



## **Houston BCycle and East End District Expand Art Station Project with Three Locations in the East End**

Houston, TX, April 19, 2022 - To celebrate East End Houston's rich history of community-based art, Houston BCycle is expanding the Art Station program in conjunction with East End Houston Cultural District and East End Improvement Corporation to create bike-sharing stations as functional art. Houston BCycle is proud to announce a call for designs in the creation of three BCycle Art Stations.

Houston BCycle is Houston's bike sharing organization powered by the nonprofit Houston Bike Share. More than 1100 bikes are docked at 150+ stations across Houston, helping all Houstonians to ride for commuting, health and fun. More than 70,000 riders use BCycle bikes each year, with new stations coming on board every month to expand bike share reach.

The proposed Art Stations will be at three locations:

- 1919 Runnels
- Magnolia Transit Center
- Telephone & Eddington

Design proposals should incorporate the strong Hispanic heritage and history of the East End community. Judges will be a combination of community input, East End Improvement Corp., and Houston BCycle. Three designs will be chosen and assigned a station location. Location of design implementation cannot be chosen by artist or guaranteed in advance of selection.

Below is an example of elements included in a BCycle Station, but we recommend visiting any of the three stations to see how they look as installed.

### **Specifications:**

- Must be Houston-based artist or team, preferably based in the East End specifically. All applicants must provide official documentation demonstrating a physical address in the City of Houston limits. P.O. Boxes are not accepted.
- Winning design will be awarded \$3000.
- Design proposals should incorporate the strong Hispanic heritage and art culture of the East End community. Judges will be a combination of community input, East End Improvement Corp., and Houston BCycle.
- Submissions should include at least one 2-dimensional mock-up of a generic station design - see following documentation for examples.
- Design should be modular to consider the variation in size of each of the three stations. Design must include bike docks, kiosk, baseplate and poster stand.

- Design should be only on the BCycle station elements due to limited ground space in surrounding area on sidewalks or cement pad.
- Design should take Houston's heat and sun into account to avoid fading, peeling, etc.
- Artist's installation will include priming with specified product and painting of all surfaces included in design. Specifications will be provided by Houston BCycle regarding approved products and no-paint areas, such as touch pads and functional buttons. Materials will be paid up to \$1000 upon presentation of receipts.
- Artist will install the design on site. Houston BCycle can provide tent(s) to shade artist/team from elements.
- Bike station will be prepped by Houston BCycle, as well as final coat with anti-graffiti sealant.

#### Timing

- Applications open: April 21, 2022
- Deadline to apply: 10pm June 20, 2022.
- Designs presented to community: Friday Art Market on the Esplanade, June 24
- Winning design announced: July 1, 2022
- Art installation begins: flexible, depending on artist/team's schedule
- Target completion: No later than September 30, 2022
- Bike Event to celebrate unveiling of all Art Stations: TBD, depending on installation schedule.

Submit your design proposal [HERE](https://tinyurl.com/EastEndArt). <https://tinyurl.com/EastEndArt>

#### Marketing Support:

This is an opportunity for an artist's work to be publicly displayed for years to come. It's also an opportunity to connect the artist and their work to a non-profit, green energy, and equitable transportation organization. The Art Station will include a poster with the title of the work, photo and bio of the artist. Additional promotion will be provided on social media, the Houston BCycle website, and featured community bike rides.

<https://www.houstonbcycle.com/art-station>

[Please use this link to submit design and documents](#)

- **Required:** minimum 2-D representation of the proposed design, overlaid on sample BCycle station (included below)
- **Work Samples:** While not required, applicant(s) can upload documentation of previous work meant to demonstrate excellence in the proposed project or applicant's body of work. Applicants may include five individual files, not to exceed a total file size of 100MB. PDFs: submit images; links for audio or video samples with any passwords.
- **Images:** submit images as .jpg or .png files.
- **Artist statement:** While not required, applicant(s) can include written description of the design and/or a bio.

Sample station layout – please use at least one of these examples in your design proposal. Design proposal can use an overlay, or whatever best shows off your design. All elements should be included in your design: bike docks, kiosk, base plate and poster stand.





Existing Houston BCycle Art Stations: <https://www.houstonbcycle.com/art-station>



WHIMSY STATION  
BY SHELBY NICOLE  
MAIN & DALLAS



MIDTOWN SWIRL  
BY KATE VANCE  
LA BRANCH & ALABAMA



SPRINKLES  
BY ALEX ARZU  
HARRISBURG & SAMPSON



THE HARLEQUIN STATION  
BY MAGDALENA ESPARZA  
BRAZOS & MCGOWEN