



**RALSTON ARTS &
CREATIVE DISTRICT**



**RALSTON
NEBRASKA**
INDEPENDENCE CITY

CALL TO ARTISTS

RALSTON

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**THE
RECYCLED LETTERS
ART PROJECT**



THE RECYCLED LETTERS CALL TO ARTISTS

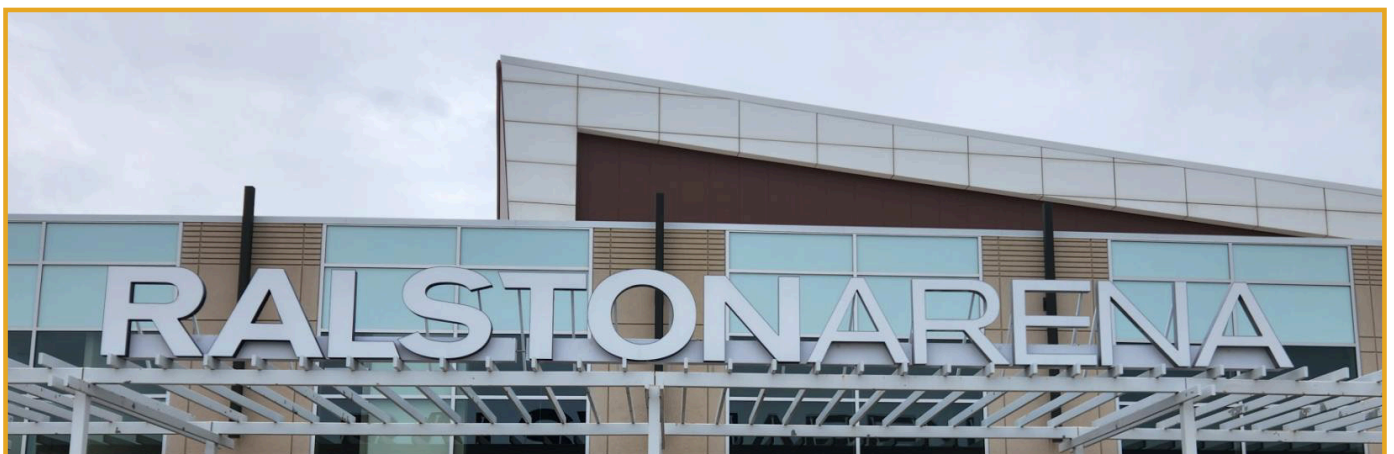
The City of Ralston has recently declared an area of their community, the “Ralston Arts & Creative District” (RACD) to use the Arts to attract residents, businesses, and creative economy entrepreneurs to the community.

The Ralston Arts & Creative District Governance Board is hosting an exciting art competition that includes a **\$3,000 ARTIST AWARD** to celebrate the creation of the new District.

RECYCLED LETTERS

The Ralston Arena has been renamed the Liberty First Credit Union Arena. The letters that form the sign “Ralston Arena” above the main entrance are being removed to make way for the new name.

The RACD Governance Board is putting out a call to artists across the Metro, the State, and the surrounding region for proposals on how the letters “Ralston” can be recycled into a unique public art project.



“Arena” letters will not be part of this project.

THE PROPOSAL

1. An abstract of up to 1,000 words describing the art's premise and objective(s) is required.

The abstract should discuss the art's themes, intended audience, cultural significance, unique approach to the subject, timeliness, and why the art best represents Ralston's history and/or the Arts and Creative District. Additional consideration will be given to art that incorporates sustainability into its design or theme.

The approximate dimensions of the sculpture should be included as well as a list of any special needs to complete the project. Any other information that could impact the viability of the project should also be included.

2. A sketch or digital design of the project is required.

3. The artist should provide a short biography. Previous experience is not required, but artists with experience should provide examples of their art and list any public art projects in which they have participated.

4. An estimated budget to create the art including the artist's best approximation of the fabrication costs should be included. The Governance Board will pay these expenses and needs an assessment of the overall project costs. If the artist cannot determine the fabrication costs, the Board will work with a fabricator to develop an estimate.

5. Proposals may be submitted as a pdf via email to rhoppe@cityofralston.com or mailed to:
Rick Hoppe
Ralston City Administrator
5500 S 77th
Ralston NE 68127

6. The proposal must be submitted by October 31st.

QUESTIONS?

Contact Rick Hoppe
via email at
rhoppe@cityofralston.com
or call Rick at
402-331-6677

CHOOSING A WINNING ARTIST

The Ralston Arts and Creative District Governance Board will serve as the selection jury. A group of finalists will be chosen from the submissions. The work of the finalists will be released to the public and the Ralston community will be encouraged to provide feedback.

The Board will consider the project proposals' relationship to Ralston, clarity of concept, cultural significance, approach, and fabrication in choosing a winner. The Board's decision will be final.

TIMELINE

2022

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|-----------------------|--|
| August 18th | Ralston Arts & Creative District Call for Artists released |
| Oct. 31st | Deadline for submitting a "Recycled Letters" proposal |
| Nov. 1st to Nov. 18th | Community review and comment |
| Dec. 1st | Winning design announced |

2023

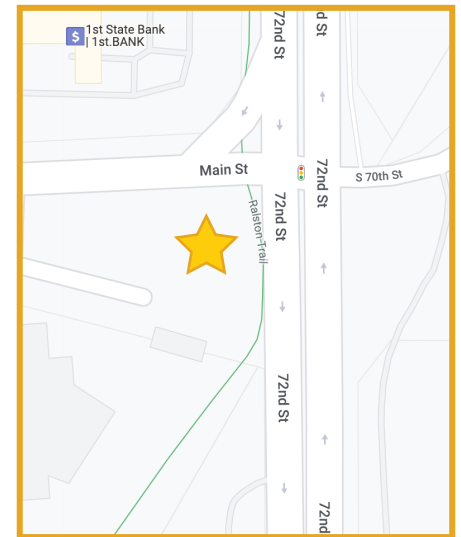
- | | |
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| July 1st, 2023 | Deadline for installing the sculpture |
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THE RECYCLED LETTERS SCULPTURE

The letters are aluminum covered in acrylic plastic. They are approximately 4 feet high and 2 feet wide. Artists are invited to create a new public art sculpture using the letters as a feature of the piece. The letters may be viewed at the Ralston City Hall Office by calling 402-331-6677. The new sculpture's height limit is 30 feet.

THE SITE

The new art will be located at the City's main entryway, the corner of 72nd & Main. The site is a half-acre in size. The current Ralston sign will be replaced by the sculpture, but elements of the sign may be used in the proposed new sculpture. The site has a concrete slab and access to electricity. An estimated 38,000 cars per day pass the corner making the new Recycled Letters project one of the mostly viewed arts pieces in the Metro.



ABOUT RALSTON

- Ralston is a community of 6,494 in the heart of the Omaha Metro.
- The townsite was established on May 23, 1907 with the sale of 282.7 acres of land owned by Omaha newspaper editor George L Miller to the Ralston Investment Company. A year later the town was platted by future Omaha mayor Roy N. Towl. On June 24th, 1912 the Douglas County Board approved a petition incorporating Ralston as a village.
- Ralston's first big industry was ice. A group of businessmen drilled to find gas, minerals or water and struck an artesian well. A dike was thrown up and a 47 acre lake created. During the winter blocks of ice were cut from the lake.
- Ralston residents traveled via "Toonerville Trolleys" in the early 1900s. The "interurban" street car were heavily used, particularly by packing house workers to get to their jobs.
- Ralston dreamed of being the next Detroit when the Rogers Motor Company constructed an automobile factory around 1910, but only 8 cars were built and it was sold shortly after its opening.
- The City has a long tradition of volunteer firefighters serving the City. The Ralston Volunteer Fire Department still exists today.
- Ralston High School opened in 1954. The school teams are known as the Rams and the school colors are red, white and columbia blue.
- Most recently, Ralston has defined the Hinge Redevelopment Area. The Hinge is projected to be a \$250 million project that will create new housing, new commercial space and new public spaces. The first significant project, the Granary District, opened in the spring of 2022. The Granary is a historic grain storage building that has been rehabilitated into commercial space and a unique public-private space that will host concerts and community events known as the Granary Green. The Granary is home to a business incubator that actively recruits and supports young entrepreneurs and their start-up companies.
- The Area has now also been defined as the boundaries of the Ralston Arts and Creative District. The "Recycled Letters" art competition is intended to highlight the artistic focus of the new Hinge redevelopment area and create an interesting environment for the community's residents and entrepreneurs.

