

L+A+N+D

an experience of discovery

REQUEST FOR PROPOSALS





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Bernheim Arboretum and Research Forest, Greater Louisville, KY, USA (June 21, 2023) - Bernheim is thrilled to announce the launch of their next big arts experience titled L+A+N+D, *an experience of discovery*.

L+A+N+D (Landscape + Art + Nature + Design) is an exciting initiative that annually celebrates innovative design concepts for immersive outdoor installations on a grand scale that will spark imaginations, conversations, and a deeper appreciation of the natural world. Designed and constructed by artists, architects, landscape architects, and designers, successful L+A+N+D proposals provide engaging experiences with topics addressing humans' connection to nature, beauty in the landscape, biodiversity, conservation, sustainability, climate change, and climate justice. The selected experiences are implemented via a stipend to the applicant(s), and a construction budget for fabrication and installation expenses. Experiences should be designed and constructed in an ecologically responsible manner with minimal impact to the natural environment that can withstand the outdoors in Kentucky for 2 – 5 years.

L+A+N+D is destined to be an important cultural experience and viewed by over 350,000 guests annually. Bernheim seeks regional, national, and international proposals from creatives of all kinds, with the broadest range of diverse perspectives and experiences. While not required, applicants are encouraged to form multidisciplinary teams with (but not limited to) other artists, architects, designers, ecologists, scientists, and/or engineers.

About Bernheim Arboretum and Research Forest

Located in Clermont, Kentucky, **Bernheim** offers 350,000+ annual visitors, from across the U.S. and internationally, the experience of a 16,140-acre forest. Bigger than the size of Manhattan Island in New York City, these acres are home to over forty miles of hiking trails, a 620-acre arboretum, a robust public art collection, a 43-year established and internationally renowned Artist-in-Residence program, an edible garden, and unique nature-based programming for all ages, abilities, and backgrounds. Bernheim is a nationally treasured leader in ecological stewardship that inspires the exploration of our deep connections with nature. The diverse landscapes provide for a multitude of plants and animals, existing across habitats of mature forest, grasslands, glades, caves, and streams. This variety provides an ideal location to achieve Bernheim's mission of *connecting people with nature* while expertly managing biodiversity and resiliency through focused conservation efforts.

Bernheim's Arts in Nature programs have been contributing to the organization's mission since its founding due to Isaac W. Bernheim's strong vision of this land being a place to experience art, nature, and education. In 1980 Bernheim began its internationally renowned [Artist-in-Residence program](#), which invites artists to live on-site and create work inspired by our connections with the natural world. Bernheim has also found great success through [Sited@Bernheim](#), a periodic program which brings world-class artists to Kentucky for site-specific commissioned installations. Through these programs and the Art in Nature's involvement in Bernheim's annual events, art has continued to elevate Bernheim to a regional, national, and international leader in nature arts programming.

Discover more about Bernheim via our website www.bernheim.org and access the L+A+N+D Resource Guide provided at the end of this document for further exploration of the program, Bernheim, and regional data.

Application Link | **Submission Deadline: September 4, 2023.** Contact landart@bernheim.org with any additional questions.

L+A+N+D Application Information

Please consider the following keywords, phrases, messages, and goals as inspiration for proposal development.

L+A+N+D Key Words and Phrases

- Large-scale, immersive
- Sustainable
- Interactive/Engaging
- Playful/Whimsical
- Accessible: Both Physically and Conceptually
- Impactful
- Striking
- Unique/Beautiful
- Innovative/Experimental
- Multisensory
- Regenerative/Renewable

L+A+N+D Messages

- L+A+N+D will strengthen Bernheim's mission of *connecting people with nature* through the lens of art and public engagement, positioning the organization further in its vision of being a national treasure and leader in ecological stewardship.
- L+A+N+D will inspire and connect everyone to nature through art. It may provide unique experiences to those who might not visit art galleries or museums or have a known interest in art.
- L+A+N+D is an experience of discovery that fosters environmental knowledge and advocacy from a varied group of contemporary voices.
- L+A+N+D demonstrates that sustainability can be beautiful and engaging.

L+A+N+D Goals

- To contribute to the region's cultural vitality with an innovative public arts program that excites the greater community.
- To hear new voices and perspectives on nature and climate crisis issues through creative experiences and expressions.
- To develop into a major showcase of environmental design.
- To develop programming around L+A+N+D experiences that inspires sustainability practices at home and within communities which motivate people to act in protecting the natural world.

L+A+N+D Selection Criteria

- Relativity to Bernheim's mission of *connecting people to nature* and the goals of L+A+N+D
- Artistic excellence, innovation, and unique approaches to the L+A+N+D site
- Accessibility to Bernheim visitors and how the work serves to activate or enhance public space
- Creative use of materials that have minimal impact on the environment
- How structurally sound, safe, resilient to weather, and heavy use by the public
- Visual impact, including interactivity and scale/scope of the work
- Demonstrated ability to realize the work through detailed and realistic budget and installation plan

L+A+N+D Site Details and Climate Data

Located directly off the Arboretum loop, in the Guerilla Hollow area of Bernheim, the L+A+N+D site is relatively flat and contains both open and wooded edges with trees that range in height from 6' to 60' tall (1.8 m to 18 m). Dedicated paths with boardwalk access through wooded lots and open spaces will offer multiple opportunities for installing artwork in nearby locations. Installations may range in size from 400 to 1600 sq ft (122 to 490 sq mi). Height of experiences is limited only by engineering and safety.

Kentucky has a moderate humid temperate climate, with sufficient rainfall. It has four distinct seasons. While the region rarely experiences the extreme cold as upper northern states, it often encounters the high heat of the states in the deep south. Temperatures seldom drop below 0 °F (-18 °C) or rise above 100 °F (38 °C), but humidity is a factor to consider, and one can often experience a 30 °F (17 °C) shift in temperatures within a 24-hour period. The region receives approximately 46" (1168 mm) rain per year and to some extent evenly distributed with drier summers. Winters can bring an average of 9" (230 mm) of snow each year. Most plants flourish in the hardiness zone of 6b. See L+A+N+D Resource Guide at end of document for a detailed site description.

Honorarium / Materials and Production Assistance

To encourage submissions from emerging and established applicants, Bernheim has two tiers of entry categories, where more extensive construction warrants a higher materials and production budget.

<u>Tier 1 Entry Breakdown</u>		<u>Tier 2 Entry Breakdown</u>	
Honorarium:	\$10,000	Honorarium:	\$5,000
Materials and Production:	\$20,000*	Materials and Production:	\$10,000*
Total Awarded:	\$30,000	Total Awarded:	\$15,000

*Materials and Production costs are in values up to the amount listed underneath each tier entry breakdown. Total amounts awarded will reflect the Honorarium and the Materials and Productions costs agreed upon when budgets are finalized. Installation budgets may be up to the allotted amount and may not exceed.

Materials and Production Assistance

Applicants are required to provide a detailed budget outlining all costs to create their work to the best of their abilities. See L+A+N+D Resource Guide at end of document for Budget Template. Items to consider in proposed budgets include resource materials, including hardware for building, and securing work, transportation of work and/or components, equipment rental, and other installation needs. Proposals should indicate whether the artwork can be built with community and volunteer support (with limited Bernheim staff assistance) or if professional builders and/or heavy equipment operators will need to be contracted. Any contracted needs must be included in the budget for consideration. Semi-finalists may be contacted to consider additions, alternatives, or adjustments to their budgets prior to final selections. Budgets will be finalized in advance of announcing selected applicants. The honorarium payment schedule will be outlined in L+A+N+D contracts to be signed by all applicants of selected L+A+N+D proposals.

Number of Awards

The total number of awards will be determined by the Selection Committee. For this inaugural request for proposals, we are looking to award up to six L+A+N+D experiences. Bernheim intends to balance the number of awards between the two-tiered categories. Awards will be determined after finalizing the budgets of selected finalists.

Ownership

Upon completion of installation and Bernheim's final payment to the selected recipients, the work shall become the sole property of Bernheim and part of Bernheim's public art collection for the duration of the experience's intended longevity.

Installation Guidelines

To be considered for L+A+N+D, outdoor installations must be capable of withstanding adverse weather conditions and high visitation traffic, requiring limited maintenance for installation and duration of exhibition. Additionally, the work must be structurally sound, safe, and accessible (conceptually and physically) for all guests to experience. When needed, Bernheim will work with local planning, building, and engineering companies for obtaining the proper permits to ensure structural works can be safely engaged by the public. Selected recipients may be asked to make design modifications for safety considerations. For work that is intended to be climbed upon, fall heights must be limited to 6ft above ground. Ideally, installations will last between two to five years. Bernheim reserves the right to relocate or remove installations at any point.

Bernheim is encouraging the use of recycled and repurposed materials where applicable. For proposals that include landscaping or plants in their design, Bernheim requires that these species be native or non-invasive in Kentucky and will authorize any procurement of plants for selected designs. Natural Areas and Horticulture departments will have final approval of species list. Please note that no plants may come onto Bernheim property without prior approval.

Selected applicants must provide specific details as to how their work will be constructed; on-site, off site in advance, or partially constructed off-site prior to installation at Bernheim. Any delivery of materials or preliminary elements must be approved in advance by Bernheim staff. Selected finalists agree to oversee and actively participate in the installation process. For finalists residing outside of the Greater Louisville area, Bernheim can provide onsite lodging for up to four-weeks during the construction phase of the installation. For experiences requiring more than four-weeks for installation, please indicate in the installation schedule of the application. Chosen applicants are responsible for any off-site accommodations should they desire. Please refer to L+A+N+D Application for dates of installation phase.

Bernheim staff will provide limited equipment and expert hands-on assistance during on-site installations. Specifics of installation assistance will be discussed in advance with each selected finalist. Bernheim staff, contract labor, and volunteers will not be held responsible for loss or damage to the creative work during installation.

Bernheim is not responsible for the damage of L+A+N+D experiences due to extreme weather, vandalism, theft, or misuse by guests while on display. Bernheim at its discretion will repair or remove the damaged work after notifying selected finalist.

Site Modifications:

Site modifications are possible but require approval in the design review phase. Bernheim will help selected applicants plan for the protection of existing trees and plant material directly adjacent to and surrounding the installation area. Any interaction of artwork with trees or other established plants must be approved by Bernheim in advance.

Selection Process

L+A+N+D is based on a competitive, open application process. Completed on line applications must be submitted by **September 4, 2023**, and will be reviewed first by Bernheim staff before being presented anonymously to the Selection Committee. At any point in the process, applicants may be

asked to participate in a more in-depth discussion/interview of proposal intent for dialing in their concept, where adjustments may be asked for consideration in the design development stage.

Members of the annually rotating Selection Committee will be comprised of experts from a variety of backgrounds, including (but not limited to) art, architecture, landscaping, design, and sustainability. Following the recommendations of the Selection Committee, Bernheim will contact selected applicants to discuss proposals and budgets before confirming and announcing final selections to the public.

The final location of L+A+N+D installations shall be chosen after consultation with, and the approval of, Bernheim staff.

Once final L+A+ND experiences have been selected, all applicants will be notified of their status. Selected applicants will work with Bernheim staff to identify installation needs, schedule on-site lodging, and finalize contracts before announcements are made public.

Bernheim reserves the right to curate work for L+A+N+D that falls outside of the parameters of this RFP and as deemed appropriate.

Statement of Non-Discrimination

Bernheim is committed to a policy of nondiscrimination and equal opportunity for all applicants without regard to race, sex, color, religion, creed, national origin, age, marital status, disability, veteran status, genetic information, or any other personal trait or characteristic protected by federal, state, or local laws.

Bernheim seeks to support and strengthen diverse perspectives—people in the LGBTQ+ community and from various racial and ethnic backgrounds are encouraged to apply. Our aim is to establish a vibrant, creative, and safe sanctuary while striving to provide an environment that accommodates applicants from a multiplicity of backgrounds and circumstances.

Covid-19 Policy

Vaccinations are suggested and encouraged. Bernheim adheres to current CDC and World Health Organization policy and guidelines are subject to change.

L+A+N+D Application Questions

CONTACT INFORMATION

- ☐ Applicant/Primary Contact Person
- ☐ Address
- ☐ Phone
- ☐ Email
- ☐ List of Individuals (including email and phone) if applying as a Team

L+A+N+D SUBMISSION MATERIALS

- ☐ Tier 1 - Up to \$30,000 ☐ Tier 2 - Up to \$15,000
- ☐ A 1-2 sentence description of the proposed design
- ☐ A comprehensive narrative and inspiration behind proposed design (2000 characters max)
- ☐ Design proposal in the form of sketches, digital renderings, schematics architectural drawings or other images of concept showing scale and approximation of size (L x W x H) in feet. 3D models and other graphic representations are welcome but not required
- ☐ Estimated budget for proposed L+A+N+D experience
- ☐ General statement of materials, construction methods and construction equipment needed for installation
- ☐ Detailed Construction and Installation Schedule/Plan

Onsite Installation Date Availability (please select all that apply)

- ☐ Apr 2024 ☐ May 2024 ☐ Jun 2024 ☐ July 2024 ☐ Sept 2024 ☐ October 2024

- ☐ Identification of type of site (deep forest, forest edge, open lawn, hillside, inclusion of trees, etc.)
- ☐ Is design flexible for other locations? If so, please list all possibilities.
- ☐ Additional needs while constructing of L+A+N+D experiences (volunteers, workspace, tools)
- ☐ Any special circumstances that may impact your time at Bernheim
- ☐ Anticipated maintenance of L+A+N+D experiences annually or by season (watering of plants, seasonal plantings, etc.)

APPLICANT QUALIFICATIONS

- ☐ Brief description of background and experiences
- ☐ CV of successful exhibits and/or projects
- ☐ Support Material of past projects in pdf format
- ☐ References (at least 2)
- ☐ Any additional details that demonstrate your interest in this project

- ☐ **Checkbox** stating the applicant(s) has read the L+A+N+D overview and FAQ. Applicant(s) understand their application has not been accepted until the budget is approved and contract is complete. Selected applicants are committed to participate in the construction of the work on-site at Bernheim.

2023/2024 L+A+N+D CALENDAR

Due to the evolving nature of this program, actual calendar dates may shift and/or change prior without notice.

June 20, 2023	Launch the announcement and call for proposals
August 21, 2023	Last day to submit questions about RFP/Applications
September 4, 2023	Deadline to submit proposals.
September 2023	Narrowing of applicants
October 2023	Committee review and selection
November 2023	Selected proposals and all applicants notified of their status
December 2023	Scheduling of finalists; Contracts complete; Installation needs identified; Announcements made public
April/May/June/July 2024	Selected finalists on-site / Installation Phase #1
September/October 2024	Selected finalists on-site/ Installation Phase #2

L+A+N+D Resource Guide

[Bernheim Overview \(2016\)](#)

[Learn at Bernheim](#)

[Arts in Nature Program](#)

[An Artistic Tour of Bernheim Forest](#)

[Bernheim Plant Database](#)

[Bernheim Research Projects](#)

[Bernheim Wildlife](#)

[L+A+N+D webpage](#)

[L+A+N+D FAQs](#)

[L+A+N+D Site LiDAR Maps](#)

[L+A+N+D Budget Template](#)

[L+A+N+D site description](#)

[L+A+N+D site map \(coming soon...stay tuned to website\)](#)

[Pocket Field Guide to Kentucky Wildflowers and Native Grasses](#)

[Native Trees of Kentucky](#)

[Trees and Shrubs of Kentucky](#)

[Noxious Weed List for Kentucky](#)

[Mesonet Data for Bullitt County](#)

[6b Hardiness Zone Map](#)

Front cover image: L+A+N+D vision rendering created by [Luckett & Farley](#), a proud supporter of Bernheim and L+A+N+D.