WING LUKE MUSEUM

CALL FOR GRAPHIC DESIGNERS – REQUEST FOR QUALIFICATIONS

Redlining Heritage Trail Activation Project in Seattle, Washington

Unifying Logo and Trail Marker Design

Priority deadline – Friday, September 15, 2023 at 5pm Pacific Time.

PROJECT SUMMARY

The Wing Luke Museum of the Asian Pacific American Experience, with lead partners National Park Service Klondike Gold Rush National Historical Park, and Northwest African American Museum, will educate the public and students about the legacy of housing discrimination and segregation in Seattle. The project’s vision is to create a walkable and lively connection between the Central District, First Hill, Chinatown-International District, and Pioneer Square neighborhoods, revealing resilience and stories about Seattle’s interracial past, promoting celebration, and fueling civic engagement. The Redlining Heritage Trail digital map shall be designed to present a permanent self-guided experience.

The Redlining Heritage Trail covers 14 miles, mostly on streets, and connects over 80 sites, some of which are vanished, throughout the four impacted neighborhoods. There are seven sections to the trail and visitors are encouraged to experience the trail over multiple trips. Each section includes anchor sites where urban hikers can find drinking water, restrooms, and rest areas. Printed section maps and directional help are also provided at anchor sites.

The Museum will be facilitating ongoing meetings with a group of community members to guide the project which is generously supported by the Mellon Foundation and Historic South Downtown.

ABOUT THE ORGANIZATION

The Wing Luke Museum of the Asian Pacific American Experience’s mission is to connect everyone to the dynamic history, cultures, and art of Asian American, Native Hawaiian, and Pacific Islanders through vivid storytelling and inspiring experiences to advance racial and social equity. The Wing Luke Museum is the only pan-Asian American, Native Hawaiian, and Pacific Islander museum in the nation, the first Smithsonian Institution affiliate in the Pacific Northwest, and an Affiliated Area of the National Park Service. We are nationally recognized for our community-based exhibition model. For more information on our community-based process, visit www.wingluke.org/about-us/#community-process.
BACKGROUND INFORMATION

The history of Indigenous, Black, Asian, Native Hawaiian, Pacific Islander and Latinx/Latine communities in Seattle is one of celebration and tragedy, perseverance, and strength, with deep relevance and meaning for contemporary issues. This project centers the diverse experiences of Black, Indigenous and people of color (BIPOC) communities as well as more recent immigrants and refugees who have faced housing discrimination. The trail provides an incentive for healthy community activities in neighborhood places and public spaces, enhances engagement while learning about history and culture, increases neighborhood economic vitality by supporting small businesses, and spurs community-led civic engagement with ways for people to take action.

While Seattle currently perceives itself as liberal or progressive, the journey to open housing has been a long struggle – including a failed attempt to legislate open housing here in 1964 ahead of the 1968 mandatory federal law – and persists today with lasting practices and structures that perpetuate housing discrimination and inequity.

SCOPE OF WORK

This project includes:

- Sketches and design drafts as per deliverables schedule
- Consultation with Wing Luke Museum staff and review by the community advisory committee
- Deliverables include production-ready design files and electronic images ready for digital use, trail markers, and other promotional materials
- Production management of trail markers, as needed

SUBMISSION REQUIREMENTS

This Call is open to Graphic Designers residing in the U.S. and U.S. Territories. Please submit:

- Cover letter (no more than 2 pages) that addresses all the selection criteria points and why this project is important to you
- Resume
- 3 references including email and phone contact information
- 4 samples of design work, jpegs emailed, of relevant work to the project (total size of emailed files must be less than 10MB)
- Annotated image list (including brief description, and title of work, dimensions and medium, if applicable)

SELECTION CRITERIA

- **ILLUSTRATION & DESIGN EXCELLENCE**
- **COLLABORATIVE EXPERIENCE**
- **EXPERIENCE WITH BIPOC COMMUNITIES AND FAMILIARITY WITH BLACK, INDIGENOUS, LATINX/LATINE, ASIAN, NATIVE HAWAIIAN, AND/OR PACIFIC ISLANDER COMMUNITIES IN THE SEATTLE AREA IS PREFERRED**
- **DEMONSTRATED ABILITY TO RESEARCH OR UNDERSTAND BIPOC HISTORIES IN THE SEATTLE AREA**
Please email submissions to:
Please indicate “Redlining Heritage Trail Graphic Design” on the email subject line for your submission’s consideration and send to Wren Wheeler (she/her), Civic Engagement Specialist at wren.wheeler@wingluke.org.

Submission deadline:
Preference given to completed applications materials received by 5pm Pacific Time on Friday, September 15, 2023. We will not review incomplete submissions or those that exceed the specified files size.

ANTICIPATED SCHEDULE 2023
August 14 | Open call to graphic designers circulated

September 15 | Completed proposals submitted by 5pm, Pacific Daylight Time will be reviewed

Late September – Early October | Interview finalists

Mid October | Notify selected candidate

Mid October to Mid November | Draft unifying logo and trail marker template design in coordination with museum staff, to be reviewed by community advisory committee

Early December | Finalize unifying logo and trail marker templates. Work with Redlining Heritage Trail digital map creator to incorporate graphic design elements for soft launch. Provide production management for trail markers, as needed.

Mid to End December | Release of completed digital map with graphic design elements. Begin use of trail markers and graphic designs for promotional purposes

BUDGET
$8,000

QUESTIONS
For further information, contact Wren Wheeler at wren.wheeler@wingluke.org.