



# VISION ZERO

## WORLD DAY OF REMEMBRANCE //

### CALL TO ARTISTS

Project Summary: Vision Zero & World Day of Remembrance  
November 10 – November 17, 2019

## VISION ZERO

Vision Zero is a transportation safety philosophy developed in Sweden in the 1990's to eliminate traffic deaths and serious injuries. Sweden has reduced traffic fatalities by half, making it one of the safest places in the world. Denver announced adoption of this international movement in 2017 and set into place a five-year Action Plan slated to be securely in place by 2030.

Fundamentally, Vision Zero recognizes that humans make mistakes and always will, so our transportation systems must be designed to anticipate and minimize the consequences of those errors.

[www.VisionZeroNetwork.org](http://www.VisionZeroNetwork.org)

[www.denvergov.org/content/denvergov/en/vision-zero/what-is-vision-zero.html](http://www.denvergov.org/content/denvergov/en/vision-zero/what-is-vision-zero.html)

<https://www.youtube.com/watch?v=M4MuD14q7k0>

## WORLD DAY OF REMEMBRANCE

Adopted by the United Nations in 2005, World Day of Remembrance is an international day of reflection honoring victims of traffic crashes and their families. It takes place on the third Sunday in November every year. Locally, The Denver Streets Partnership (DSP) is organizing a week-long series of events promoting WDR beginning Sunday, November 10 – Sunday, November 17, 2019. DSP intends to kick the week off by organizing a candlelight vigil on Sunday, November 10th at 5:30 PM in Civic Center Park, inviting everyone impacted by a traffic related crash to attend and contribute to a dynamic, temporary art installation which will evolve throughout the week, allowing community members to honor and remember their loved ones in an interactive way. A culminating memorial service will take place Sunday, November 17th at Our Lady of Loretto Chapel located on Federal Boulevard, the deadliest street in Denver.

[www.un.org/en/events/trafficvictimsday/](http://www.un.org/en/events/trafficvictimsday/)

## CALL TO ARTISTS

***We are seeking an artist to lead the design and creation of a temporary, public, week-long art installation, helping to build undeniable momentum and action for the Vision Zero movement in conjunction with World Day of Remembrance.*** The art will be located in the Voorhies Memorial in Civic Center Park (along Colfax) and should incorporate some representation of the number of people killed in traffic crashes on Denver's streets, as well as lend a human face to a dire safety epidemic, too often viewed as tragically inevitable versus wholly preventable.

Community members visiting the installation over the course of the week will be able to reflect on the basic tenet of Vision Zero; *to create safe, shared, streets for all*, while weighing the price in lost lives, as our community catches up to implement solutions that prevent fatalities. We imagine an installation that allows visitors to engage directly, potentially by adding to it in a symbolic way, (i.e. photos, drawings, written words, or other memorial materials) connecting viewers to the gravity of the epidemic and to their part in solutions.

As of this writing, 55 people, a record high for this point in the year, have been killed in Denver since January 1. Motor vehicle fatality is the leading cause of death among teenagers, representing more than 1/3rd of all fatalities according to the Center for Disease Control. Nearly 1.25 million people die in road crashes each year and an additional 20-50 million are injured or disabled. We are experiencing a dire, traffic crash induced health epidemic in Denver. Vision Zero implementation must take budgetary and resource precedence to stop children and adults alike from dying on our streets.

## DENVER STREETS PARTNERSHIP

DSP is a coalition of community organizations advocating for people-friendly streets in Denver. A central area of focus is support of Vision Zero implementation to ensure that no one die or suffer serious injuries just trying to get around Denver. We work with government, corporate and advocacy partners to advance public awareness of and government action towards urgent implementation The Vision Zero Action Plan.

<http://denverstreetspartnership.org>

## ARTIST SELECTION PROCESS

Jurors will include Jill Locantore, Executive Director of WalkDenver and Vice Chair of the Denver Streets Partnership; Kayla Gilbert, Built Environment Equity Program Manager For the Denver Department of Public Health & Environment; Michelle Roche, Traffic Crash Fatality Parent and Founder of Roche Brand Advisors; and representatives from the Civic Center Conservancy, Denver Parks & Recreation, Denver Public Works, and City Council District 10.

## Important Dates

- August 30, 2019 - Call to artists
- September 20, 2019 - Artist submissions due
- September 25, 2019 - Top 3 artists notified
- September 27, 2019 - Artist presentations of top 3 concepts
- September 30, 2019 - Notification of one selected artist
- October 11, 2019 - Finalized art concepts
- October 14, 2019 - Final approval of concepts from city agencies
- November 10, 2019 - Installation of art
- November 10 - 17, 2019 - Art on display
- November 18, 2019 - Removal of art

## Selection Criteria

Jurors will review all entries submitted by September 20th and select three top concepts to be presented live on September 27th at a Downtown Denver location.

Concepts will be evaluated based on the following criteria:

- Ability to capture the gravity of this complex subject in a conceptual way
- Ability for viewers to participate / add to the installation in a show of community solidarity
- Compliance with city agency guidelines
- Ability to work within budget parameters
- Ability to install the piece in one day on November 10th
- Demonstrated expertise with similar projects

Items to consider:

- While you can attach things to the historic structures, you are limited in that you can only affix with nylon rope.
- Art should be weighted if it will be on the ground.
- Art should be able to handle the elements.
- Art should not require being plugged in as electricity is not readily available.
- If art has an electronic light/sound component, it should be able to turn off or on a timer.
- If the art is “touchable,” there must be a plan to deal with damage, graffiti, etc.
- Cannot provide anything that would allow for viewer of art to damage or mark historic structures – no paint, stickers, markers, etc. Chalk would be a preferred medium for any writing.

Disclaimers:

All art is subject to the approval of the City and County of Denver. Once an artist is selected the partners will arrange a kick-off meeting with relevant City offices to share the project and identify any restrictions, modifications, etc. to conform with City rules and procedures. Approvals will typically center around safety, operational, installation, and management issues but the content will also be reviewed.

## BUDGET

The budget for the World Day of Remembrance Art Installation is \$8,000, including the artist fee and material costs.

## MATERIALS TO SUBMIT

Artists should submit the following materials via e-mail to Jill Locantore, [jill.locantore@walkdenver.org](mailto:jill.locantore@walkdenver.org), by 5:00 pm Friday, September 20, 2019.

**Digital images** - Up to five digital images of previously completed artworks

**Statement of interest** - A brief description of your interest in the Vision Zero & World Day of Remembrance art installation, experience working on public art projects, and one or more initial concepts for the design and installation of the art (750 word maximum). The selection committee will work with the selected artist to refine the concept and ensure it complies with all requirements from relevant city agencies.

**Artist questions** may be directed to:

Jill Locantore (303) 895-6376 or Michelle Roche (720) 244-0262