



CITY OF BELLEVUE



G R A N D

CONNECTION

arts & culture

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SuttonBeresCuller is a group of three Seattle based artists—John Sutton, Ben Beres, and Zac Culler—who have worked collaboratively since 2000. The trio’s work ranges in presentation from gallery works, to installation, performance, and public projects. Working in and outside of traditional gallery settings, they aim to engage and provoke unsuspecting audiences with their works which are often not what they seem.

**1. Vision**

**1. The purpose of this plan**

**1-2. What does the community want?**

**3-4. Why a cultural corridor?**

**6. Goals for the Grand Connection**

- The Grand Connection is an easily identifiable, clearly defined pedestrian route along which visitors will encounter an array of vibrant art, performance, cultural objects and experiences.
- Bellevue has a proud and visible identity as an arts and cultural community that embraces regional artists as a unique and vital resource.
- The Grand Connection provides a platform for cultural inclusivity, further establishing downtown Bellevue as a space that welcomes and sustains diversity, reflecting the community's rich, continually evolving population.
- Downtown Bellevue is connected by seven new major public artworks along the Grand Connection route. The area is remapped and redefined as a cohesive cultural zone that emphasizes pedestrian experience, responds to the natural landscape, and reflects the varied cultures of the community.
- The Grand Connection creates a sustainable and flexible platform for public art that allows the City of Bellevue to dedicate operational resources and staff to the ongoing development of a cultural corridor for decades to come.

**7-12. Strategies**

- Implement a whole site approach.
- Create multiple sites along the route that are dedicated as platforms and placeholders for the ongoing creation and presentation of new works.
- Identify specific opportunities to address cultural, historical and community-driven projects.
- Build and reinforce distinct neighborhood identities along the route.
- Use art and cultural programming to enhance the pedestrian experience
- Forge partnerships between artists, government, the private sector and cultural organizations.
- Provide economic incentives and development opportunities for the support of local artists and cultural organizations.
- Initiate a public relations program to communicate, educate and engage the public.
- Implement a program that supports a wide range of art projects, which in turn fosters community interaction.

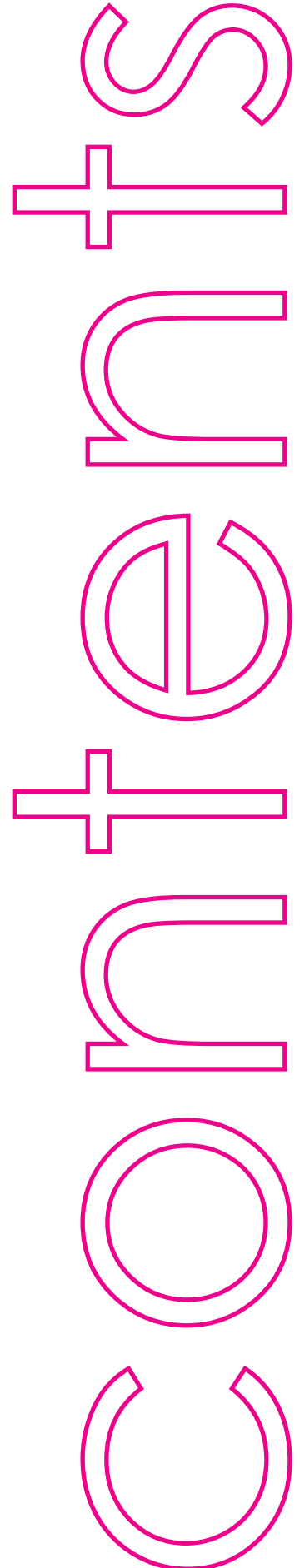
**13-21. Opportunities for Events and Programs**

14. Vision
15. Bellwether
16. Cultural Collective
17. Cultural Plinths Program
18. Artwalk
19. Downtown Concerts
20. Emerging Artist Program
21. Mural Program

**22-51. Opportunities for Art**

- 25-28. Eastside Rail Corridor Trail Connection
- 29-31. Interstate 405 Crossing
- 32-35. Civic Center
- 36-39. Compass Plaza and Garden Hill Climb
- 40-43. Street as Plaza (between Compass Plaza and Bellevue Square)
- 44-47. Downtown Park
- 48-51. Main Street Plaza and Meydenbauer Bay Park

**52-54. Action Plan for Implementation**



# VISION

## GRAND CONNECTION BECOMES A CULTURAL CORRIDOR

The Grand Connection is one of Bellevue's most ambitious efforts to date, aiming to establish Downtown Bellevue as a place to encounter cultural exchange, innovative immersive art experiences, music, and performance. It serves as a connector as well as destination: a creative spine in the core of the city that draws a public audience—both casual passersby and visitors seeking a community-driven experience. At the core of this vision is the belief that Bellevue's public art should be an integral part of the city that excites and promotes dialogue across cultural and generational lines. The Grand Connection reflects the City of Bellevue's diverse identity and an investment in contemporary public art and culture on par with the world's most innovative cultural centers.

## THE PURPOSE OF THIS PLAN

Over the course of the year, SuttonBeresCuller worked with project staff and the Bellevue Arts Commission to develop a comprehensive vision and document of goals, strategies, and opportunities that will unify the linear expanse of the Grand Connection from an art and cultural perspective. The Grand Connection Art and Cultural Element offers a roadmap to an exciting future.

The first part of this plan establishes the vision and framework to integrate art and culture into the Grand Connection project. The scale and breadth of the Grand Connection afford a significant opportunity to create new ways to view, interact with and discover art. This plan offers an approach that considers the site as a whole, with an aim to interweave smaller, intimate projects with signature, eye-catching works on a large scale.

The second part of this plan identifies opportunities for cultural programs and public art along the Grand Connection route. Some of these will include short-term, temporary projects placed for weeks or months at a time, and some will be designed as permanent installations, including signage, way finding guides, and other suggestions for art interventions and ways to experience the site.

These ideas were developed through a robust public engagement process. We asked stakeholders residents about their desires for the Grand Connection and how art can play a role throughout the route. Nearly 400 people had a hand in developing this vision for art and culture in the Grand Connection through interviews, multiple site visits by the consultants, public forums and surveys collected at each stage of the planning process

The overall goal is to impact the everyday coming-and-going of people in numerous ways. Short term projects

may be implemented immediately while larger permanent interventions will be developed over the coming years. These larger projects will need the guidance and partnership of artists, city and county agencies, private landowners, arts organizations and cultural institutions. This plan provides the roadmap for the community to pursue these opportunities that will develop neighborhood character and contribute to a beautiful, sustainable, and livable Bellevue.

## WHAT DOES THE COMMUNITY WANT?

After conducting multiple surveys and community outreach, the primary concern is desire for stronger art and cultural offerings. Results indicate that Grand Connection priorities should be to improve the civic experience of Bellevue's public spaces. Art should play multiple roles in the public realm with equal emphasis on defining the identity and use of a space and as a platform for community building. Art should bring a sense of discovery, whimsy and delight to everyday spaces.

## Downtown Stakeholder Interviews

Interviews were conducted with representatives of arts and cultural providers along the Grand Connection route including: Bellevue Arts Commission, Bellevue Arts Museum, Downtown Bellevue Association, Doka Church, King County, Meydenbauer Center, Visit Bellevue, Sound Transit, and the Bellevue Parks and Community Services Department. These groups expressed a need to increase the number of visitors in downtown Bellevue and shared the aspiration for downtown Bellevue to be a cultural destination. Among the common ideas to emerge from these interviews was an emphasis on integrating art into the fabric of the built environment, developing opportunities for evening activities, and refocusing programs to reflect Bellevue's diverse and international community character. Most groups also emphasized the need to work together, cross-pollinate events, and coordinate venues to increase cultural offerings.

## Bellevue Grand Connection Art & Culture Survey

A survey conducted for this plan found that most people (59 percent) do not feel that Bellevue has strong art and cultural offerings. This is true for all age groups with the exception of those over the age of 65, who are mostly satisfied. The least satisfied age group are those ages 35-44. Of those respondents who do not feel that Bellevue has strong art and cultural offerings, the three biggest barriers to arts and cultural participation are 1) the quality or relevance of the cultural offering, 2) lack of promotion to create awareness about events, 3) mobility issues, such as parking availability. It should be noted that among 25-34 year old respondents, the lack of promotion and awareness is the biggest barrier to participation. Among the demographic ages of 35-44 and 54-65, the quality or relevance of the cultural offering proved the most significant barrier.

Two-thirds of people across all age groups responded



across all ages preferred artist-designed canopies, paving designs, and temporary artworks such as light-based installations and experiences such as music performances, films, and interactive games. When offered eight potential locations and asked, Where in Downtown Bellevue are you most interested in seeing new public artworks? Respondents top-ranked installations and activities in Downtown Park and integrated artwork into development projects and public spaces primarily along the pedestrian corridor.

# WHY A CULTURAL CORRIDOR?

## What is a cultural corridor?

A cultural corridor is a tool of economic development through the arts that connects nearby cultural attractions along a transportation route. It has its roots in heritage trails whereby tourists could “make a day” of visiting various historical sites by car. North Carolina has been particularly successful with using cultural corridors as a regional tourism strategy by promoting five different cultural trails that crisscross the state including an African American Music Trail and Discover North Carolina Craft.

As the demand for urban cultural tourism increases, the concept of the cultural corridor has been adapted for walkers and bicyclists to experience the city. Opened in 2013, the Indianapolis Cultural Trail features an 8-mile urban trail system with a network of bike-share stations that connect hundreds of cultural attractions in six different cultural districts in Downtown Indianapolis. This cultural trail was made possible after decades of infrastructure investments and the leadership of private philanthropists in the area.

While there is not a standard approach to how to develop a cultural corridor, national research suggests that successful cultural tourism projects focus on 1) a concentration of existing year-round cultural attractions; 2) easy round-trip access; 3) available and committed private investment in tourism development; and 4) sufficient public resources to sustain operations such as staff and marketing.

## A string of cultural treasures

The Grand Connection winds through one of the most culture-rich and creative parts of Bellevue and has the potential to be a vibrant cultural corridor. The Bellevue Arts Museum and the Theatre at Meydenbauer Center offer year-round exhibitions and performances to tens of thousands of visitors a year. Bellevue City Hall, Compass Plaza, Downtown Park and Lincoln Square host annual cultural events, independent film screenings, and outdoor concerts. These venues attract hundreds of thousands of people to Downtown Bellevue and contributes to Bellevue's reputation as a “Top 10 Underrated City for Art Lovers” according to the US News and World Report. But while Bellevue is a cultural destination for people in the know, few people are aware of what's further down the road or around the corner. The opportunity is to put Bellevue on the cultural map as a first-rate city for art by connecting these discrete cultural treasures into something truly grand.

## Clusters of cultural activity within a half-mile of the Grand Connection

The prospect of a cultural corridor rests not only the cultural attractions along the largely east-west route. Clusters of cultural activities exist around the Grand Connection and are easily accessible by pedestrians and bicyclists. For instance, if a visitor standing at the corner of the Grand Connection and 106th Avenue NE decides to walk five minutes (roughly a quarter mile) south along 106th they could catch a jazz concert at Bakes Place or a classical recital at Resonance at SOMA Towers. However, if visitors decide to walk five minutes north along the same street they would discover a handful of commercial art galleries including Gunnar Nordstrom Gallery and Hall Spassov Gallery. Another five minutes walking northeast and they'd come upon the Bellevue Library and the new Kidsquest Children's Museum.

In the future, visitors to the Grand Connection on the other side of the I-405 freeway to the east will face the same situation. At the point where the Grand Connection meets the Eastside Rail Corridor trail, visitors walking or biking south will have access to the Eastside Heritage Center and the Bellevue Botanical Garden. In total, over 25 cultural institutions, arts venues and public spaces are either on or easily accessible from the Grand Connection.

## A hub for creative professionals

Downtown Bellevue is not only a cultural destination for visitors. A ring drawn around the Grand Connection that extends a quarter mile out in any direction would include within it 43,000 workers, about 6,400 of which are considered to be workers at creative firms or 15 percent. Creative firms contribute to the creative economy, or the segment of the economy that uses creative ideas and processes to produce aesthetic and economic value. Overall, 30 percent of US workers are part of the creative economy. This includes individual artists and musicians as well as architects, museum workers and the range of skilled workers such as graphic designers who contribute to the production of video games.

The top industry with creative economy jobs inside the quarter mile ring around the Grand Connection is software publishers, which includes companies such as Microsoft and video game developers Valve and Bungie. This industry has over 5,700 jobs or 89 percent of all creative economy jobs within a quarter mile of the Grand Connection. Internet publishing and broadcasting and web search portal companies follow with another 300 jobs and architectural services with 90 jobs. While the total percentage of creative economy jobs in proximity to the Grand Connection is lower than the national average it is still significant.



### Good bones: the making of a vibrant cultural district

There is an exciting opportunity to connect these cultural treasures and creative professionals. In fact, a growing body of literature suggests that linking culture and creatives into a larger whole is imperative to contemporary economic development. Research by the Brookings Institution has revealed the preference of creative technology firms to co-locate with each other and in areas with cultural amenities such as cultural districts.

International best practice research on cultural districts suggest that six common features are necessary for sustainable cultural district development:

1. **Cluster:** the industrial glue able to put together the economic and social actors of the local community;
2. **Talent:** the presence of a qualified and specialized workforce;
3. **Networks:** the free circulation of tacit knowledge;
4. **Secondary services:** the proximity of complementary companies;
5. **Culture:** the sharing of common values; and
6. **Social capital:** the mutual trust among local people.

Downtown Bellevue exhibits some of these features but not all. There is clearly a cluster of primary and secondary cultural assets and anchors as well as the presence of creative talent. But the social features of sustainable cultural districts are lacking: networks, shared culture and social capital. Investing in the social aspects of a potential Downtown cultural district could be the most impactful role for art and culture in the Grand Connection.



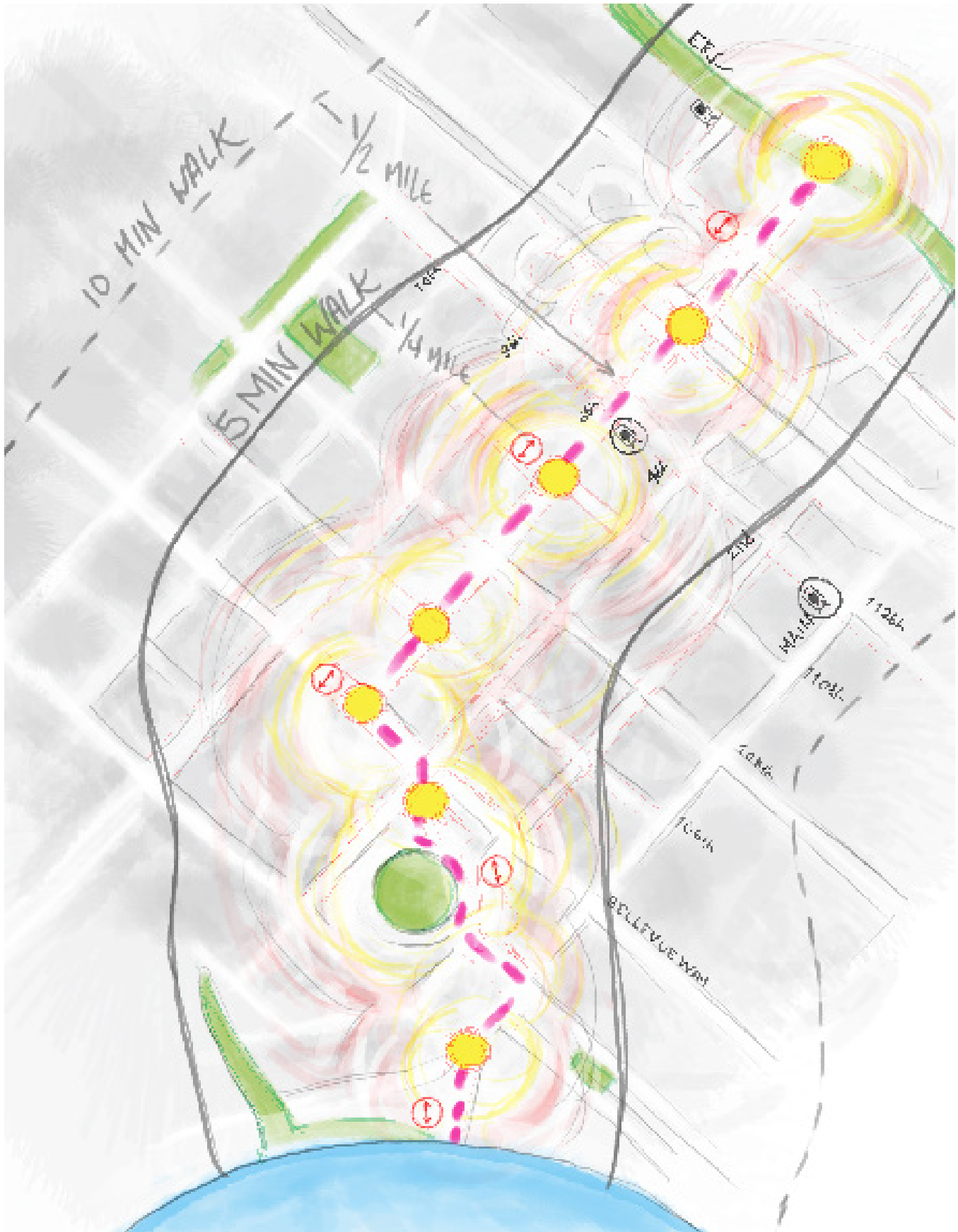
Indianapolis Cultural Trail, Indianapolis, IN



Indianapolis Cultural Trail, Indianapolis, IN



Indianapolis Cultural Trail, Indianapolis, IN





# GOALS

## **GOAL #1 The Grand Connection is an easily identifiable, clearly defined, and culturally vibrant route.**

The Grand Connection will act as a spine connecting an abundance of cultural offerings for residents and visitors. The route will include cultural elements that bring a sense of discovery and delight to everyday spaces using color, unexpected locations and lighting. The project creates a cohesive, unified aesthetic that emphasizes playfulness and surprise that allows people to imagine the world anew through the eyes of artists. The overlooked and under-looked corners, nooks and crannies of downtown Bellevue are transformed, framed through text, images and actions that encourage residents to slow down, take their time, and be filled with wonder.



## **GOAL # 2 Bellevue has a proud and visible identity as an arts and cultural community that embraces regional artists as a unique and vital resource.**

Provide economic incentives, varied cultural programming and opportunities for all demographics. Encourage experimentation, innovation, and risk with an emphasis on diversity, technology and community building.



Implement an “Emerging Artist Program” that will allow underrepresented artists options to exhibit, perform, and to create their work. This will be a distinctive way to cultivate an interest in the arts and establish Bellevue as forward thinking in its artistic programming.. Utilize specific Cultural Plinths to showcase and highlight these local artists.

Collaborate and engage with the area’s tech companies and provide a new and unique model for Microsoft and Google to engage with the community it serves in person. Engage with the gaming community and endorse projects such as PAX that could be held in venues such as Meydenbauer Center and DOXA Church.



## **GOAL #3 Downtown Bellevue is a culturally inclusive environment that encourages a diverse population to take part in Bellevue’s cultural offerings.**

Cultivate a new generation of artists and arts participants. Bellevue’s new and increasing populace will shape its cultural vibrancy. The city’s cultural identity is expressed through community events, shared experiences and common memories. A lively arts environment begets a connected population with more people of all ages and ethnicities coming together to share experiences, ideas and learn from one another.

## **GOAL #4 Downtown Bellevue is connected by seven new major public artworks.**

Culturally and aesthetically significant artworks strengthen downtown Bellevue’s identity as a destination for creative people and companies. These new major artworks are envisioned as place-makers, cross-town beacons and gathering places. They should be commissioned with an emphasis on site specificity, community, and cultural and historical context. When possible and appropriate, these should be viewed as opportunities for public/private partnerships to make the most of limited city owned public space and funding. Working with private developers and neighborhood associations will serve to broaden the range of possibilities and strengthen community driven support for the arts.



## **GOAL #5 The City of Bellevue commits resources and staff to the development and ongoing operation of an Arts and Cultural Program specific to the Grand Connection and its vision as a flexible, curate-able cultural corridor.**

Support the programming and opportunities laid out in this document while applying Bellevue’s focus on technology, innovation and education to arts and cultural programming.



# STRATEGIES

## Strategy #1: Whole Site Approach

In mapping out the placement of works, the corridor will be considered as a whole, with an aim to weave smaller, intimate projects with signature, eye-catching works on a large scale. Some of these will include short-term, temporary projects placed for weeks or months at a time. Others will be designed as permanent installations, including signage, guides, and other suggestions for art interventions that offer ways to experience the site. The scale and breadth of the Grand Connection afford a significant opportunity to create new ways to view, interact with and discover art. It is also imperative to consider the longevity and generative potential of the pieces placed along the route: many pieces and projects will ideally continue to impact the site for generations to come and will allow others to create in the future. Projects will be designed to be accessible to a wide range of the public, offering a broad spectrum of cultural experiences.

The Grand Connection will be clearly defined by major points of interest every 4 to 5 minutes walking. Major points of interest may include but are not limited to artist-designed canopies and paving, signature sculptures, amphitheaters, murals, and cultural venues.

Minor points of interest will occur every 15 to 20 seconds walking. These may include projects at cultural plinths, space for buskers and performances and small discoverable artworks. Other points of interest may include informational kiosks and maps and artist-designed building features such as manhole covers, utility boxes, benches, planters, railings and bike racks.

## PRECEDENTS:

Precedents of municipalities incorporating a whole site approach to a cultural corridor include The High Line in New York City and Promenade Plantee in Paris. Both cities have implemented ongoing programs to curate these public spaces, imbuing each with its own distinctive yet cohesive identity.



The High Line, New York, NY



**Strategy #2: Initiate a program that provides ongoing opportunities for the creation and presentation of new works**

Create ongoing opportunities to support local and regional artists in the creation and presentation of new works. Opportunities should include calls for artists to work with design teams on all new development, requests for proposals for new Cultural Plinths Program, venues and grants for emerging artists' exhibitions and performance.

A wide variety of events—including visual arts, performing arts, and music venues—make Downtown Bellevue a year-round cultural destination. The cultivation of these programs includes investing in and expanding programs and spaces that are already in place.

**PRECEDENTS:**

Fourth Plinth, Trafalgar Square in London, UK  
Tiny Stages, San Francisco, CA  
Art Prize, Grand Rapids, MI  
Northern Lights, Minneapolis, MN



**Tiny Stages**, San Francisco, CA

**Strategy # 3: Identify specific opportunities to address cultural, historical and community-driven projects**

Draw attention to the natural environment and environmental issues facing the community. Design and install informational planters with an emphasis on native plantings installed to promote education about local biodiversity, pollinator pathways and rain gardens. Use permeable pavers when possible. Incorporate solar technologies to illuminate pathways, bridges and canopy infrastructures.

Highlight the history of Bellevue that includes Auto Row, Asian-American displacement, indigenous history, hemlock forests, strawberries, cultural diversity and innovation.

Offer a broad spectrum of cultural offerings for an increasingly diverse community and create specific opportunities and calls for art to address cultural, historical and community driven projects.

**PRECEDENTS:**

Pollinator Pathway, Seattle, WA  
Densho, Seattle, WA



**Pollinator Pathway**



**Evered Mercury**, Bellevue, WA, c. 1969



**Bellevue Strawberry Festival**

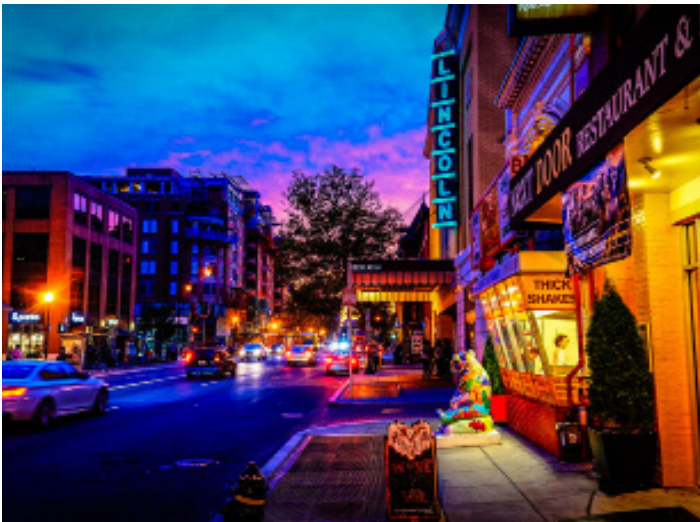


**Densho**, Beginning in 1885, Japanese citizens migrated to the U.S. for work but quickly became the targets of severe and racially exclusive forms of discrimination.





Pearl District, Portland, OR



U-Street Corridor, Washington D.C.

#### **Strategy # 4: Build and reinforce distinct neighborhood identities along the route**

Help build and reinforce distinct neighborhood identities along the route, including Wilburton, Eastside Center and Old Bellevue.

The Wilburton Commercial Area is Bellevue's next urban mixed-use community designed to enhance livability, promote healthy living, support economic vitality, and serve the needs of a diverse population. As Bellevue's cultural and innovative hub, it serves as a regional and international destination that connects people and fosters community by leveraging its existing and future assets to define a unique sense of place and character. Throughout this redevelopment, the City should develop and promote cultural programming to help foster the cultural and arts character of the this rapidly changing neighborhood. The future ERC trail connection site and the City owned Lincoln Center property can be utilized in the short term for community-focused cultural events. Establishing a flexible gathering space will help to anchor the community and shape the developing cultural identity of the area. Temporary infrastructure can be met with portable stages, shipping containers, office trailers, generators, and portable bathrooms. These temporary facilities should be enhanced with murals, video projection, temporary sculptural installations, and artistic lighting to provide a safe and vibrant place for the community. Future cultural space and programming will be defined by this early engagement.

The Eastside Center is intended to be the location for the most intense and pedestrian-activated development. Uses range from destination shopping to transit-oriented development along I-405. This area includes all signature streets; The Shopping Street (Bellevue Way,) The Entertainment/Event Street (106th Ave NE), and The Commerce Street (108th Ave NE). The 6th Street Pedestrian Corridor and future Grand Connection across I-405 to Wilburton connects the Bellevue Transit Center and Light Rail Station, Meydenbauer Convention Center and Theater to Bellevue Square through a predominantly office and commercial area. This Corridor, Compass Plaza, and the other accompanying open spaces are key defining elements for the entire downtown. While the Eastside Center encompasses the majority of the Grand Connection route, specific locations and opportunities for each neighborhood are laid out in the sections below. The unique, defining characteristics of each neighborhood will be considered in the overall programming of cultural events placed there.

Old Bellevue's character is largely defined by its lively pedestrian culture and boutiques, as well as by its iconic Downtown Park, proximity to Meydenbauer Bay, and the Lake-to-Lake Trail on Main Street. This makes it an ideal neighborhood for establishing a monthly Bellevue art walk route that coincides with site specific performance and installations along the Grand Connection. Art walks and other neighborhood events will aim to partner with and



engage area merchants and residents to broaden the Old Bellevue's cultural offerings. An expanded monthly artwalk program and temporary use of parking spaces for small boutique pop-ups, performances and presentations will draw more visitors and business to the neighborhood. Small-scale placemaking interventions and intimate artworks will enhance the already strong neighborhood identity.

**PRECEDENTS:**

Pearl District, Portland, OR – former warehouse district turned arts district  
U-Street Corridor, Washington D.C.

**Strategy # 5: Use art and cultural programming to enhance the civic experience.**

Festivals, art fairs, public art, museums and galleries all contribute to Bellevue becoming a cultural leader and arts destination with year round programming.

The aim of this programming is to engage the community with a series of intimate, theme-based events. Examples may include but are not limited to tech-based arts festivals, seasonal events (holidays, light-based festivals in the winter, etc.), temporary installations, and performances. These events will be short and flexible in nature to allow for experimentation by a diverse range of artists and curators. When surveyed, many members of the community have expressed a desire for art and programming to help define the identity and use of a space as a platform for community building. Stakeholders also expressed a need to increase the number of visitors in downtown Bellevue and shared the aspiration for downtown Bellevue to emerge as a cultural destination. Integrating art into the fabric of the built environment, developing opportunities for evening activities, and refocusing programs to reflect Bellevue's diverse and international community character were common ideas that emerged from community engagement. The need to work together, cross-pollinate events, and coordinate venues to increase cultural offerings was also emphasized.

**PRECEDENTS:**

Nuit Blanche, Toronto, ON  
Bumbershoot, Seattle, WA  
TBA, Portland, OR



Nuit Blanche, Toronto, ON



David Eckard on opening night of TBA:11



**Recology** San Francisco Transfer Station, San Francisco, CA



**ZERO1** is a Silicon Valley hybrid arts organization that connects creative explorers in art, science, and technology to provoke and explore new ideas that build engaged and vibrant communities.



**Harvester Artspace Lofts**, Council Bluffs, IA

## **Strategy # 6: Forge partnerships between artists, government, the private sector and cultural organizations for the creation and presentation of new works.**

Programming will encourage communication and collaboration between existing organizations and community groups that make use of cultural offerings along the Grand Connection. Artists will be integrated into the design process and work side-by-side with design teams for all-new public development projects. Prioritizing incentives for private developments to engage in similar project planning with local artists will be emphasized and curators working with the Grand Connection will continue to work with property owners and cultural organizations to identify art and programing opportunities, over time forging lasting working relationships between the local arts community and businesses.

Pursue, where appropriate, ways the City can be flexible in its development standards for the right of way and private development to support arts and cultural enhancements and related programming. Prioritize the enhancement of the street and cultural experience over interior and lobby space in private development. Apply the amenities incentive system to the cultural instead of monetary value of public improvements and involve the Arts Program and Arts Commission in the assessment of public benefit.

### **PRECEDENTS:**

ZER01, San Jose, CA

Recology San Francisco Transfer Station, San Francisco, CA

SDOT Artist In Residence Program, Seattle, WA

## **Strategy # 7: Provide economic incentives and development opportunities for the support of local artists and cultural organizations**

**The city takes a leadership role in fostering the arts as a community resource and leverages the arts as a key component in its overall economic development strategies.**

Long-term strategies include investing in both existing and new arts venues, affordable artist housing, and artist workspace. In realizing the scope of the Grand Connection's eventual impact, it is necessary to consider means of attracting artists and cultural services to become active members of the city, investing their time and work, becoming an integral part of the a rapidly expanding downtown culture that has, up to this point, remained heavily retail in nature.

### **PRECEDENTS:**

Artspace, Minneapolis, MN - (Tashiro Kaplan, Hiawatha Lofts)

Open Satellite, Bellevue, WA

FAR Incentive Program, Bellevue, WA



**Strategy # 8: Initiate a public relations program to communicate, educate and engage the public**

Creating a network for all of the experiences along the Grand Connection route will help bring awareness to and build upon what is happening culturally in Bellevue. This program should be initiated by the city and developed in partnership with the proposed Cultural Collective. This can be achieved through a website, mobile apps, billboards, and standard advertising methods. The program should present all of the arts and cultural offerings clearly and regularly to the greater community. Due to the varied nature of the proposed programming and the route itself, it is vital for these to be viewed by the community as parts of the bigger whole. It should be entertaining and vibrant, draw people in, make them aware, and give them a reason to keep coming back.

**PRECEDENTS:**

A&O Public: A group of writers, publicists, curators and creators who foster connections between their client's audiences and their message bringing attention to exciting projects. (Art Prize, Grand Rapids, MI; Yerba Buena Center For The Arts, San Francisco, CA; Prizm Art Fair, Miami, FL)

Blue Medium: A public relations group operating within the visual arts, design and architectural communities.

**Strategy # 9: Implement a program that supports a wide range of art projects, which in turn fosters community interaction.**

Create a curatable, flexible program that continues to draw visitors to a continually evolving and changing art scene. Encourage experimentation, innovation, and risk with an emphasis on diversity, technology and community building.

Beginning in 2018, Bellwether will be reimagined as an annual 10-day curated exhibition and festival. This is a unique opportunity to for experimentation and early implementation of the programing vision for the arts and cultural component of the Grand Connection.

**PRECEDENTS:**

Los Angeles Department of Cultural Affairs  
The Creatives Project, Atlanta, GA



Jonathas de Andrade, Nostalgia, um sentimento de classe, 2012



LA Promise Zone Arts

# OPPORTUNITIES FOR EVENTS AND PROGRAMS





## OPPORTUNITIES FOR EVENTS AND PROGRAMS



OVO Collective, OVO, LightCity, Baltimore, 2017

### Vision

Downtown Bellevue is a year-round cultural destination. A wide variety of events, including visual arts, performing arts, and music venues draw visitors to an evolving, vibrant, and exciting art scene. Existing programs such as the Bellevue Arts Museum ARTSfair and the Live at Lunch Concerts have grown into regionally recognized arts events through new investments and improved spaces. Coordinated marketing, signage and cross-promotional partnerships among businesses, organizations and venues encourage visitors to lengthen their stays and explore more cultural offerings in Downtown Bellevue. Existing cultural organizations such as the Bellevue Arts Museum are able to heighten their role as community leaders in the neighborhood and an influx of a new generation of artists and arts participants have diversified the arts community. There is something that engages everyone in Downtown Bellevue.

### A Grand Connection Arts Program

A new comprehensive yet flexible Grand Connection Arts Program will create the framework for partners to collaborate to foster a lively arts scene. The early years are dedicated to developing program ideas. The City's Bellwether Program will be used to test and refine program ideas listed in this plan. The focus will then shift to developing partnerships and program infrastructure before launching new programs.

### Objectives

Many of the stakeholders and public surveys expressed a desire for more public art, especially in the area of performance and music. Another need is more venues available where artists can perform, exhibit, and share their work. One major component to supporting local artists is to provide a place to exhibit. As a whole, these program ideas are designed to achieve the following objectives:

- Build an arts community of artists, organizations and stakeholders along the Grand Connection route to coordinate and share resources.
- Heighten awareness –of and make connections between cultural activities along the entire route.
- Promote tourism and grow new audiences that are increasingly diverse, highly educated and international
- Cultivate a more active and interesting night life, especially for Downtown residents and employees
- Enliven and enhance the streetscape as an active and interesting place to be.
- Encourage experimentation, innovation, and risk-taking with an emphasis on diversity, technology, and community building.
- Support local and regional artists in the creation and presentation of new works.

PROGRAM	OBJECTIVES						
	Build an arts community	Heighten awareness and make connections	Promote tourism and grow new audiences	Cultivate night life	Enliven and enhance the streetscape	Support local and regional artists	Encourage innovation
<b>First move: 2018</b>							
Bellwether	✓	✓	✓	✓	✓	✓	✓
<b>Short term: 2018-2020</b>							
Cultural Collective	✓	✓	✓				
Cultural Plinths Program	✓					✓	✓
<b>Mid-term: 2021- ongoing</b>							
Art Fairs	✓		✓	✓	✓		
Art Walks	✓		✓	✓	✓		
Downtown Concerts	✓	✓	✓	✓			
Emerging Artist Program	✓				✓	✓	✓
Mural Program	✓				✓	✓	

# Bellwether

Re-imagine Bellwether as an annual 10-day curated multi-disciplinary exhibition and festival. Public art as well as public preferences have evolved significantly in the twenty-five years since the city began presenting the biennial Bellevue Sculpture Exhibition. While sculpture is still an important discipline, it is becoming an increasingly smaller portion of art in public places as well as inadequate to achieve community goals for public art. Digital art, performance, and social practice are emerging art disciplines that are proving more popular and effective in community engagement. The switch from a four-month to a 10-day format will concentrate the action into a smaller time frame, allowing energy and attention to be fully paid to a more vibrant and exciting event. The shorter time frame is also more conducive to temporary, time-based art works. The first 3 years of Bellwether can be a laboratory set up to gauge the success of the new format and test other program ideas listed here. This time should also be used to encourage deep and meaningful partnerships with Bellevue's cultural institutions, such as the Bellevue Arts Museum, KidsQuest Children's Museum, Bellevue Public Library, and the Theater at Meydenbauer Center. These partners present the opportunity for Bellwether to engage the whole downtown core and host more indoor locations for art works and installations.

## Opportunities

- Re-imagine Bellwether as an annual 10-day curated multi-disciplinary exhibition and festival. The switch from a four-month to a 10-day format will concentrate the action into a smaller time frame, allowing energy and attention to be fully paid to a more vibrant and exciting event. The shorter time frame is also more conducive to temporary, time-based art works. The first 3 years of Bellwether can be a laboratory set up to gauge the success of the new format.
- Encourage deep and meaningful partnerships with Bellevue's cultural institutions, such as the Bellevue Arts Museum, KidsQuest Children's Museum, Bellevue Public Library, and the Theater at Meydenbauer Center. These partners present the opportunity for Bellwether to engage the whole downtown core and host more indoor locations for art works and installations.
- Rely on well-respected local and international curators to develop a broad and diverse visual and performing arts program. While juries have cultivated peer-to-peer legitimacy to participating artists, juries have not helped to express cohesive themes or site-specific proposals to flourish.
- Explore the theme of connection as laid out in the Grand Connection Vision Plan. This varied programming will offer artistic disciplines known for fostering connections, providing the opportunity to engage Bellevue's increasingly diverse population including: performance, movement/dance, theater, music, 2D artwork, new media/tech-based art. This

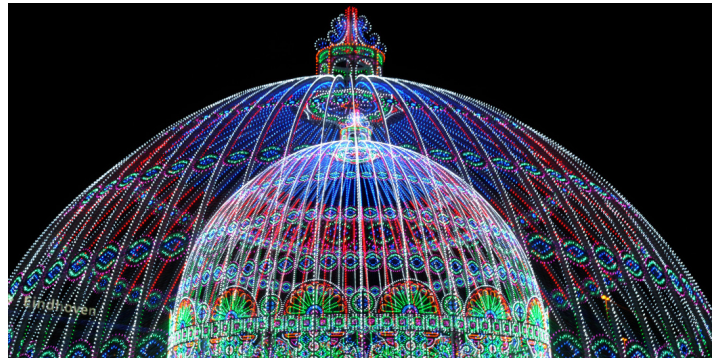
provides a chance to promote the Grand Connection by utilizing interconnected "hubs" along the route instead of a linear "art walk".

- Add an artist market for local artists and craftsmen to participate, or coordinate with the annual BAM ARTSfair
- Engage with the "Emerging Artist Program" to provide artists with little to no experience exhibiting in festivals the opportunity to take an important first step towards a future in fine art and craft shows
- Special projects and collaborations such as the Red Ball project and Cao Fei's video game installations
- Add visitor amenities to improve the visitor experience, including food trucks.



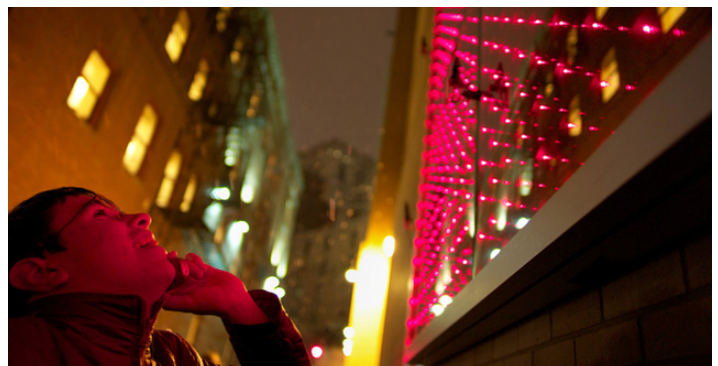
**Light City, Baltimore** - [lightcity.org](http://lightcity.org)

Launched by the Baltimore Office of Promotion & The Arts in 2016, Light City Baltimore is the first large-scale, international light festival in the United States. In its first year, Light City welcomed more than 400,000 people from across the globe over seven nights.



**GLOW Eindhoven** - [gloweindhoven.nl/en](http://gloweindhoven.nl/en)

From November 12th – 19th Eindhoven is taken over by the Light Festival GLOW. Around 40 light artists created light installations, sculptures, projections and performances. Together they offered the GLOW visitor a surprisingly new perspective on the city. The light artworks were connected by a walking route.



**Three Rivers Arts Festival, Pittsburgh** - [traf.trustarts.org](http://traf.trustarts.org)

Three Rivers Arts Festival is an annual free 10-day festival of music, theater, dance, public art installations, gallery exhibitions, art market, creative activities, and food.



## Cultural Collective

Build a community of organizations and stakeholders along the Grand Connection route to grow their audiences, share resources, promote tourism, and increase awareness of the Grand Connection. The Meydenbauer Center, BAM, The Westin, City Hall, Doxa Church, Downtown Park, and Bellevue Square all have adequate and distinctly different opportunities for an engagement with the arts. Many of these venues have available lobby, general facility, and wall space that go unused, even during regular programming. By creating a network for the sharing of physical space and artworks, a broader awareness and cohesiveness of the Grand Connection can be accomplished. Sharing of resources, artworks, information, and space can help further propel the Grand Connection and the cultural programming into a stronger, more vibrant arts destination.

### Opportunities

- BAM helps to place artworks in places such as the library, Bellevue Square, Meydenbauer Center, The Westin, Eastside Heritage Center.
- Choral and musical events taking place in BAM foyer, Downtown Park, Library.
- Involve KidsQuest, the Library, and other outlying organizations into projects and other venues along the Grand Connection route.
- Create signage for venues that can be used to help cross promote events and exhibitions.
- Create a standalone Downtown arts website with an events calendar and sustain a social media presence through a partnership with VisitBellevueWashington.com.



**Ashland, OR.** For 80 year's the Oregon Shakespeare Festival has drawn international acclaim, evolving into a large cultural destination for such in a small town. This has expanded to a thriving literary scene, film festivals and performance art.



**Palm Springs, CA.** With a first-rate museum, a variety of film festivals and art galleries, this small city is a great example of collaboration and cross-disciplinary projects working together to become a cultural destination.



**Elmgreen and Dragset, Prada Marfa, Marfa, TX, 2005**

**Marfa, TX** is a small desert city in west Texas that is known as an arts hub. Foundations, residencies, festivals, and arts centers all contribute to this unique place as an arts destination town.



## Cultural Plinths Program

Create ongoing opportunities to support local and regional artists in the creation and presentation of new works displayed on designated platforms. These plinths, using the success of the Bellwether program and the art walk format, will allow for creation and display of art in all its forms including sculptures and 3D work, performance, music, and other creative expression. These plinths can be curated and be very flexible, used for one-night events, rotating monthly exhibitions, festivals, and temporal performance. A series of cultural plinths along the route of the Grand Connection will ensure downtown Bellevue a year-round cultural destination and will serve as essential program infrastructure for all other program ideas listed here.

### Opportunities

- Create large to medium scale plinths for sculptures and rotating static works of art.
- Create and designate areas to be “plinths” for performance and temporal works.
- 2D coverings, possible collaboration with area schools and KidsQuest.
- Collaborate with local businesses and property owners to activate storefront vitrines and street-facing windows with art installations, similar to Shunpike Storefronts model.
- Engage historical and cultural groups such as Eastside Heritage Center and Densho for heritage interpretation along the route.



Musician Benjamin Brown on the tiny Street Stage



#### Tiny Street Stages

San Francisco, CA  
missioncommunitymarket.org

Street Stage, a compact mobile stage that is a twist on parklets, adds a literal and figurative platform for creativity on the street.

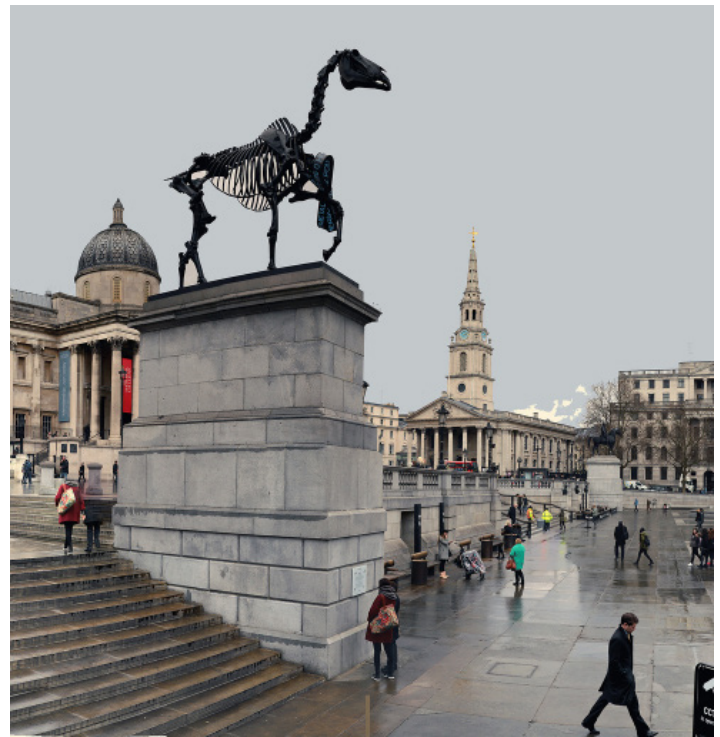
#### 4th Plinth, Trafalgar Square

London, England

Located in Trafalgar Square, the Fourth Plinth was built in 1841 and was meant to hold a statue of William IV but, due to insufficient funds, remained empty. Over 150 years later, the Fourth Plinth now hosts a series of commissioned artworks by world-class artists and is the most talked about contemporary art prize in the UK.



Yinka Shonibare, *Nelson's Ship in a Bottle*, Trafalgar Square, London, 2010



Hans Haacke, *Gift Horse*



Elmgreen and Dragset, *Powerless Structures, Fig. 101*



## Art Walk

Build upon the Bellevue Arts Museum Free First Friday program and the Bellwether art walks. The art walk should be considered part of programming specific to the Grand Connection. The art walk can be expanded to take place year-round. Following the models of existing Seattle-area art walks, the Bellevue art walk would benefit from changing its hours to late afternoon or early evening, to coincide with the end of the work day, other evening-based cultural events taking place, and to further benefit neighborhood restaurants and cafes wanting to participate and take advantage of the art walk crowds.

### Opportunities

- Enhance the performance and music events during summer months to increase turnout
- Install complementary visitor amenities such as food trucks and beer gardens along the route to support the visitor experience
- Explore leadership roles for cultural organizations such as the Bellevue Arts Museum and the Downtown Bellevue Association
- Identify opportunities for commercial galleries located in Downtown Bellevue such as Hall Spassov to participate
- Commission temporary public artworks for display at cultural plinths during art walks
- Expand the reach of advertising to the Puget Sound region
- Integrate a post-5pm “after hours” evening component to the art walk
- Install temporary parklets and pop-ups in parking spaces along Main Street
- Utilize sections along the Compass Plaza, Street as Plaza, Downtown Park Entrance for artist booths

### First Thursday Art Walk: Pioneer Square

The Pioneer Square neighborhood welcomes everyone to Seattle's oldest, and USA's first Art Walk. Featuring visual art, music, food and beverage specials, and more! First Thursday events also include free admission to museums in Seattle, including the Seattle Art Museum, Seattle Asian Art Museum and the Wing Luke Museum.



Seattle Art Walk



Los Angeles Art Walk



Wynwood Art Walk

## Downtown Concerts

Expand and publicize the Bellevue Downtown Association's Live at Lunch concert series of free live music performances at lunchtime to include evening concerts that connect Downtown residents and employees to a vibrant 18-hour a day neighborhood. Concerts by well-known musicians and the new Downtown Park outdoor amphitheater will anchor the series for a regional audience and help draw connections to other activities and events throughout Downtown.

### Opportunities

- Utilize venues along the Grand Connection line, including the Bellevue Arts Museum, Doxa, Meydenbauer Center, and Downtown Park
- Utilize Cultural Plinths along the Grand Connection route
- Create or establish semi-permanent/permanent stage or amphitheater
- Partner with Downtown Bellevue Association to help grow program



**Fremont Street Experience** is a five-block entertainment district in historic downtown Las Vegas, Nevada. The centerpiece of Fremont Street Experience is Viva Vision, the world's largest video screen. The Viva Vision screen is 1,500 feet long, 90 feet wide and is suspended 90 feet above the pedestrian mall below. The screen has 12.5 million LED lights and a 550,000-watt sound system.

Viva Vision features free light shows, free, every night of the week. Fremont Street Experience also has an extensive schedule of live concerts and entertainment on three stages.



Now in its 39th year, the **Out to Lunch** (OTL) concert series is bigger than ever, with music every day of the week. This free, outdoor series brings live, lunchtime music to 12 downtown locations from July 5 to Sept. 1. All concerts take place from 12-1:30 p.m., except on Mondays, when concerts take place from 4:30-6 p.m.



## Emerging Artist Program

The opportunity for a unique and flexible program that allows underrepresented artists options to exhibit, perform, display, and to create their work, has the potential to cultivate an interest in the arts and establish Bellevue as forward thinking in its artistic programming. This can be achieved through a variety of genres including visual arts, performing arts, and musical acts that make downtown Bellevue a year-round cultural destination.

There are abundant opportunities to place and support works by emerging artists, from the Cultural Plinths program, mural projects, to the storefronts and integrated artworks. These artists can be obtained through a call for art, or identified through the curating portion of the Bellwether program.

### Opportunities

- Collaborate with Grand Connection partners to offer new venues for projects by emerging artists
- Utilize Cultural Plinths as a presentation site
- Expand the Storefronts Program in Bellevue for temporary artist work/exhibition space
- Develop an Artist in Residence program that provides opportunities to writers, performers and visual artists to create work in response to site specific prompts along the route, local history, etc.
- Utilize existing sites for exhibitions such as City Hall, Meydenbauer, the Bellevue Arts Museum, and Bellevue Square
- Partner with local developers/businesses to contribute to stipends for artists
- Locate artists at the new MakerSpace in the King County Regional Library



**Project Row Houses, Houston, TX**

[Projectrowhouses.org](http://Projectrowhouses.org)

(PRH) is a community-based arts and culture non-profit organization in Houston's northern Third Ward, one of the city's oldest African American neighborhoods. Founded in 1993 as a result of the vision of local African-American artists wanting a positive creative presence in their own community, PRH shifts the view of art from traditional studio practice to a more conceptual base of transforming the social environment.



**Pilchuck Emerging Artists In Residence Program, Stanwood, WA**

[www.pilchuck.com/residencies/emerging\\_artists\\_in\\_residence\\_program/](http://www.pilchuck.com/residencies/emerging_artists_in_residence_program/)

A glass school in northern Washington, Pilchuck's Emerging Artist in Residence Program allows glass artists space, tools, a stipend and more than a month to work on glass focused artworks.



**Storefronts Project, Seattle, WA**

[Storefrontsseattle.com](http://Storefrontsseattle.com)

Storefronts is an innovative arts program that activates communities, neighborhoods and streets by matching the work of local artists with vacant or under-utilized retail space.



## Mural Program

Murals make a place welcoming and add to the walkability of a city. These public canvases can be highly interactive and have long been a way to explore a larger community story and enhance the built environment. A mural program can create a large impact and can quickly enhance civic spaces through affordable artworks. To utilize unused spaces, incentives could encourage property owners to create “art walls” that can function as cultural plinths for temporary murals as well as other art projects including digital projection, bas-relief sculpture, and wheat paste.

### Opportunities

- Commission one renowned artist for an anchor mural
- Utilize the King County 4Culture mural roster to commission murals by regional artists
- Involve KidsQuest and area schools to create small mural projects, possibly as a part of the Cultural Plinth program
- Create a large scale mural on the south facing wall of Doxa Church
- Re-imagine the north facing All American Eye Glass Repair as an emerging artist mural wall that rotates seasonally or bi-annually
- Partner with Sound Transit smART Program for murals on the construction fencing at the City Hall Plaza



**Grand River Creative Corridor, Detroit, MI**

[4731.com/grccdetroit](http://4731.com/grccdetroit)

GRCC is an art corridor and neighborhood revitalization project that features over 100 murals on 15 buildings.



**Open Walls Baltimore, Baltimore, MD**

[openwallsbaltimore.com](http://openwallsbaltimore.com)

Located in an arts and entertainment district in the heart of the city, over 23 murals were commissioned and installed.



**The Wynwood Walls**

[thewynwoodwalls.com](http://thewynwoodwalls.com)

The Wynwood Walls was conceived by the renowned community revitalizer and placemaker, the late Tony Goldman in 2009. He was looking for something big to transform the warehouse district of Wynwood, and he arrived at a simple idea: “Wynwood’s large stock of warehouse buildings, all with no windows, would be my giant canvases to bring to them the greatest street art ever seen in one place.” Starting with the 25th–26th Street complex of six separate buildings, his goal was to create a center where people could gravitate to and explore, and to develop the area’s pedestrian potential.



**Mural Arts Philadelphia, Philadelphia, PA**

[muralarts.org](http://muralarts.org)

Since 1984, the nation’s largest public art program, creating 50-100 new projects each year



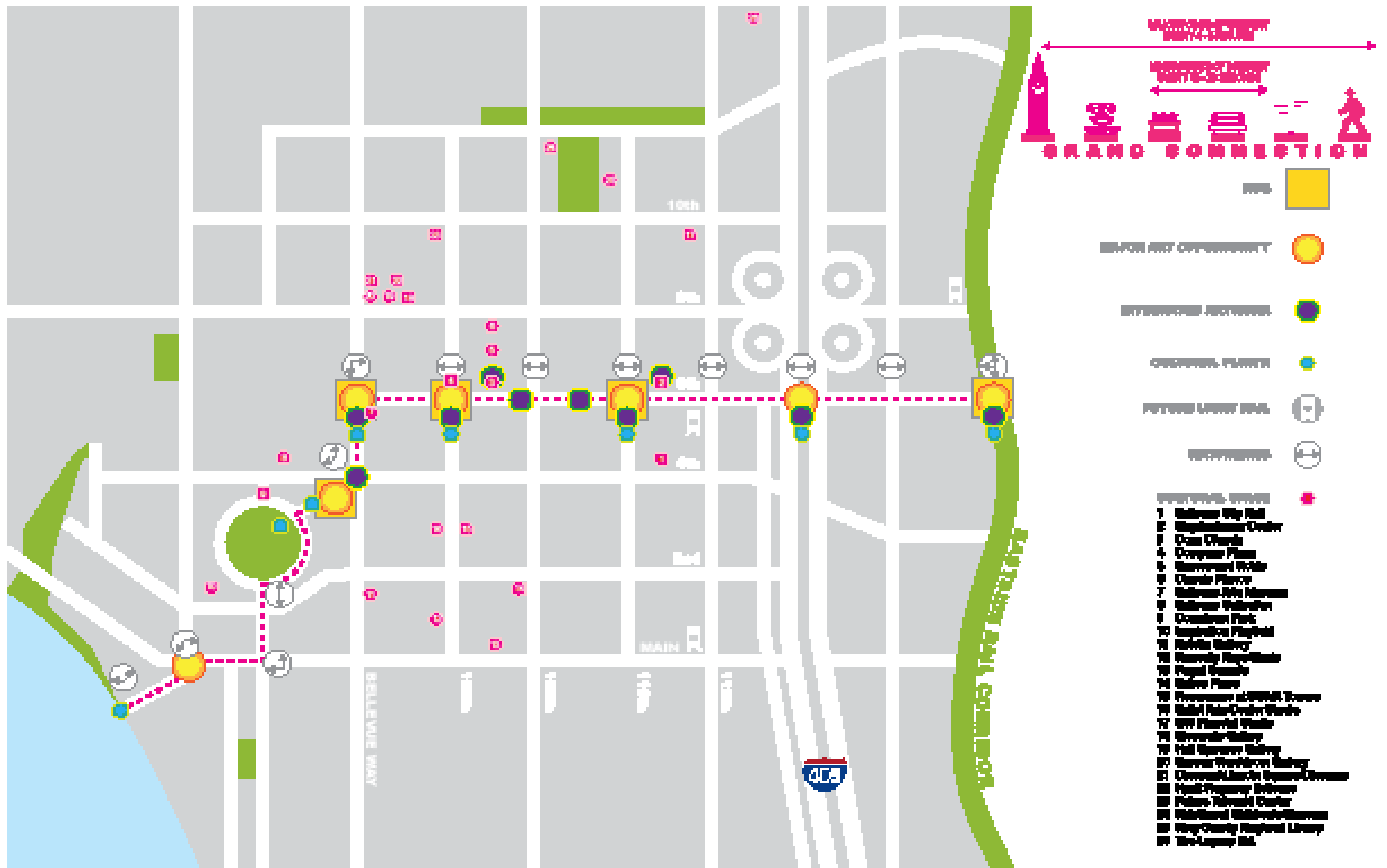
**Urban Artworks, Seattle, WA**

Urban ArtWorks is a Seattle-based nonprofit organization that provides opportunities for contemporary artists and local youth to work together to create public works of art.

# OPPORTUNITIES FOR ART



Anish Kapoor, *Cloud Gate*, Chicago, IL 2006





## EASTSIDE RAIL CORRIDOR TRAIL CONNECTION ART OPPORTUNITIES



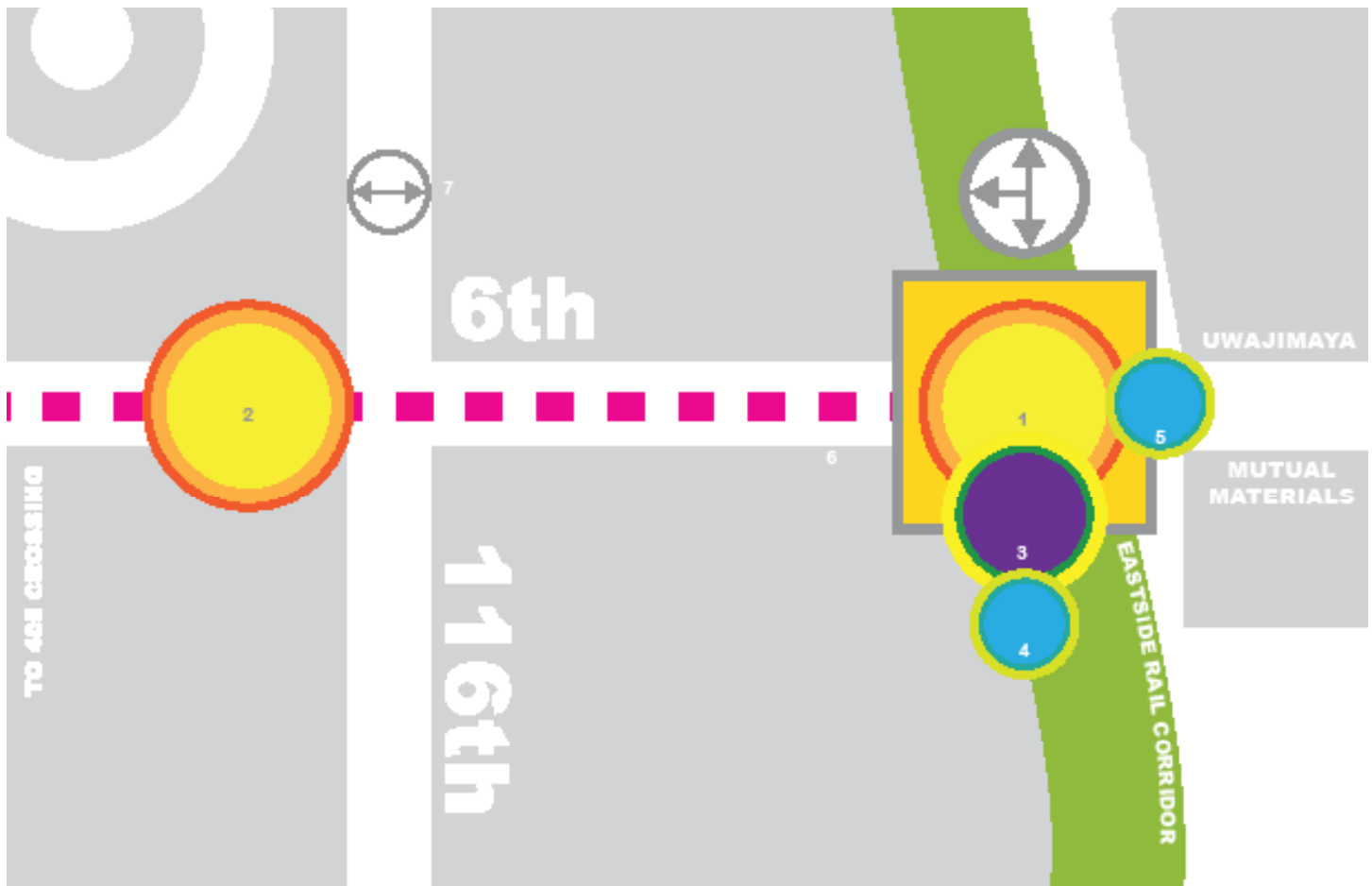
SuttonBeresCuller, *Big Top Grand Stand*, Nuit Blanche, Toronto, ON, 2015

### Vision

Wilburton is the center of a new creative community. Temporary infrastructure at the City-owned Lincoln Center property such as portable stages, shipping containers, office trailers, generators, and portable bathrooms serve as a catalyst for community engagement in the short-term. Murals, video projection, temporary sculptural installations, and artistic lighting provide a safe and vibrant place for the community to develop connections and identity. In the long term, an incubator and cultural arts facility anchors the creative neighborhood. A new gateway and entry plaza at the ERC Trail connection bring tens of thousands of people to the neighborhood via the Grand Connection, and one of the first things they encounter will be a sampling of Bellevue's increasingly diverse and vibrant cultural offerings.

### Objectives

- Create an urban plaza and cultural hub at the intersection of the ERC Trail to allow for community gathering and arts and cultural offerings.
- Preserve sight lines to and from downtown and the ERC Connection. Visibility along NE 6th from the Transit Center and City Hall to the new 405 crossing and the ERC Trail connection should be emphasized.
- Place large-scale signature artwork visible from the Transit Center and surrounding area.
- Create unique wayfinding opportunities to attract users of King County's regional trail users to Bellevue's cultural corridor.
- Develop an incubator and cultural arts facility to anchor and activate the new neighborhood.



## Opportunities

### Major Art Opportunity ●

#### 1. City View Gateway & Plaza

Create a unique entrance to the Grand Connection with a large sculptural work and plaza marking the starting point of cultural corridor. This area also provides great opportunities for dramatic views of the downtown Bellevue skyline. King County owns a significant amount of land at this intersection; its width provides unique opportunities for open public space and cultural offerings. There is an opportunity to work with property owners and developers on parcels to the west of the ERC connection to preserve sight lines and incorporate pedestrian space into future development. The site's close proximity to the City owned Lincoln Center Property is also an asset, should that space be redeveloped to incorporate an arts and innovation center.

#### 2. Incubator and Cultural Arts Facility

The purpose of this facility is to create a home for Bellevue's arts and innovation community and provide space for inexpensive offices, a flat-floor public assembly space for 100 to 250 people, independent retail, and a public outdoor area that energizes Wilburton. This space can house artists, multicultural performances, non-profits, pop-up retail, and entrepreneur meet ups, among many civic uses. An interim facility could be sited at Lincoln Center, whereas a permanent facility could be the result of a public-private partnership on the Lincoln Center site or the Civic Center site.

### Integrated Artwork ●

#### 3. Traces of the Railroad

Incorporate reclaimed railroad track, spurs, and other historic ERC materials into the plaza design. The design will emphasize the area as a mixing zone inspired by the old railroad spurs of the area and allow for community gathering spaces without impeding pedestrian and bicycle traffic passing through. John Fleming's Redmond Erratic and Signals are great examples of creative re-use of such materials reincorporated into the new identity of the site while highlighting its history.

### Cultural Plinths ●

#### 4. Amphitheater

Designate an area of the potential plaza as a cultural plinth with a focus on the cultural hub. Consider a natural amphitheater model for gatherings and performances.



RiverLoop Amphitheater, Waterloo, IA

## Amphitheater

The RiverLoop Amphitheater is located adjacent to the Waterloo Center for the Arts along Cedar Street, at the corner of Park Avenue and Jefferson Street in downtown Waterloo, Iowa. The Riverloop Amphitheater serves as a unique venue, right off the scenic Cedar River in the exciting location of downtown Waterloo, Iowa. The amphitheater can hold approximately 600 people in the general seating area and can accommodate groups of up to approximately 1,000 people.



RiverLoop Amphitheater, Waterloo, IA

Foster partnerships with area stakeholders and businesses such as Uwajimaya and REI to activate this space with programming and cultural offerings. These could include food fairs, Asian cultural events, and opportunities focusing on outdoor recreational activities and non-motorized transportation.

### 5. Wilburton Art Wall

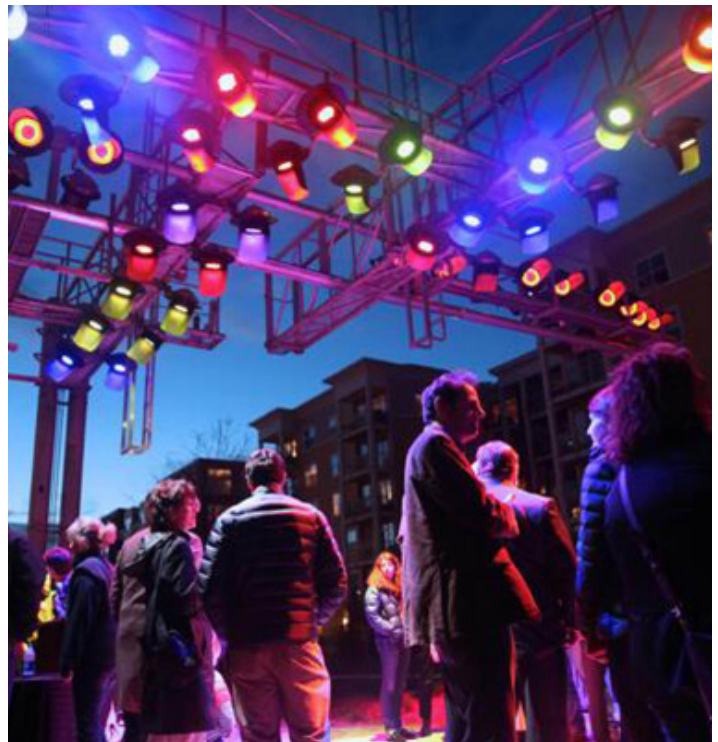
Work with King County Parks Department, Mutual Materials and Uwajimaya to create a programmable “Art Wall” along the eastern edge of the site that can incorporate projection, light, murals, and experimental two-dimensional artwork on an ongoing basis. This should be visible from the Civic Center area.

### Minor Points of Interest

6. *Small scale, discoverable sculptures between ERC plaza and I-405 that draw attention to the Grand Connection.*

### Wayfinding

7. Provide unique and cohesive wayfinding that identifies this location on the Grand Connection route, the immediate cultural amenities, and identifies the adjoining hubs.



John Fleming, Signals, Redmond, WA, 2014



## Action Plan for Implementation

### First move: 2018

- Claim the cultural corridor with Big Top Grand Stand by SuttonBeresCuller installed at future plaza site for inspiration and testing. Temporarily activate this space with a large, colorful, highly visible work viewable from civic center area. Host small events targeted to area businesses, residents, and workers with the aim of community building and collaboration.

### Short term: 2019 – 2020

- Develop an interim Incubator and Cultural Arts Facility by installing temporary infrastructure to support interim cultural programming, temporary art interventions, and related activities with a focus on community building and cultural identity in or around Lincoln Center. Hold a design competition to elicit proposal for a permanent facility.
- Incorporate the Wilburton Art Wall into the plaza construction and final design. Provide temporary infrastructure for lighting, projection, and sound so that the wall can be programmed for various events and temporal artworks.

### Mid term: 2021 – Ongoing

- Commission a City View Gateway to act as entryway to the Grand Connection.
- Develop the Amphitheater to create a cultural plinth and mixing zone at the plaza design and integrate Traces of the Railroad artwork utilizing historical railway materials and develop.
- Commission artist designed wayfinding and incorporate small scale, discoverable sculptures as the route develops between ERC plaza and I-405.
- Develop a permanent Incubator and Cultural Arts Facility.

## Case Study: Coney Art Walls

*Coney Art Walls is an outdoor museum of street art curated by Joseph Sitt and Jeffrey Deitch. Located at 3050 Stillwell Avenue near the beach and boardwalk in Coney Island, the public art wall project encompasses Greenwood Beach featuring a number of popular food vendors including Dinosaur Bar-B-Que, Calexico and Table 87.*

*Coney Art Walls presents several of the leading painters and sculptures in New York, in addition to leading artists connected with street culture.*

*Coney Island has a long history of being the place for New Yorkers to go to escape city life, see the astonishing, or experience something new, if only for a day. Whether that experience came from seeing electric lights for the first time, watching a sideshow performer, or being jostled together with strangers on a ride, Coney Island has been a place to be exposed to the unexpected. These experiences were collectively shared, as spectacle, in a very public way—this is the magic of Coney.*

*Coney Art Walls continues this tradition. It brings together a large group of some of the best artists who paint outdoor murals to provide an art experience that is open and free to the public. The addition of the Smorgasburg team, which has brought a diverse and fun group of food vendors to the site, and an ongoing music program, fully round out the space into a true Coney Island experience.*

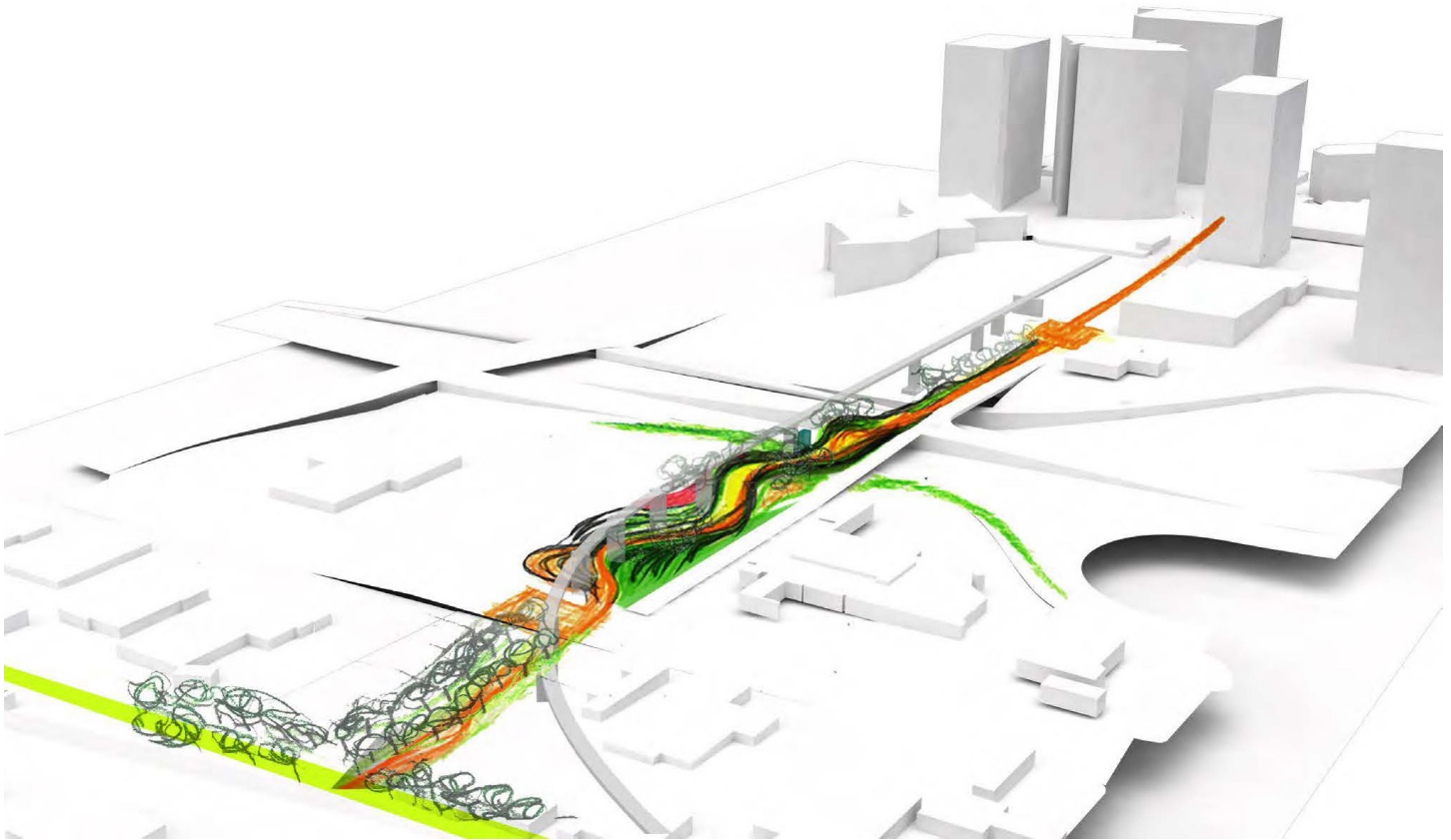
#### Resources:

<http://www.coneyartwalls.com>



Coney Island Art Walls

G R A N D  
CONNECTION  
arts & culture  
INTERSTATE 405 CROSSING  
ART OPPORTUNITIES



I-405 Crossing Concept, Balmori Associates

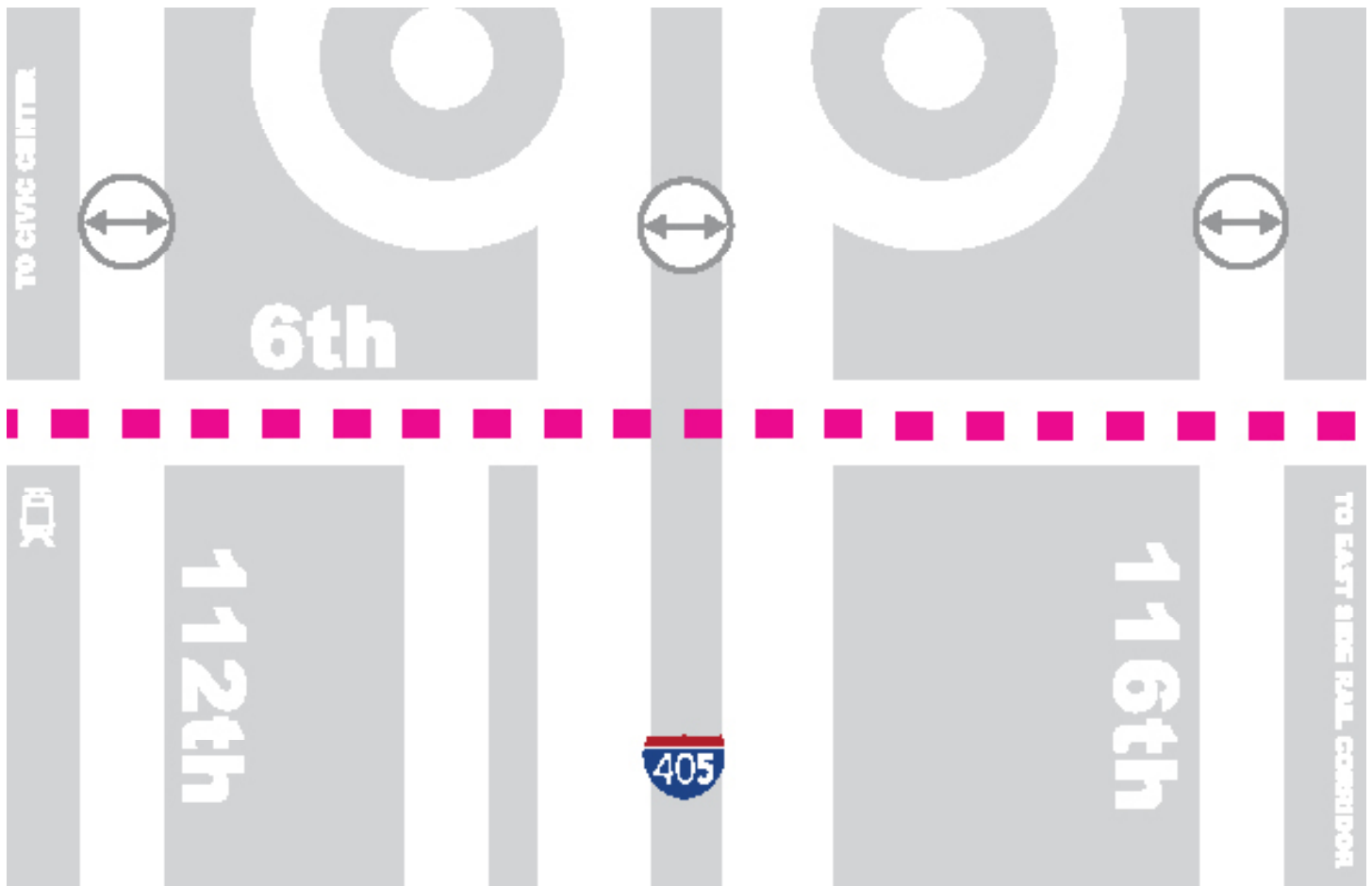
### Vision

As the three options for the I-405 Crossing are being studied, the opportunity for a significant public work to be incorporated into the final selected option is selected to should be viewed as a vital aspect of this connection. I-405 separates the downtown core from the Wilburton district with a few heavily trafficked overpasses connecting the two. Artwork and artistic treatments are vital to a more connected and pedestrian friendly Bellevue.

### Objectives

- Make a visual statement that signifies that Bellevue is a connected and artistic city.
- Incorporate a cultural plinth and community gathering space into future crossing to support cultural programs.





## Opportunities

### ***The sculptural bridge option***

The Lincoln Center property should be considered as a small park and cultural space with back of house support for events and programming. Utilize the space under the bridge to provide facilities, storage, dressing rooms, and bathrooms. Steps coming down from path to envisioned park space could act as amphitheater style seating. Incorporate sculptural and lighting elements into the design of a grand staircase. Consider the underside of light rail guideways and columns for integrated artworks and mural opportunities.

### ***The bridge option***

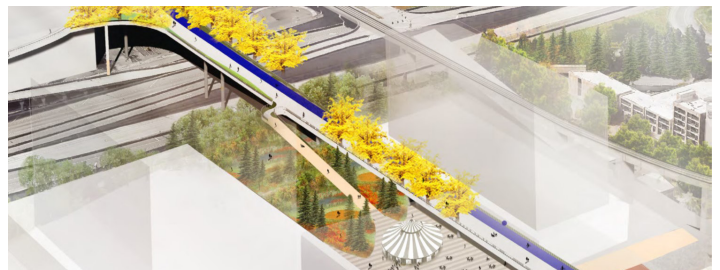
Integrate artwork above or along the bridge. Precedents such as Chihuly's Bridge of Glass in Tacoma and Teresita Fernandez's Seattle Cloud Cover signal to pedestrians and vehicles passing below that this is a vital and artistic connection. Install wayfinding and small scale discoverable along the bridge.

### ***The lid option***

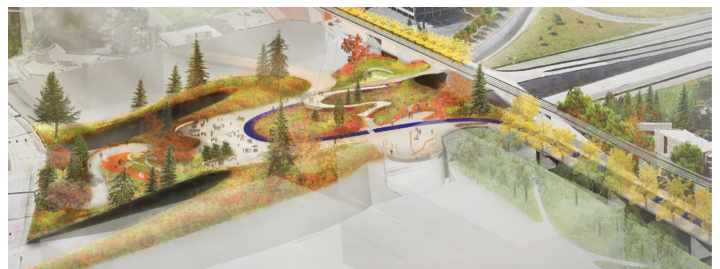
Commission a large sculptural work to be incorporated into the main gathering area of the new park space. Siting an artwork with visibility from traffic on I-405 is a unique opportunity. Incorporate a public gathering space and cultural hub in the center should be prioritized.



**Sculptural Bridge Option**

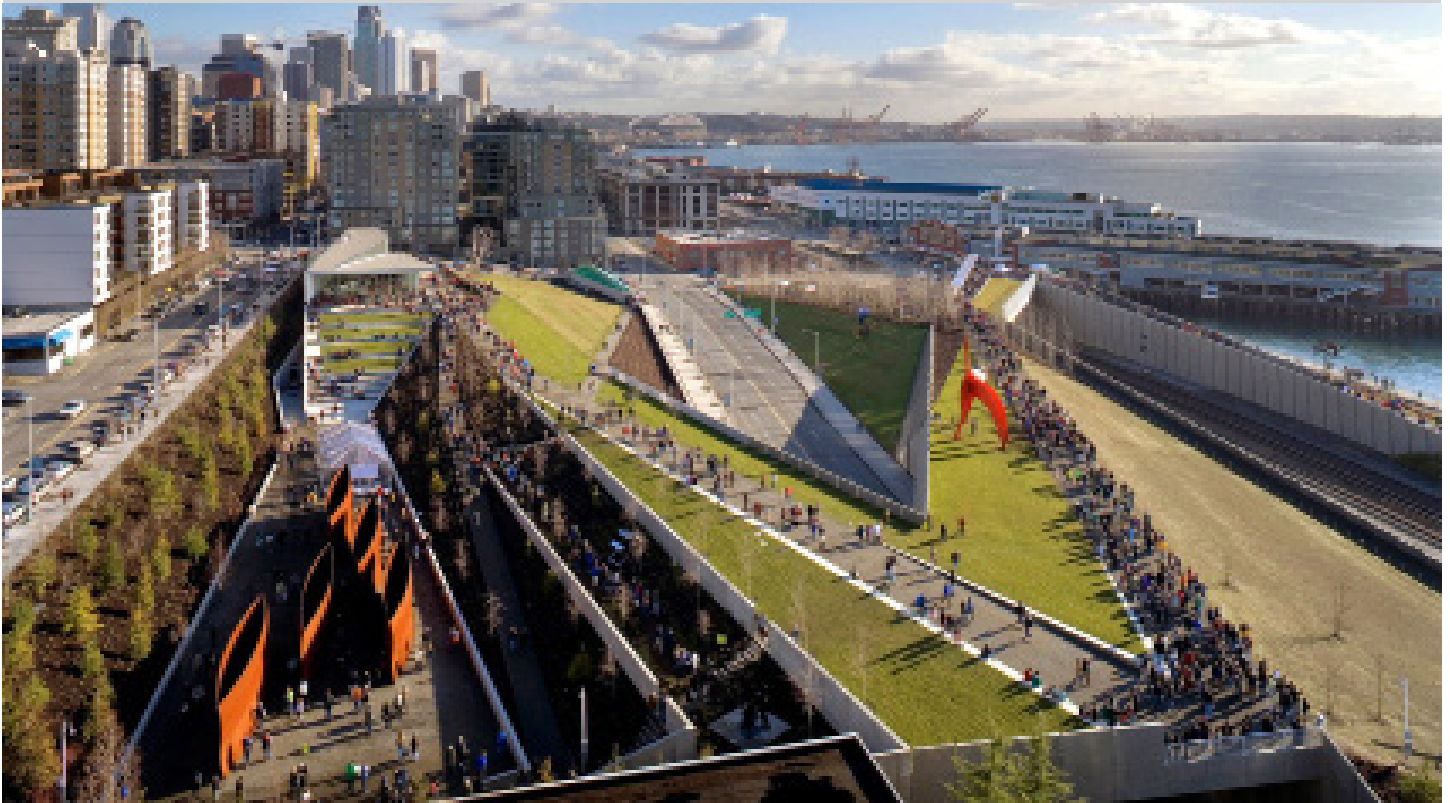


**Bridge Option**



**Lid Option**

## The Lid

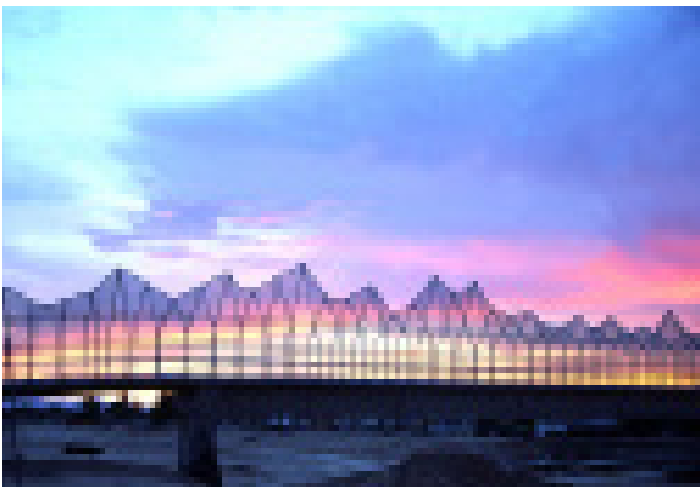
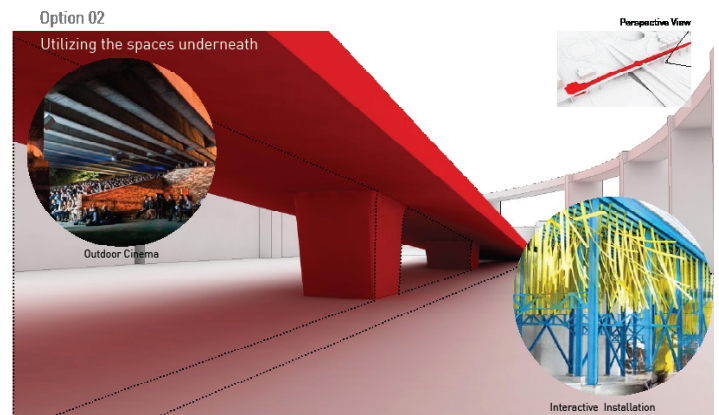


Olympic Sculpture Park

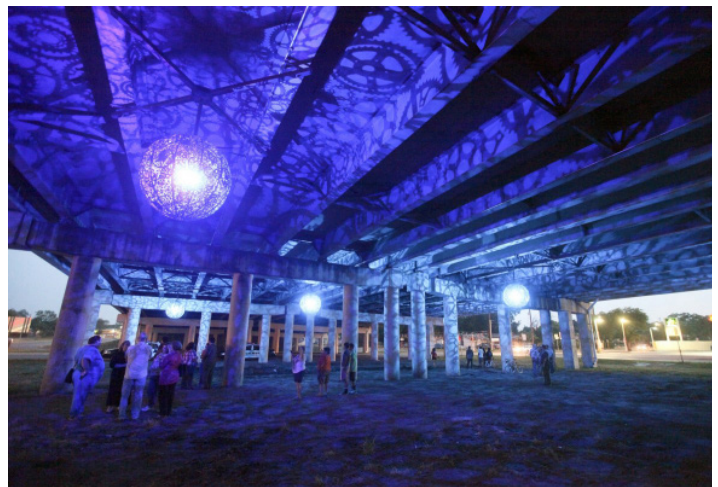
## Action Plan for Implementation

### Short term: 2018 – 2020

- Integrate artist into design team of future Sculptural Bridge, Bridge or Lid options.
- Partner with Sound Transit to identify opportunities for artistic treatments to underside of guideways and columns at the Lincoln Center Property.
- Activate the Lincoln Center property interim cultural programming, temporary art interventions and related activities with a focus on community building and cultural identity.
- Provide temporary infrastructure to support such events and art interventions.



Laurie Lundquist, *Mountain Pass Pedestrian Bridge*, Phoenix, AZ



Ballroom Luminoso, Joe O'Connell and Blessing Hancock, San Antonio, TX, 2013



## CIVIC CENTER ART OPPORTUNITIES



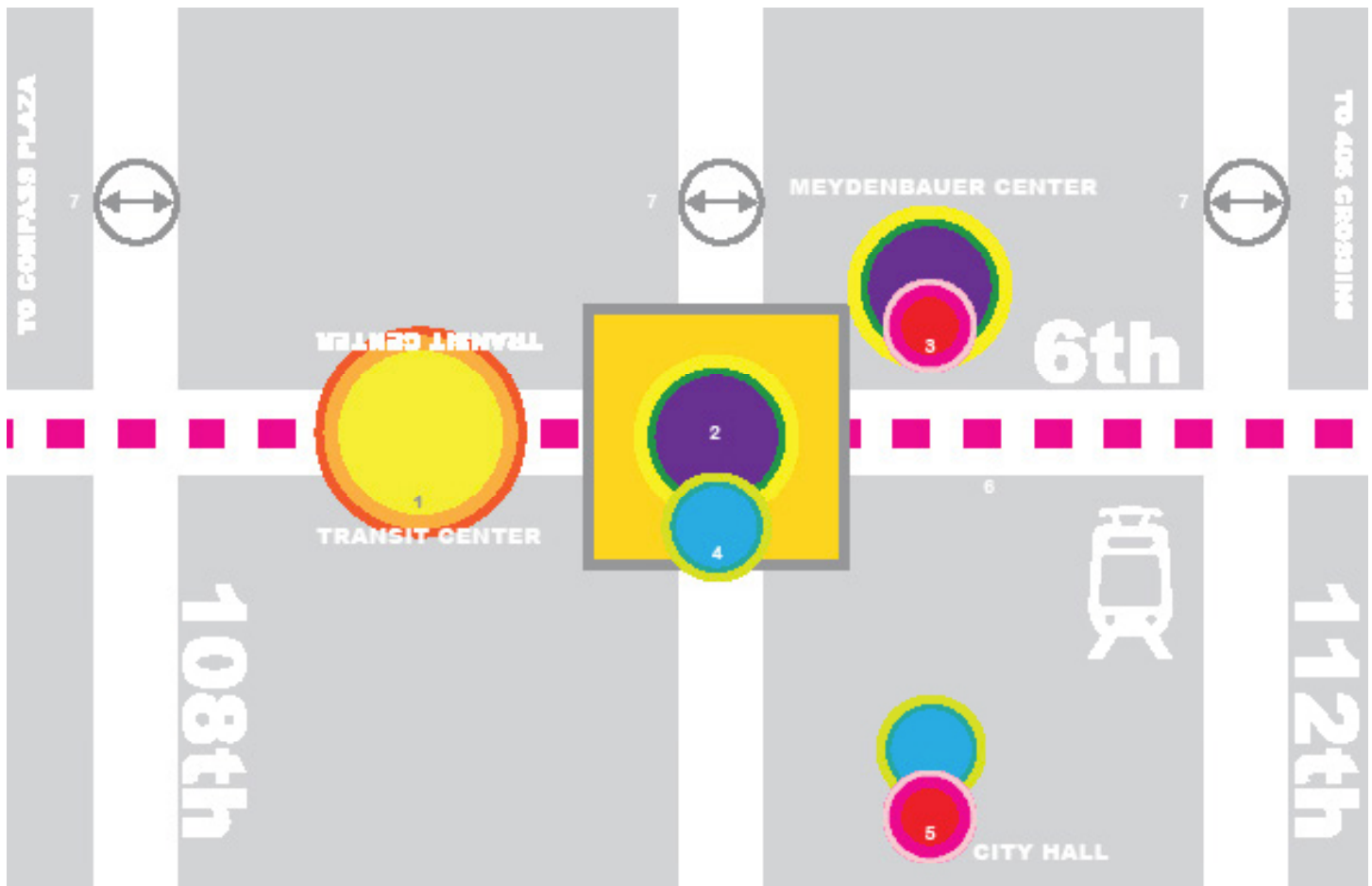
Leo Saul Berk, *Subterraneum*, University of Washington Station, Seattle, 2016

### Vision

No one just waits for a bus or the train; they engage. Bellevue Corporate Plaza, City Hall, Meydenbauer Center, and the Transit Station work together as the city's primary cultural hub, providing a place for civic engagement of all forms and opportunities to experience arts and cultural events year round. Bellevue's story is constantly being explored through many iconic public artworks, rotating community exhibitions, and cultural programs in the lobbies of City Hall and Meydenbauer Center.

### Objectives

- Utilize artist-designed building elements to create physical and visual distance between sights and sounds of busses.
- Develop the Civic Center as a "people hub" with strong artistic and cultural elements. Re-imagine and re-design transit center for the general public while encouraging increased use of public transit.



## Opportunities

### Major Art Opportunity

#### 1. Transit Center Roof

The roofline of the Bellevue Transit Center is a defining feature of the civic center. Artists could illuminate both the interior and exterior of the Transit Center with color and lighting elements that change and respond to the season and important community events in the civic plaza.

### Integrated Artwork

#### 2. Pedestrian art enhancements

Partner with Sound Transit, King County Metro, and other stakeholders to identify opportunities for public art enhancements, such as a new raised intersection or sidewalk treatments for pedestrian crossings to help unify these spaces into one.

#### 3. The Stoop

Further the identity of Meydenbauer Center as an important public place by incorporating artwork, color, and lighting into a redesigned entryway and steps. Continue to utilize and activate the window space at the Meydenbauer Center along NE 6th Street for rotating exhibitions and expand the program to the windows and doors on the corner of NE 6th Street and 112th Avenue NE.

### Cultural Plinths

#### 4. Civic Plaza

Strengthen Bellevue's civic identity by coordinating cultural

programming such as night markets, craft vendors, and food trucks at the Bellevue Corporate Plaza, City Hall Plaza, and Microsoft City Center Plaza. Regular events and markets across all three spaces will soften the corporate profile of this important civic place and transform the area into a welcoming destination that celebrates people and culture while encouraging alternative forms of transportation.

#### 5. Civic Galleries

Utilize the City Hall and Meydenbauer Center lobbies for ongoing exhibitions of community arts, local artists, and area cultural organizations. These spaces are important community spaces that provide the general public a platform to participate in the civic dialogue and excitement of the Grand Connection.



Dekalb Market, Brooklyn, NY



## The Stoop



### Minor Points of Interest

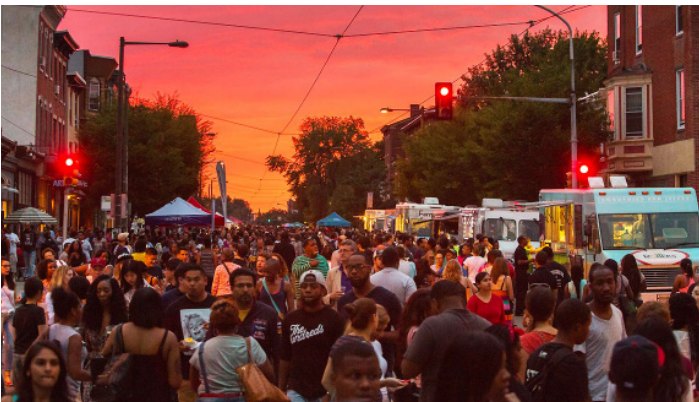
6. Small scale, discoverable sculptures, including paving and sidewalk treatments.

### Wayfinding

7. Provide unique and cohesive wayfinding that identifies this location on the Grand Connection route, the immediate cultural amenities, and identifies the adjoining hubs. With the upcoming Sound Transit Light Rail addition this will be a unique opportunity to get people to explore the Grand Connection.



Art Institute of Chicago



Night Market Philadelphia



Bellevue Transit Center



## Action Plan for Implementation

### First move: 2018

- Collaborate with Meydenbauer Center to develop The Stoop and programming specific to the Grand Connection within the lobby. Expand Storefronts program at Meydenbauer Center to utilize all of the windows and doors from the parking garage to the corner of NE 6th and 112th NE.

### Short term: 2018 – 2020

- Commission artists to create Pedestrian art enhancements and art concepts for enhancements to the Transit Center Roof.
- Activate the City Hall and Meydenbauer Center with new Civic Galleries that display rotating exhibitions, readings and cultural events that coincide with evening art walks.
- Utilize the three plazas surrounding the Transit Center (City Hall Plaza, Bellevue Corporate Plaza and City Center Plaza) with varied programming and events. Small art fair pop-ups, food trucks, and crafts vendors will all bring cultural vibrancy to the area.
- Refresh the existing Topos artist-designed wayfinding.

### Long term: 2021 – Ongoing

- Install lighting infrastructure for the Transit Center Roof and begin lighting program.
- Integrated artwork at Transit Center and surrounding intersections.

## Case Study:

*Sensing WATER is a weather-responding and interactive artwork utilizing light and paint to define a major downtown gateway in San Jose CA. The project is composed of 2 elements, the massive painted sloped wall that abstractly references flowing water, and the overhead evening lighting that illuminates with rippling patterns of light the underpass of I-87. The project uses real-time NOAA weather data to compose different patterns of light on the ceiling. (e.g.: 0-5mph winds vs thunderstorms). The projected light maintains a similar palate to the painted sloped wall, yet becomes dynamic depending on the weather.*

*In addition to the live weather feed transforming the space, this project is also highly interactive for those players of the Ingress multi-player game. By interacting physically on site with your cell phone, players can transform the space, revealing aspects of the game for a brief amount of time.*

*Not only do the lighting patterns change based on weather conditions, but they are dynamic- constantly pulsing and chasing, depending on severity of the weather.*

Resources:

<http://www.DanCorson.com>



Dan Corson, Sensing WATER, San Jose, CA, 2014

## COMPASS PLAZA & GARDEN HILL CLIMB ART OPPORTUNITIES



Janet Echelman, *Skies Painted with Unnumbered Sparks*, Vancouver, Canada, 2014

### Vision

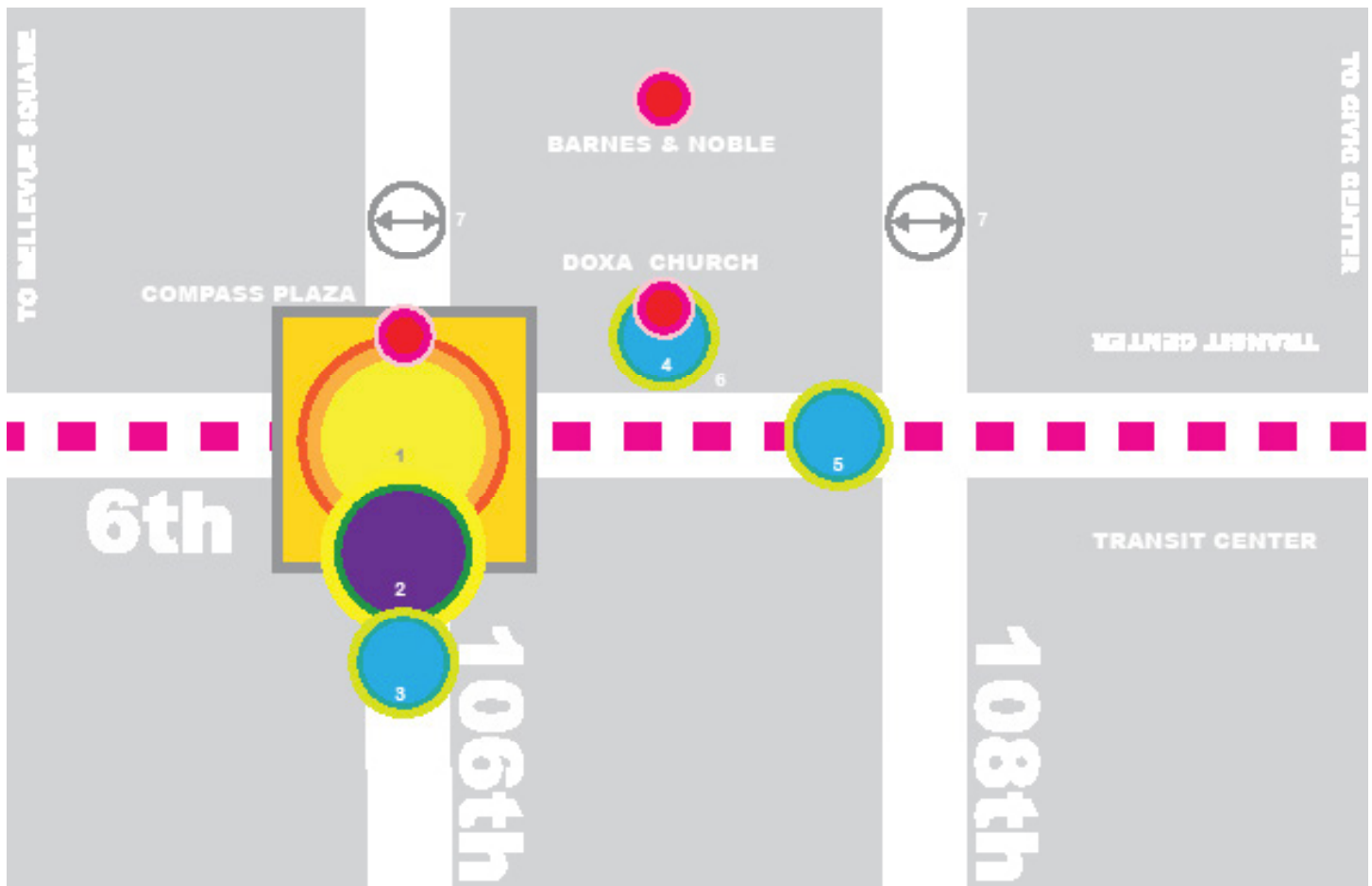
Art and cultural programs at Compass Plaza and the Garden Hill Climb are designed to bring the community together and linger awhile. As the heart of Bellevue's most urban neighborhood, a variety of day and nighttime activities turn Compass Plaza from a cultural hub into a cultural and entertainment destination that compliments the "entertainment street" designation of 106th Avenue. New cultural plinths for ongoing temporary small-scale projects and performances make it easy to invite community interaction and build connections.

The Garden Hill Climb, currently the most fully realized section of the pedestrian corridor, is an urban laboratory for emerging artists to explore how to enhance the existing infrastructure and built environment with bold visual artworks and installations. Large-scale murals and display cases turn the pedestrian corridor into a open air gallery at all times of the day.

### Objectives

- Construct and maintain 3 new cultural plinths for temporary, event-based art and cultural presentations.
- Create a year-round, 18 hour a day cultural destination by supplementing current daytime activities with nighttime artworks and activities.
- Expand partnerships with private property owners to enhance and activate the pedestrian corridor with visual art, color, and activities.





## Opportunities

### Major Art Opportunity

#### 1. *The Lights at Compass Plaza*

As Compass Plaza redevelops, a new signature sculpture will anchor this public space as a year round, 18 hour a day cultural destination. An artwork that incorporates light and innovative materiality will add to its urban character and could be integrated into the surrounding buildings on the plaza edge or within the public space. If Compass Plaza expands, it will be important to consider an artwork that matches the new scale of the public space.

### Integrated Artwork

#### 2. *Art Crosswalk at 106th Avenue*

An artist-designed paving or design for the new raised intersection at 106th Avenue adjacent to Compass Plaza will create a safe, slow-speed crossing and public space while enhancing the pedestrian environment. A colorful artwork incorporated into this new raised intersection will add to the “outdoor gallery” feel established in the Garden Hill Climb. This also provides a visual, colorful impact when looking down onto the city streets from the office towers above.

### Cultural Plinths

#### 3. *Eastside Kitchen*

Turn Compass Plaza into a center for food culture by establishing a year-round farmers and food market. Partnerships with existing kitchens such as the

Homegrown Sustainable Sandwiches and the former Rock Bottom Brewery could host guest chefs and cooking demonstrations. A permanent place for food trucks with electrical outlet access and artists-designed seating could extend food options well into the evening hours cultivate a vibrant café culture.

#### 4. *Garden Hill Murals*

A number of large walls that currently face the Pedestrian Corridor and could host large-scale murals including a semi-permanent installation on the south-facing wall of DOXA Church and a rotating art wall on the north-facing wall of All American Eyeglass Repair building for young and emerging artists. These murals could include a range of mediums from paintings to night-time digital projections.



The parking lot and large blank beige wall of DOXA Church adjacent to Compass Plaza and the Pedestrian Corridor. There is a small planting strip and low fence separating the current pedestrian space from the church parking lot.



## Art Crosswalk at 106th Avenue

The expected life span of these artworks should be 3-5 years and use appropriately durable materials such as MMA (Methyl Methacrylate) that lasts approximately 7-10 years. Paint is not recommended. This gives an opportunity for a number of artists and artworks over time and supports the programmable, flexible, and curate-able vision of the Grand Connection.



**Megan Elliott**, UICS Intersection, Philadelphia, PA, 2010



**Robin Haines Merrill**, Painted Intersections Project, Fort Lauderdale, FL

### 5. Art Row

As one of the few sites where the Grand Connection is completely separated from car traffic, the Garden Hill Climb provides a unique opportunity for an intimate public art experience. Empty storefronts at the Bellevue Connection can be activated with artists' studios, performance, and event spaces. Installations and presentation of visual artworks can be displayed in windows, on top of the existing awnings, and in the planting strip. Outdoor display cases could provide emerging artists with a venue to exhibit artwork in rotating exhibitions.

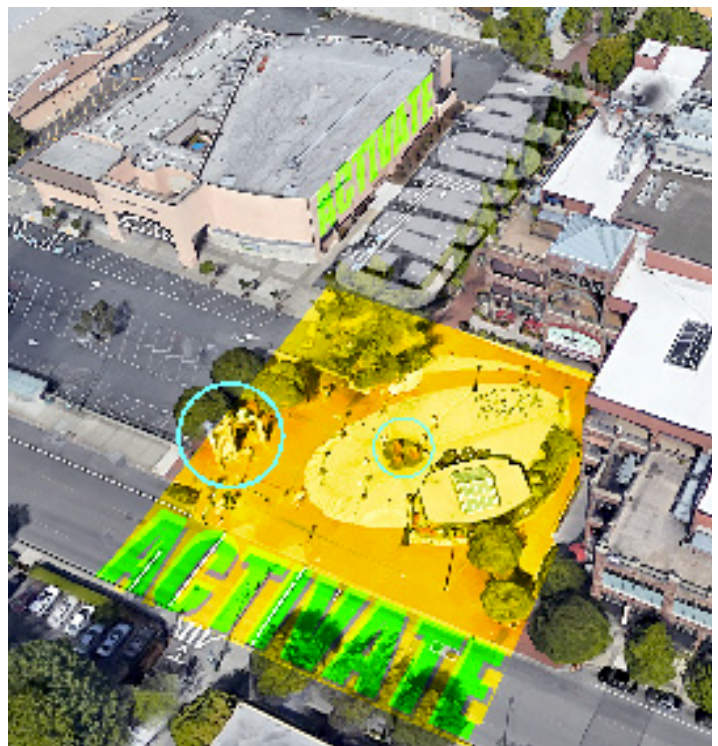
### Minor Points of Interest

#### 6. Art Screen

Install temporary art installations and performance spaces that visually delineate the parking lot at DOXA Church from the pedestrian space.

### Wayfinding

7. Provide unique and cohesive wayfinding that identifies this location on the Grand Connection route, the immediate cultural amenities, and identifies the adjoining hubs.



## Action Plan for Implementation

### First move: 2018

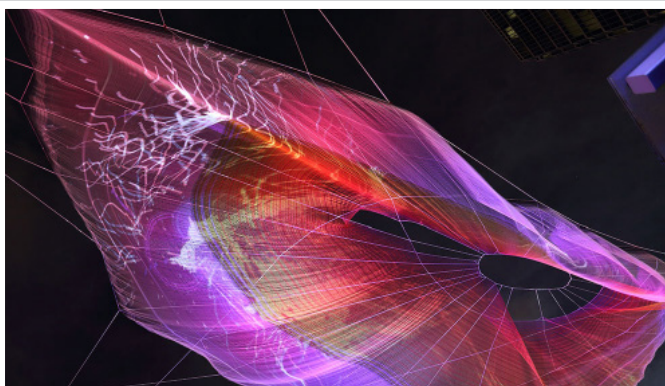
- Integrate an artist into design team to develop the Art Crosswalk at 106th Avenue. Colorful artistic treatments will enhance Bellevue's identity as a fun, dynamic pedestrian friendly destination.

### Short term: 2018 – 2020

- Establish the Eastside Kitchen with a year-round farmers and food market. Create the infrastructure to expand food truck programming in conjunction with the raised intersection project.
- Develop partnerships with property owners to install and program the Garden Hill Murals as part of the Bellwether Program.
- Develop partnerships with property owners to install and program Art Row as part of the Bellwether Program and implement the Emerging Artist Program
- Program temporary projects and performances at Compass Plaza for early evening audiences that encourage workers and area residents to stay downtown longer.

### Long term: 2021 – Ongoing

- Develop artist-designed wayfinding.
- Commission the Lights at Compass Plaza as the property redevelops.
- Move or de-accession Bellgate and City Within A City to make room for the installation of the Lights at Compass Plaza.
- Identify opportunities for artist designed canopies in future developments at compass plaza.



## Case Study:

### Art and technology in the middle of the city

Artists Janet Echelman and Aaron Koblin collaborated to create *Unnumbered Sparks*, a monumental interactive sculpture in the sky. The artwork was co-presented by the Burrard Arts Foundation and the City of Vancouver for the 30th Anniversary of the TED Conference. Choreographed by visitors in real time through their mobile devices, at night the sculpture became a crowd-controlled visual artwork on a giant, floating canvas.

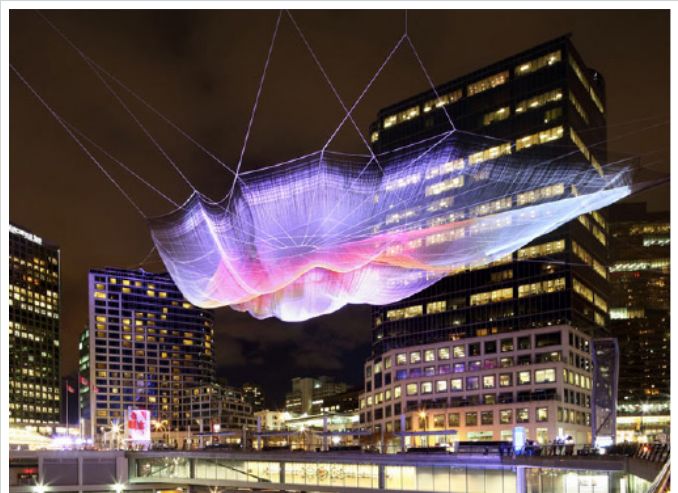
The sculpture spanned 745 feet between the 24-story Fairmont Waterfront and the Vancouver Convention Center in downtown Vancouver, Canada. At night, it came alive with illumination. Visitors with smartphones and tablets were able to paint vibrant beams of light across the sculpture at a remarkable scale: small movements on their phones became hundred foot long trails evolving and combining with fellow participants.

Janet Echelman is an artist who creates experimental sculpture at the scale of buildings that transforms with wind and light. Her innovative netting materials were first developed as a sculpture form in India where she spend time as a Fulbright Fellow. She creates her sculpture nets at a factory in Washington State. Aaron Koblin is the Creative Director of the Data Arts Team in Google's Creative Lab.

Compass Plaza is an example of effective public/private partnerships to create a major public open space for the community's enjoyment. The partnership between private development and the City should serve as a model for ongoing efforts to expand the civic experience and create a destination cultural gathering place in the middle of the city.

#### Resources:

<http://www.unnumberedsparks.com/>



Janet Echelman, *Skies Painted with Unnumbered Sparks*, Vancouver, Canada, 2014



# GRAND CONNECTION

arts & culture

## STREET AS PLAZA ART OPPORTUNITIES



David Mesguich, *Lucie*, Poznan, Poland, 2016

### Vision

The block on NE 6th Street between Bellevue Way and 106th Ave NE is the most active street in Bellevue. It is the center of Downtown Bellevue's cultural life and people come to see and be seen. It is flanked at either end by regional cultural and retail destinations that attract people 18 hours a day with high quality, signature art and cultural events. The Grand Connection is activated by a constant stream of people drawn westward by a new monumental sculpture at the entrance to Bellevue Square Mall while the energy from Compass Plaza and the Transit Center just beyond pulls people to the east.

### Objectives

- Create a dynamic, engaging center of the city where people want to be.
- Activate existing infrastructure and plaza with diverse cultural programming.





## Opportunities

### Major Art Opportunity

#### 1. Bellevue Way Beacon

Bellevue's signature art institution – the Bellevue Arts Museum – and event – Snowflake Lane – are located at the corner of Bellevue Way and NE 6th Street. A new signature sculpture at the entrance to Bellevue Square Mall will reinforce the cultural importance of this location. The scale of the artwork should be considerable so it can serve as a cross-town beacon, easily viewed from the Bellevue Transit Station and the Eastside Rail Corridor.

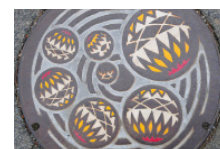
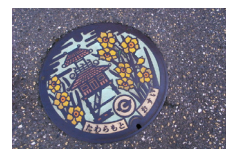
#### 2. The NE 6th Street Canopy

As a vital link between the Bellevue Connection and Compass Plaza to the east and Bellevue Arts Museum and Bellevue Square Mall to the West, an artist-designed canopy will turn the current “pass-through” into a signature promenade. This opportunity will need a close partnership with private development as the properties redevelop in the future.

### Integrated Artwork

#### 2. Art Crosswalk at Bellevue Way & NE 6th Street

An artist-designed paving or design for the new raised intersection at NE 6th and Bellevue Way will create a safe, slow-speed crossing and public space while enhancing the pedestrian environment. An artwork that responds to the signature events that occur at this location such as Snowflake Lane will generate anticipation long before these special events and extend the impact and memories long after they're gone.



Manhole Covers, Japan

#### 3. Street Furniture

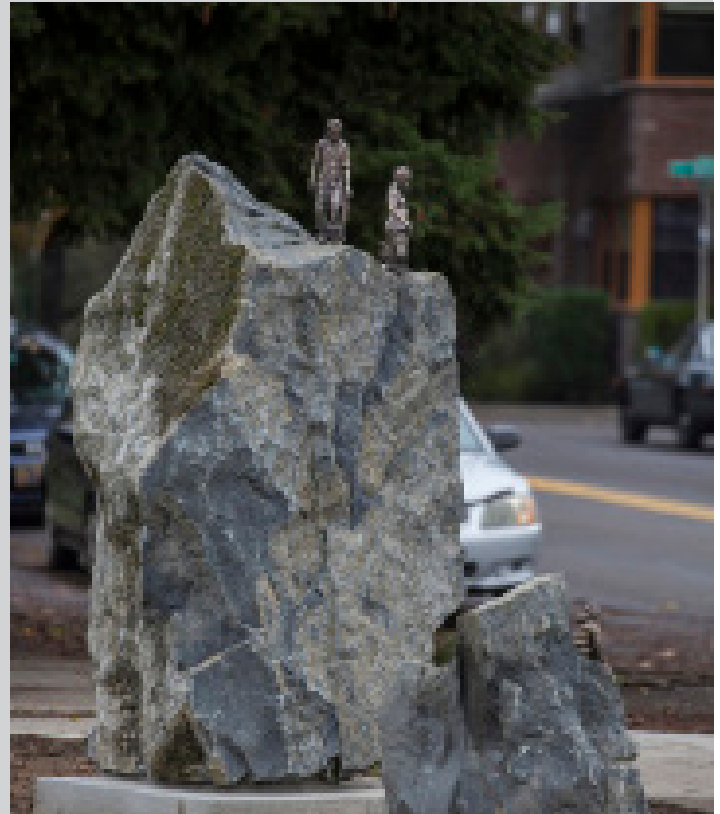
Turn NE 6th Street into a regional center for design with artist-designed street furniture. In conjunction with the NE 6th Street Canopy, new and unique lighting and sculptural seating will turn NE 6th Street into a showroom for design. New partnerships between the City of Bellevue, private land owners and the design community could support ongoing digital art projections on building facades.

### Cultural Plinths

#### 4. 6th Street Market

NE 6th Street itself becomes the cultural plinth with “plug and play” infrastructure to support a diverse range of events and community groups including the Bellevue Arts Museum ARTSFair and the Bellevue Downtown Association Live at Lunch concert series. As surrounding property redevelops, dedicating storefront and lobby spaces to cultural uses such as art galleries, performance space, murals, and public art will make this the cultural heart of Downtown Bellevue.

## STREET SUBTLETIES



Crystal Schenk & Shelby Davis, *This All Happened More Or Less*, 2014

### Minor Points of Interest

#### 5. Street Subtleties

While the Street as Plaza will be marked by big art moves that advance the exceptional identity of this area as the center of Downtown Bellevue's cultural life, a series of small scale, discoverable sculptures and artist treatments in the paving and sidewalk provide the fine grain artist touch that make the space feel "lived in" and diverse.

### Wayfinding

6. Provide unique and cohesive wayfinding that identifies this location on the Grand Connection route, the immediate cultural amenities, and identifies the adjoining hubs.



Agueda, Portugal



Liam Gillick, Clayton, MO



## Action Plan for Implementation

### First move: 2018

- Pilot the 6th Street Market concept as a cultural plinth by hosting the Bellevue Arts Museum ARTS Fair on Bellevue Way and NE 6th Street.

### Short term: 2019 – 2020

- Commission artist-designed paving treatments and design for new raised intersection at Bellevue Way and 6th. Colorful artistic treatments will enhance Bellevue's identity as a fun, dynamic pedestrian friendly destination.
- De-accession broken glass artworks (blue tiles) along NE 6th and commission new Street Subtleties to serve as minor points of interest along this section of the route.
- Pursue mural opportunities in collaboration with Bellevue Arts Museum as a part of the Mural Program
- Develop artist-designed wayfinding.
- Claim the cultural corridor and turn NE 6th Street into the 6th Street Market. Build upon the successful Snowflake Lane event held annually in December by relocating the Bellevue Arts Museum ARTSFair held annually in July to Bellevue Way.

### Mid term: 2021 – Ongoing

- Partner with the Bellevue Collection to commission the Bellevue Way Beacon in front of Bellevue Square Mall. Relocate existing Steve Jensen sculpture Bellevue Portholes to planting strip across from the Bellevue Arts Museum or general vicinity.
- Partner with private development to commission the NE 6th Street Canopy as property redevelops.
- Develop and commission new Street Furniture for the 6th Street Market.

## Case Study

Chicago Mayor Richard M. Daley declared the day of the sculpture's dedication, May 15, 2006, to be "Cloud Gate Day". Kapoor attended the celebration, while local jazz trumpeter and band leader Orbert Davis and the Chicago Jazz Philharmonic played "Fanfare for Cloud Gate", which Davis composed. The public took an instant liking to the sculpture, affectionately referring to it as "The Bean". Cloud Gate has become a popular piece of public art and is now a fixture on many souvenirs such as postcards, sweatshirts, and posters. The sculpture has attracted a large number of locals, tourists, and art aficionados from around the world. The sculpture is now the piece by which Kapoor is most identified in the United States.

Time describes the piece as an essential photo opportunity, and more of a destination than a work of art. The New York Times writes that it is both a "tourist magnet" and an "extraordinary art object", while USA Today refers to the sculpture as a monumental abstract work. Chicago art critic Edward Lifson considers Cloud Gate to be among the greatest pieces of public art in the world. The American Welding Society recognized Cloud Gate, MTH Industries and PSI with the group's Extraordinary Welding Award. Time named Millennium Park one of the ten best architectural achievements of 2004, citing Cloud Gate as one of the park's major attractions.

"What I wanted to do in Millennium Park is make something that would engage the Chicago skyline ... so that one will see the clouds kind of floating in, with those very tall buildings reflected in the work. And then, since it is in the form of a gate, the participant, the viewer, will be able to enter into this very deep chamber that does, in a way, the same thing to one's reflection as the exterior of the piece is doing to the reflection of the city around."

—Anish Kapoor

#### Resources:

[https://en.wikipedia.org/wiki/Cloud\\_Gate](https://en.wikipedia.org/wiki/Cloud_Gate)



Anish Kapoor, Cloud Gate, Chicago, IL



G R A N D  
CONNECTION  
arts & culture  
DOWNTOWN PARK  
ART OPPORTUNITIES



Albert Paley, *Animals Always*, St. Louis Zoo, St. Louis, MO, 2006

### Vision

Art and culture have a designated place in Bellevue's largest urban park. A public art gateway welcomes the world to Bellevue Downtown Park, imprinting the importance of art, culture and design on the thousands of annual visitors that walk through its gates. Diverse neighbors connect with each other at cultural events and art programs at the park's NE entrance throughout the year. Each year, visitors anticipate the temporary artist-designed summer pavilion that provide interactive opportunities to be inspired and build a creative community.

### Objectives

- Create a clear and well-marked entrance to Downtown Park at the corner of NE 4th & Bellevue Way NE with a public artwork in the form of a tower or gateway, as an alternative way of marking the entrance to Downtown Park.
- Activate civic space with temporary art exhibitions, performances, music, and other events in the entrance plaza.



## Opportunities

### Major Art Opportunity ●

#### 1. Downtown Park Gateway

Design, fabricate, and install a permanent sculptural tower or gateway to Downtown Park to create a significant entrance to the park at the intersection of NE 4th and Bellevue Way. The gateway should serve as a welcoming beacon to the park as well as a recognizable landmark. The artwork should be highly visible from the street and respond to the design Downtown Park and its surrounding area.

### Integrated Artwork ●

#### 2. Art Crosswalk at NE 4th Street & Bellevue Way

An artist-designed paving or design for new raised intersection at NE 4th Street and Bellevue Way will create a safe, slow-speed crossing and public space while enhancing the pedestrian environment. An artwork that responds to and designed with the new NE 4th Street entrance and proposed gateway in mind will extend the welcoming effect of the park.

### Cultural Plinths ●

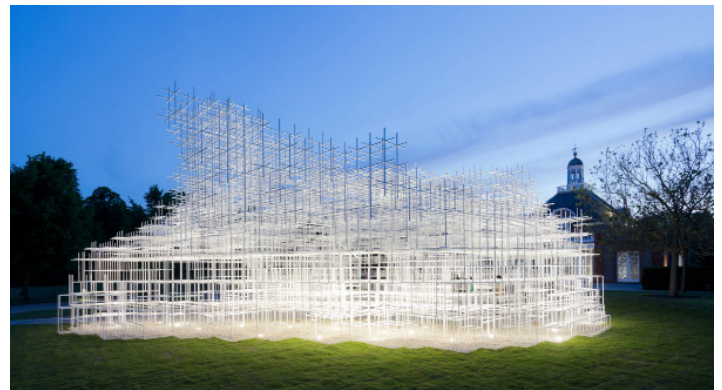
#### 3. Gateway Plaza

A public gathering space near to the gateway can provide that neighborhood-park feel by supporting community events and other year-round programming including

Bellwether activities. This can be activated with little or no impact on other park activities. Regularly scheduled events can include movies in the park, a night market, light projections, and illuminated artworks in the winter, music, dance, and theatrical performances. Artist-designed features such as sculptural seating and lighting will reinforce the artist feel of the plaza.

#### 4. The Setts

The setts that mark the old school administration building present a unique opportunity to celebrate design and the history of the site as former school. The raised concrete foundation within the circle promenade could serve as a cultural plinth for temporary installations that focus on the intersection of art and architecture such as a temporary summer pavilion where community events and programs are held in conjunction with the Bellwether exhibition.



2013 Serpentine Gallery Pavilion



## Gateway Plaza



### Minor Points of Interest

5. Small scale, discoverable sculptures, including paving and sidewalk treatments.

### Wayfinding

6. Provide unique and cohesive wayfinding that identifies this location on the Grand Connection route, the immediate cultural amenities, and identifies the adjoining hubs. With the upcoming Sound Transit Light Rail addition this will be a unique opportunity to get people to explore the Grand Connection.



Lead Pencil Studio, Non-Sign II, Vancouver, B.C., 2010



Bicycle Arch, Memphis, TN, 2014



Roxy Paine, Conjoined, Madison Square Park, New York



## Action Plan for Implementation

### First Move: 2018

- Integrate artists into design team of NE 4th Street entry plaza project for the Downtown Park Gateway and raised-intersection at NE 4th Street and Bellevue Way. Commission a temporary summer pavilion at the "Setts" for Bellwether 2018.

### Short term: 2018 – 2020

- Fabricate and install gateway sculpture
- Utilize The Setts for a summer pavilion for the Bellwether Program and activate with community programs.
- Commission artist-designed paving treatments and design the Art Crosswalk at NE 4th Street & Bellevue Way.
- Develop framework for programing at the Gateway Plaza including community event guidelines and a schedule.
- Develop artist-designed wayfinding.
- Complete a site analysis for any additional "minor points of interest" if needed.

### Long term: 2021 – Ongoing

- Evaluate and expand upon programing at Gateway Plaza.

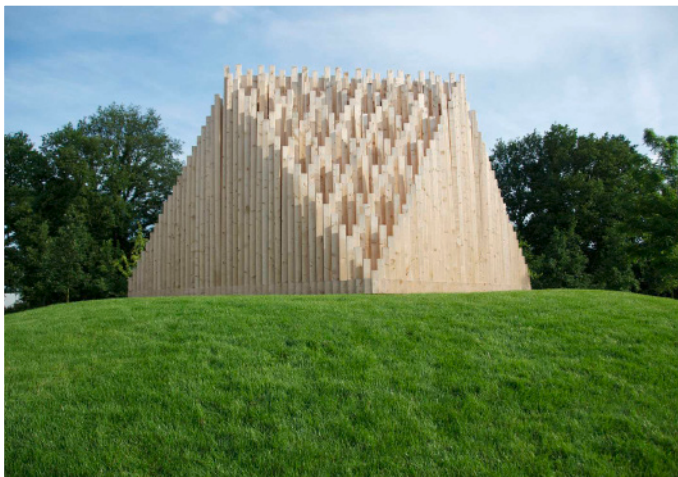
## Case Study: Serpentine Gallery Pavilion

Since 2000, the Serpentine Gallery in London's Kensington Gardens has called on some of the world's top architects to design summer pavilions – temporary structures that are erected next to the Gallery itself for a three-month period. The Serpentine, which was built in 1934 as a tea pavilion, opened in 1970 as a showplace for exhibitions of modern and contemporary artists ranging from Matthew Barney to Dan Flavin, Ellsworth Kelley, Louise Bourgeois or Rachel Whiteread.

The pavilions in the Program that was conceived in 2000 by the Serpentine Director Julia Peyton-Jones, are the work of international architects or design teams who at the time of the Serpentine's invitation have not completed a building in England. A maximum of six months from invitation to completion is allotted. The only architecture program of its type in the world, the Serpentine Gallery Pavilions attract up to 250,000 visitors each summer. The Serpentine Pavilion is regularly ranked in the top 5 most attended architecture and design exhibitions worldwide in The Art Newspaper's annual survey of museums and galleries visitor figures. The architect Richard Rogers has stated, "The pavilions, erected for relatively little money, are unbelievably good. I couldn't single one out that I have liked more than the others – they have all been masterpieces.

#### Resources:

<http://www.serpentinegalleries.org>



TAAT, Khor I, Temporary Theater, Serpentine Gallery, London, U.K.



KIST Meditation Pavilion, Seoul, Korea, 2016



selgascano, Serpentine Pavilion, Serpentine Gallery, London, U.K. 2015

## MAIN STREET PLAZA & MEYDENBAUER BAY PARK ART OPPORTUNITIES



Anish Kapoor, Descension, Brooklyn, NY

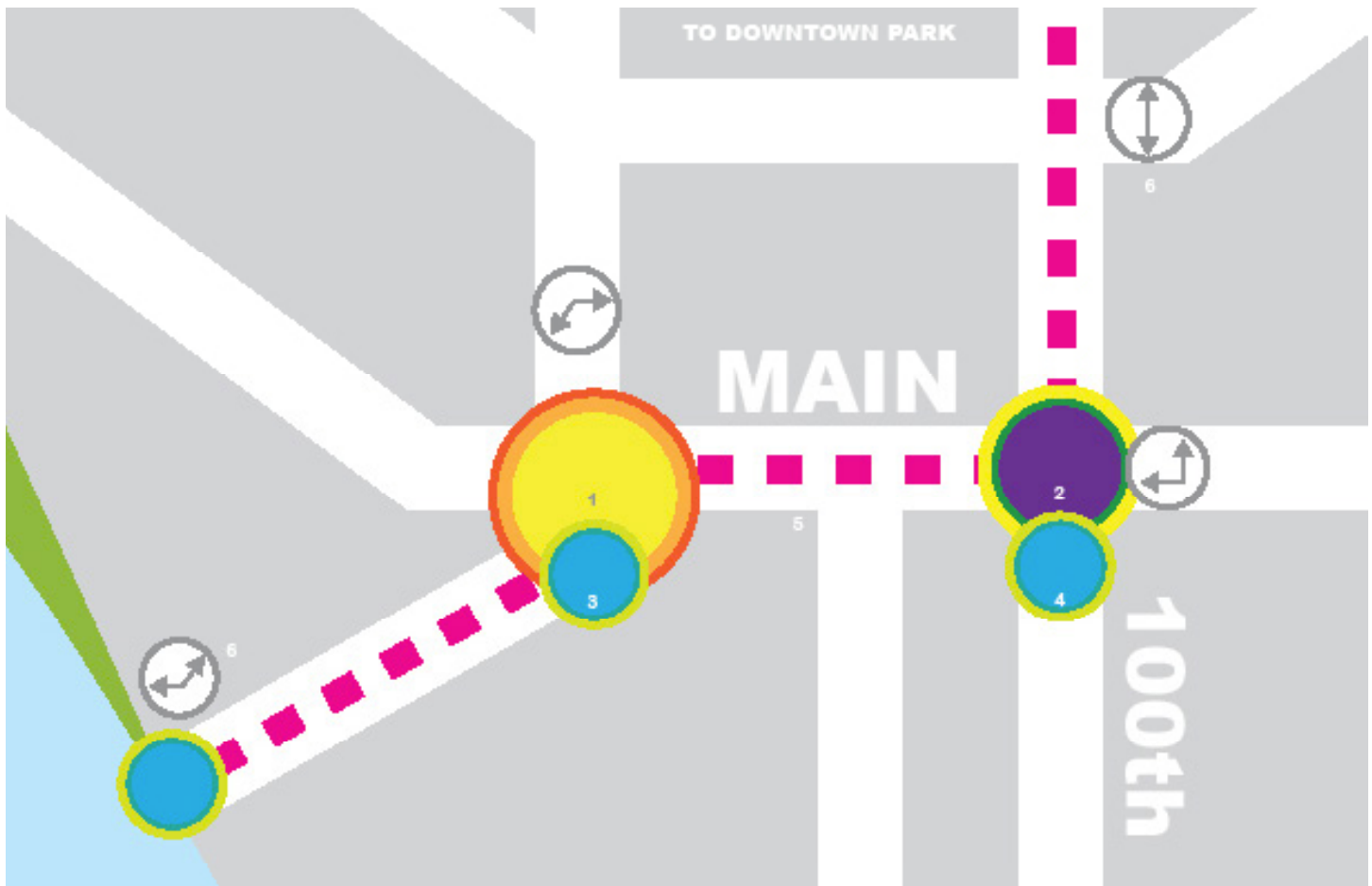
### Vision

The artist's hand is most apparent in Old Bellevue. With its small size and scale buildings and streets, artist designed signs, parklets for busking and temporary artworks in side streets and alleyways give the impression that "creatives were here." Bigger moves, such as an integrated sculpture or fountain at the west end of Main Street, suggest there is more to the neighborhood than meets the eye.

### Objectives

- Support events and temporary works of art that will unify the street, lending it a focus.
- Increase awareness of close proximity to the Meydenbauer Bay and create a clear and well defined route between Meydenbauer Bay Park and Downtown Park.





## Opportunities

### Major Art Opportunity

#### 1. Main Street Fountain

Phase II of Meydenbauer Bay Park will develop 100th Ave NE beginning at Main Street. A large sculpture or artist-designed fountain integrated into the streetscape or park at the intersection of Main Street and 100th Ave NE will provide the visual cue to pedestrians and visitors that there is water and more to see around the corner. An artwork should respond to the historic importance of the site where industry, manufacturing, and business retailing began in Bellevue. This site is also on the Lake-to-Lake Trail.

### Integrated Artwork

2. Incorporate small artworks into existing infrastructure, such as light poles, street signs, paving, and seating. Pedestrian can also provide visual interest.

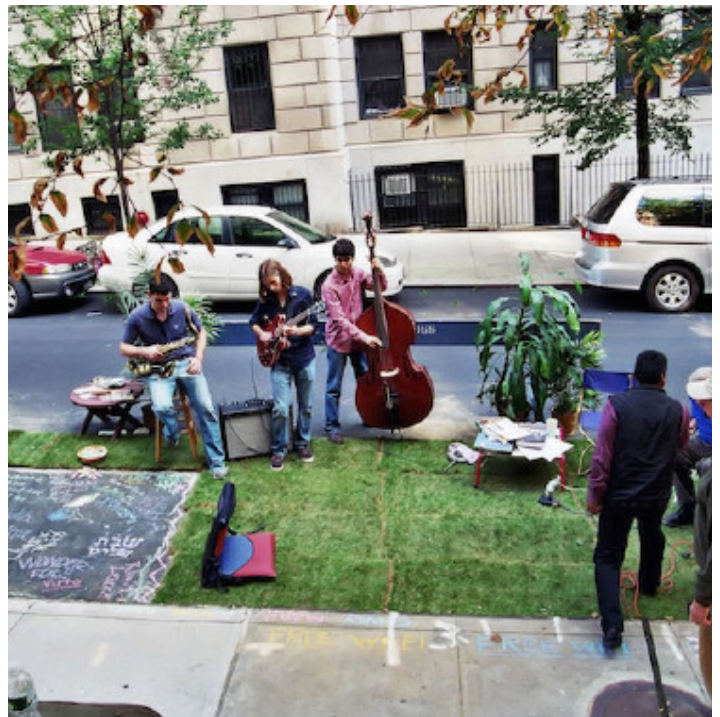
### Cultural Plinths

#### 3. Main Street Program

Create partnership between the City of Bellevue, area merchants and private landowners to develop programming and art opportunities that coincide with existing events and infrastructure and activate the area culturally. Music venues, literary and poetry reading in restaurants and cafes, emerging artists displayed in windows and on the walls will all add to the rich fabric of the neighborhood.

#### 4. Main Street Parklets

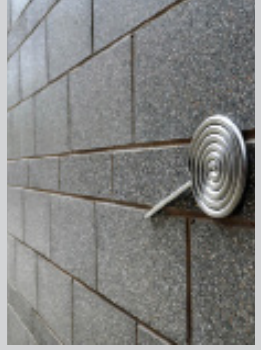
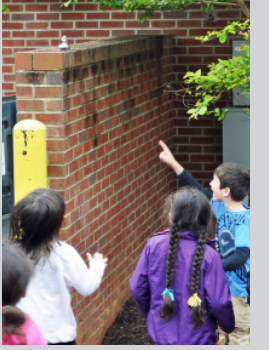
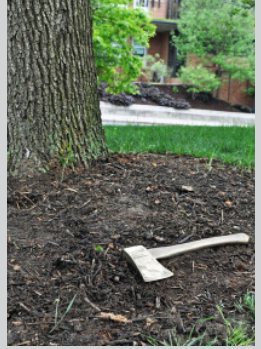
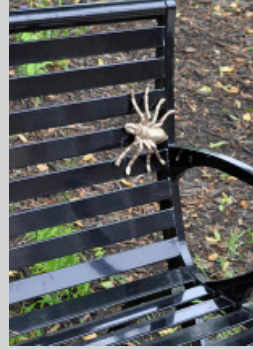
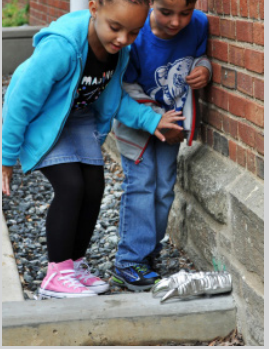
Create temporary parklets that could support both restaurants and small street-side public performance and artistic interventions. These could include parking spaces, storefronts, and intersections.



PARK(ing) Day

# Main Street Subtleties

**A Treasure Hunt**  
 H is a Horse, High on a wall  
 E is the Earth, no Edge on this ball  
 A is for Axe, whacking Away  
 R is a Rubber duck, Ready to play  
 S is for Skull, just Sitting around  
 T is for T rex, not To be found  
 E is the Epee, a sword with no Edge  
 L is for Log cabin, Lost in a hedge  
 E is for Elephant, his Ears in the rain  
 M is a Mouse, Munching some grain  
 E is for Elf, mischievous to the End  
 N is a Newt, Nearby is her friend  
 T is the Taranula, Ticking your toe  
 A is for Astronaut, in sun all Aglow  
 R is a Rolling pin, smashing Raw dough  
 Y is the Yeti, Yes, he's on the go  
 S is for Starfish, Swimming in green  
 C is a Claw, Clenching and mean  
 H is for Helmet, with Horns rather tall  
 O is an Owl, watching Over you all  
 O is for Octopus, Out of the water  
 L is a Lollipop, Licked by a daughter  
 by Pete Beeman, 2016



Pete Beeman, Treasure Hunt, Washington D.C., 2016

**Treasure Hunt**  
 A collection of 22 objects, one for each letter in HEARST ELEMENTARY SCHOOL, scattered around the school campus, affixed to the building and grounds. A central poem suggests each object, so students can seek out all of the objects in a permanent treasure hunt. Commissioned by the DGS for Hearst Elementary School in Washington DC.

## Minor Points of Interest

### 5. Main Street Subtleties

Develop a list of potential sites and small spaces for placemaking interventions and 2D artworks. Alleyway walls, utility boxes and traffic poles, and planting strips should all be considered for small but interesting artworks.

### Wayfinding

6. Provide unique and cohesive wayfinding that identifies this location on the Grand Connection route, the immediate cultural amenities, and identifies the adjoining hubs.



Grass Patch Wayfinding



Parklet, London, U.K.



## Action Plan for Implementation

### First move: 2018

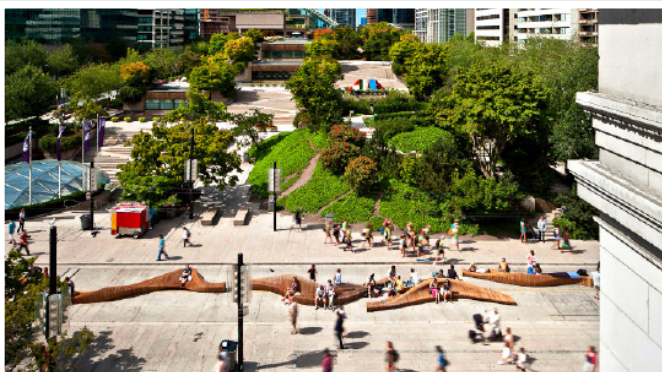
- Develop the Main Street Program with performances and evening art walks in collaboration with merchants and property owners to activate the neighborhood for the Bellwether Program.

### Short term: 2019 – 2020

- Pursue opportunities for Main Street Subtleties that can be incorporated into existing and planned infrastructure.
- Create Main Street Parklets for performance and artistic interventions to coordinate with exiting events.
- Make artist-designed wayfinding improvements specific to the Grand Connection.

### Mid term: 2021 – Ongoing

- Integrate and artist into the design team of the Meydenbauer Park Phase II project.
- Commission artist for the Main Street Foundation to bring awareness to the proximity of the new park.



## Case Study: VIVA Vancouver

*VIVA Vancouver is a program that transforms road spaces into vibrant pedestrian spaces.*

*In collaboration with community groups, local businesses, and regional partners, VIVA facilitates short- and long-term street closures throughout the year, creating public spaces for walking, lounging, and lunching.*

*Each summer Vancouver works to create vibrant pedestrian spaces to help people make the best of the good weather and sunshine. The VIVA Vancouver program supports parklets, hosts concerts and events and also closes down the entire 800-block Robson Street for a pedestrian-only plaza. Each year in this ped-zone is a new custom installation to engage passersby. This year, Urban Reef won the design competition, which included 78 entries from around the world. Local designers, Kaz Bemner, Jeremiah Deutscher, Michael Siy and Kenneth Navarra, are behind the prefab and modular Urban Reef installation.*

*These spaces enhance the city's sense of community, encourage walking and cycling, and benefit local businesses.*

*The modular bench seating is built from computer-designed and CNC-cut wooden segments that gradually morph to create a variety of engaging shapes. Sit on the bench segments, lounge on flatter areas or stand next to taller segments to eat street food from nearby vendors. The three benches curve around informal performance spaces and encourage socializing and engagement. The segments were efficiently prefabricated off site to minimize waste, and off-cuts of the locally-sourced wood were donated to a local art school. Once on site, the segments were put together quickly and reduced overall construction time. Once summer is over and Robson Street is returned to the cars, Urban Reef can be moved to another park for permanent installation.*

### Resources:

<http://www.inhabitat.com>

<http://www.vancouver.ca/streets-transportation>



Kaz Bemner, Jeremiah Deutscher, Michael Siy and Kenneth Navarra, *Urban Reef*, Vancouver, B.C., 2014

# ACTION PLAN FOR IMPLEMENTATION

Developing a vibrant cultural corridor will need a combination of major and minor investments in people, programs, public art, and publicity. Big Moves are major opportunities that will set the architecture of the cultural corridor and are priorities in the short and long term. First Moves are designed as tactical interventions to quickly express the possibilities of the cultural corridor without significant resources. For detailed information about short term and mid-term actions, please see the opportunities for events and programs and public art sections.

## BIG MOVES

### *Adopt This Plan*

This plan represents a bold vision for how art and culture can be integrated into the future of the Grand Connection and integral to its success.

### *Grand Connection Arts Program*

A new standalone arts program will create the framework for partners to collaborate to foster a lively, year-round arts scene. This comprehensive yet flexible program will coordinate partnerships, new programs and joint marketing for arts and events along the route.

### *City View Gateway & Plaza*

Create a unique entrance to the Grand Connection with a large sculptural work and plaza marking the starting point of cultural corridor. This area also provides great opportunities for dramatic views of the downtown Bellevue skyline.

### *Incubator and Cultural Arts Facility*

The purpose of this facility is to create a home for Bellevue's arts and innovation community and provide space for inexpensive offices, a flat-floor public assembly space for 100 to 250 people, independent retail, and a public outdoor area that energizes Wilburton. This space can house artists, multicultural performances, non-profits, pop-up retail, and entrepreneur meetups, among many civic uses.

### *Transit Center Roof*

The roofline of the Bellevue Transit Center is a defining feature of the civic center. Artists could illuminate both the interior and exterior of the Transit Center with color and lighting elements that change and respond to the season and important community events in the civic plaza.

### *The Lights at Compass Plaza*

As Compass Plaza redevelops, a new signature sculpture will anchor this public space as a year round, 18 hour a day cultural destination. An artwork that incorporates light and innovative materiality will add to its urban character and could be integrated into the surrounding buildings on the plaza edge or within the public space.

### *Bellevue Way Beacon*

Bellevue's signature art institution – the Bellevue Arts Museum – and event – Snowflake Lane – are located at the corner of Bellevue Way and NE 6th Street. A new signature sculpture at the entrance to Bellevue Square Mall will reinforce the cultural importance of this location.

### *The NE 6th Street Canopy*

As a vital link between the Bellevue Connection and Compass Plaza to the east and Bellevue Arts Museum and Bellevue Square Mall to the West, an artist-designed canopy will turn the current “pass-through” into a signature promenade.

### *Downtown Park Gateway*

Design, fabricate, and install a permanent sculptural tower or gateway to Downtown Park to create a significant entrance to the park at the intersection of NE 4th and Bellevue Way. The gateway should serve as a welcoming beacon to the park as well as a recognizable landmark.

### *Main Street Fountain*

Phase II of Meydenbauer Bay Park will develop 100th Ave NE beginning at Main Street. A large sculpture or artist-designed fountain integrated into the streetscape or park at the intersection of Main Street and 100th Ave NE will provide the visual cue to pedestrians and visitors that there is water and more to see around the corner.

## FIRST MOVES

### **Bellwether 2018**

Re-imagine Bellwether as an annual 10-day curated multi-disciplinary exhibition and festival that explores the theme of connection as laid out in the Grand Connection Vision Plan. Use the program to lay the foundations of a new Grand Connection Arts Program including new cultural plinths at Downtown Park, partnerships for a new mural program along the Garden Hill Climb, and joint programming with the Bellevue Arts Museum ARTSFair at NE 6th Street.

### **Eastside Rail Corridor Connection**

Claim the cultural corridor with Big Top Grand Stand by SuttonBeresCuller installed at future plaza site for inspiration and testing. Temporarily activate this space with a large, colorful, highly visible work viewable from civic center area. Host small events targeted to area businesses, residents, and workers with the aim of community building and collaboration.

### **Civic Center**

Collaborate with Meydenbauer Center to develop The Stoop and programming specific to the Grand Connection within the lobby. Expand Storefronts program at Meydenbauer Center to utilize all of the windows and doors from the parking garage to the corner of NE 6th and 112th NE.



**Compass Plaza & Garden Hill Climb**

Integrate an artist into design team to develop the Art Crosswalk at 106th Avenue. Colorful artistic treatments will enhance Bellevue's identity as a fun, dynamic pedestrian friendly destination.

**Street As Plaza**

Pilot the 6th Street Market concept as a cultural plinth by hosting the Bellevue Arts Museum ARTS Fair on Bellevue Way and NE 6th Street.

**Downtown Park**

Integrate artists into design team of NE 4th Street entry plaza project for the Downtown Park Gateway and raised-intersection at NE 4th Street and Bellevue Way. Commission a temporary summer pavilion at the "Setts" for Bellwether 2018.

**Main Street Plaza & Meydenbauer Bay Park**

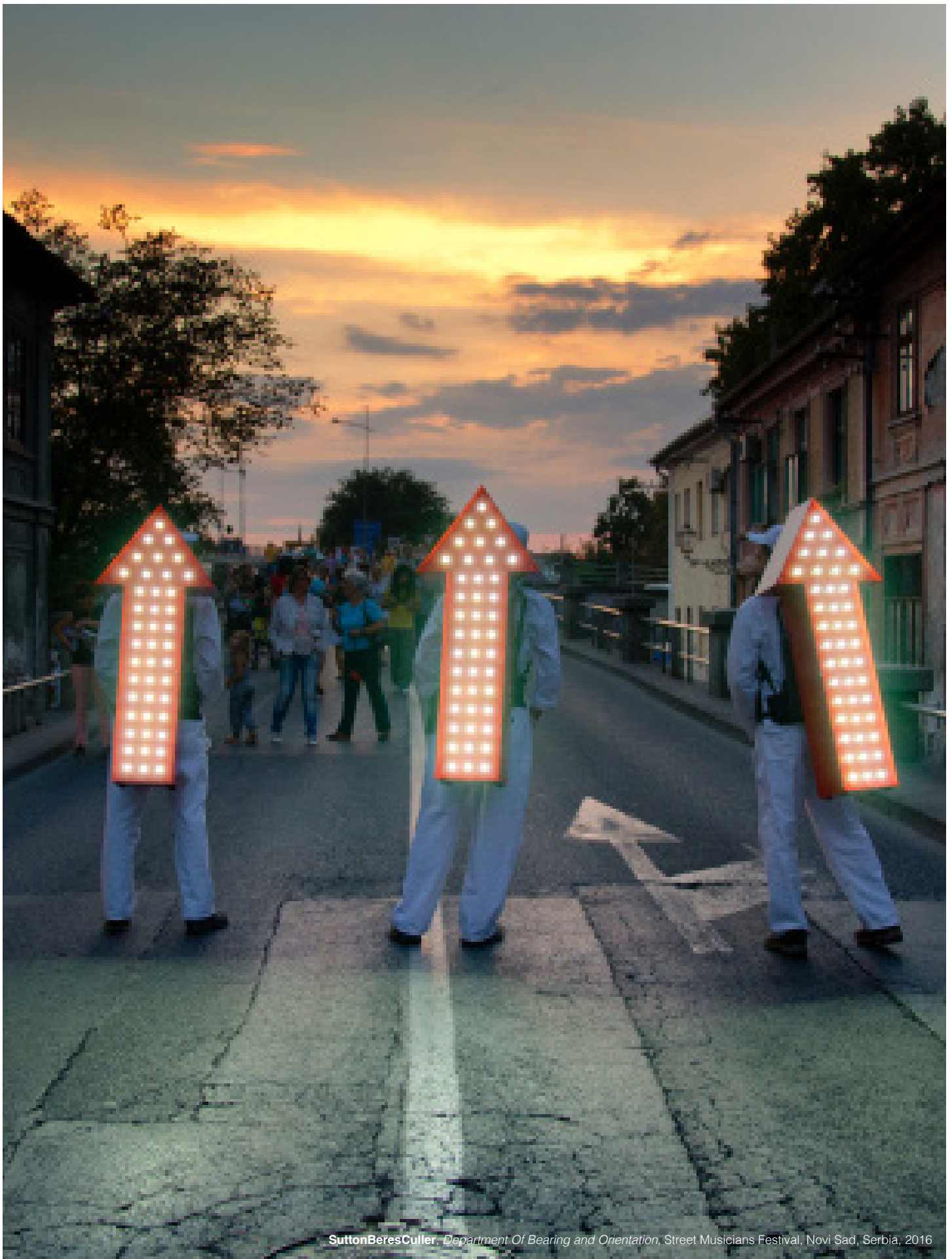
Develop the Main Street Program with performances and evening art walks in collaboration with merchants and property owners to activate the neighborhood for the Bellwether Program.

**SHORT TERM: 2018 – 2020**

Explore program partnerships with the King County Library Regional Library's new maker-space for an Emerging Artist Program and with merchants and property owners along the route for evening art walks. Make upgrades to NE 6th between Bellevue Way and 106th Ave NE to be activated as a festival street including replacing the sidewalk art installation, adding light pole installations and new wayfinding. Develop and support an artist community in Wilburton by opening an arts incubator at Lincoln Center.

**MID-TERM: 2021 – Ongoing**

Refresh Compass Plaza as it redevelops by replacing Bellgate and City Within A City artworks with a major new signature light-based artwork and temporary artist-designed canopies. Partner with Bellevue Square to commission a new major sculpture to act as beacon at the Bellevue Way and NE 6th Street entrance. Commission artistic treatments west of I-405 including along the columns and guideway of future light rail crossing, a cultural plinth and community hub at the redeveloped Lincoln Center Property for events and performances, and a signature gateway artwork at ERC connection to act as entryway to the Grand Connection.



SuttonBeresCuller, *Department Of Bearing and Orientation*, Street Musicians Festival, Novi Sad, Serbia, 2016