFIDENTIAL AND/OR PROPRIETARY.

If a firm or individual believes that its submittal (including all documentation and materials attached to the RFQ or provided in connection with this RFQ) contains information that is a trade secret (as defined by Michigan law) and/or information that is confidential and/or proprietary and therefore exempt from disclosure then such information must be submitted in a separate envelope and comply with the following requirements. In addition to submitting the information in a separate envelope, the firm or individual must include a general description of the information designated as a trade secret and/or confidential and/or proprietary and provide reference to the Michigan statute or other law which exempts such designated information from disclosure in the event of a public records request.

The DIA and MDI do not warrant or guarantee that information designated by a firm or individual as a trade secret and/or confidential and/or proprietary is a trade secret and/or confidential and/or proprietary and exempt from disclosure. The DIA and MDI offer no opinion as to whether the reference to the Michigan statute or other law by a firm or individual is/are correct and and/or accurate. The DIA and MDI will only notify firm or individual of a public records request if such public records request asks for information that is designated by firm or individual as a trade secret and/or confidential and/or proprietary and firm or individual, at its own expense, will have forty-eight (48) hours after receipt of such notice (email notice is acceptable notice) to file the necessary court documents to obtain a protective order.

Please be aware that the designation of information as a trade secret and/or confidential and/or proprietary may be challenged in court by any person or entity. By designation of information as a trade secret and/or confidential and/or proprietary, firm or individual agrees to defend the DIA and MDI, their employees, agents and Board Members ("Indemnified Parties") against

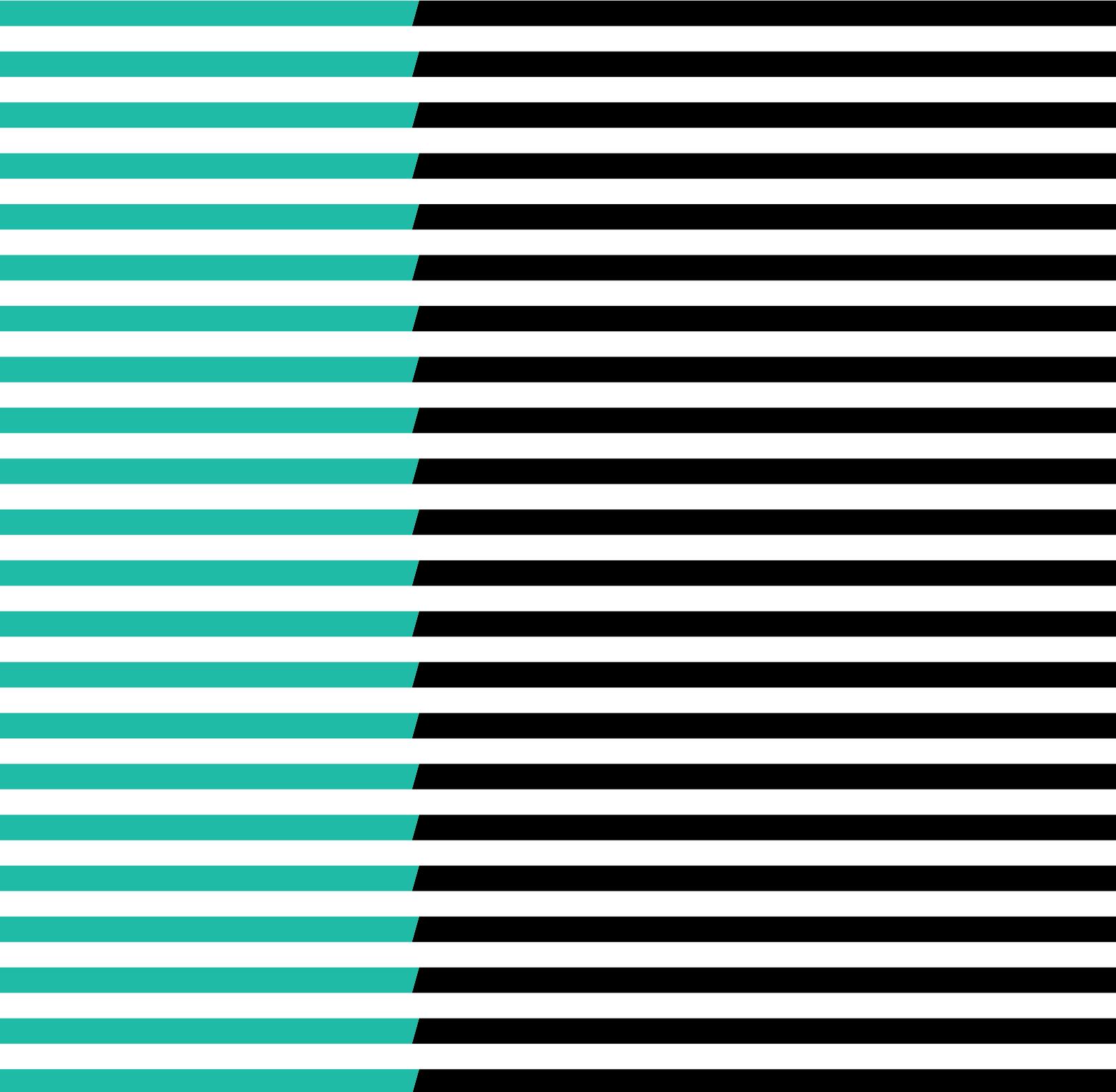
all claims and actions (whether or not a lawsuit is commenced) related to its designation of information as a trade secret and/or confidential and/or proprietary and to hold harmless the Indemnified Parties for any award to a plaintiff for damages, costs and attorneys' fees, and for costs and attorneys' fees (including those of the DIA and MDI) incurred by the DIA and MDI by reason of any claim or action arising out of or related to firm's or individual's designation of information as a trade secret and/or confidential and/or proprietary.

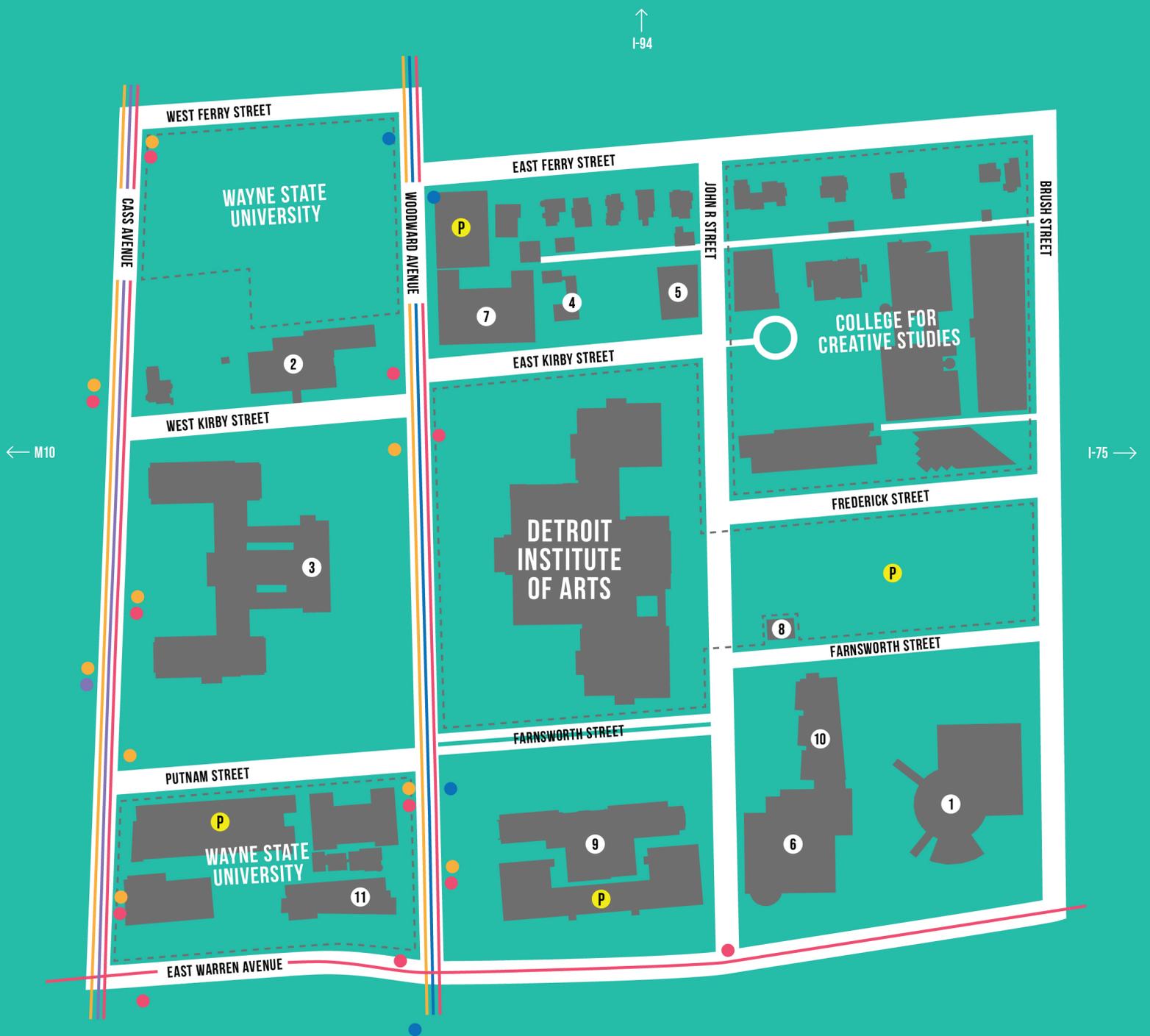
Failure to comply with the requirements above shall be deemed as a waiver by firm or individual to claim that all additional information in its response is a trade secret and/or confidential and/or proprietary regardless if such information is labeled trade secret and/or confidential and or proprietary. Firm or individual acknowledges and agrees that all information in firm's or individual's RFQ (not including information submitted in a separate envelope) will be disclosed, without any notice to firm or individual, if a public records request is made for such information.

PLEASE BE ADVISED THAT FIRM'S OR INDIVIDUAL'S SUBMISSION, INCLUDING THE INFORMATION SUBMITTED IN A SEPARATE ENVELOPE IN ACCORDANCE WITH THE REQUIREMENTS SET FORTH ABOVE, WILL BE DISTRIBUTED TO THE SELECTION COMMITTEE MEMBERS, DRFC STAFF AND CONSULTANTS TO ALLOW FIRM'S OR INDIVIDUAL'S ENTIRE SUBMISSION, INCLUDING THE INFORMATION SUBMITTED IN A SEPARATE ENVELOPE, TO BE EVALUATED AND CONSIDERED FOR AWARD OF THIS AGREEMENT.

THE ENTIRE CONTENTS OF FIRM'S OR INDIVIDUAL'S RFQ INCLUDING THE INFORMATION SUBMITTED IN A SEPARATE ENVELOPE, MAY BE DISCUSSED AT MEETINGS THAT ARE OPEN TO THE PUBLIC, SUBJECT TO THE REQUIREMENTS SET FORTH IN MICHIGAN STATUTES.

APPENDICES





STAKEHOLDER INSTITUTIONS

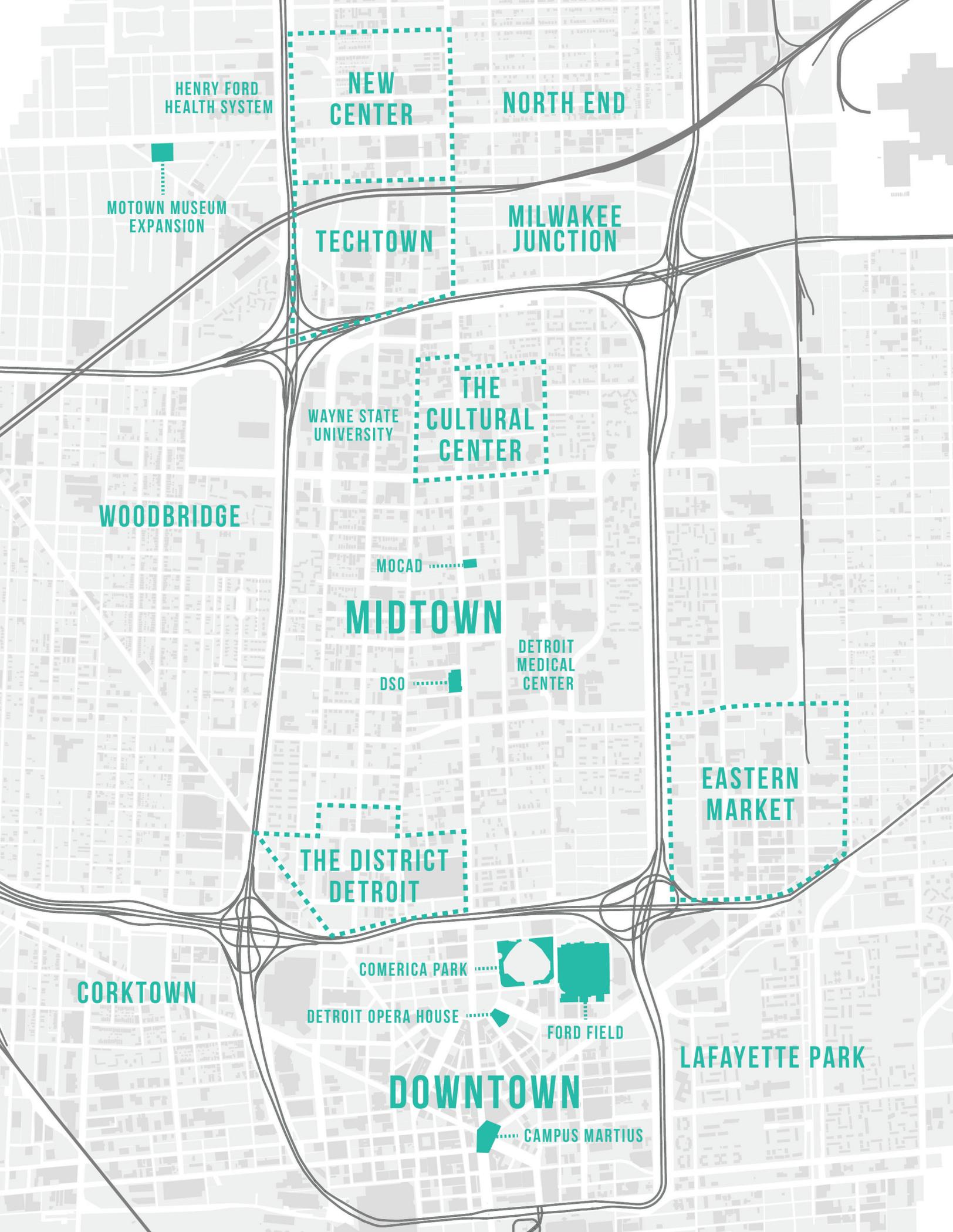
- 1 C.H. WRIGHT MUSEUM OF AFRICAN AMERICAN HISTORY | 315 E. WARREN
- 2 DETROIT HISTORICAL MUSEUM | 5401 WOODWARD
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TRANSIT

- DDOT BUS ROUTES
- DDOT BUS STOPS
- SMART BUS ROUTES
- SMART BUS STOPS
- M-1 RAIL LINE
- M-1 RAIL STOPS
- WAYNE STATE SHUTTLE
- WSU SHUTTLE STOPS
- P PUBLIC PARKING



MAP NOT TO SCALE



HENRY FORD HEALTH SYSTEM

MOTOWN MUSEUM EXPANSION

NEW CENTER

NORTH END

TECHTOWN

MILWAKEE JUNCTION

WAYNE STATE UNIVERSITY

THE CULTURAL CENTER

WOODBIDGE

MOCAD

MIDTOWN

DETROIT MEDICAL CENTER

DSO

EASTERN MARKET

THE DISTRICT DETROIT

CORKTOWN

COMERICA PARK



DETROIT OPERA HOUSE

FORD FIELD

LAFAYETTE PARK

DOWNTOWN

CAMPUS MARTIUS

