

# CREATIVE CORRIDOR SIGN DESIGN COMPETITION

*sign:*  
any object, action, event,  
or pattern that conveys a  
meaning and serves as an  
aid to way-finding

The City of Little Rock's Creative Corridor, studioMAIN, and our partners invite artists and designers to submit concept proposals for permanent and original signs that will be installed along the 500 block of Main Street in Little Rock, Arkansas. The signs will be displayed on the building frontage of three arts organizations new and old to Main Street: the **Arkansas Repertory Theatre**; the **Arkansas Symphony Orchestra**; and **Ballet Arkansas**. This call-to-artists hopes to involve regional innovative talent in the rejuvenation of a once burgeoning street in downtown Little Rock.

**Each winner chosen by the jury will receive a \$1000 award upon completion and installation of his or her sign.**

## DESIGN CHALLENGE

Street signage is integral to the identity of a business and can promote beneficial attention and increased traffic. The three arts organizations and their proposed signs will work within the Creative Corridors' art based development concept. The highly visible location of the proposed signs as well as their proximity to other major Little Rock landmarks and locales promises high traffic from visitors and residents alike. Proposals, therefore, should work to exemplify the history of Main Street as well as the needs of the businesses for which they will be created. Brainstorming sessions and interaction with the three organizations will be scheduled to aid in concept development for the competitors. The maximum budget goal for each individual sign will be \$9000. This budget will include any necessary attachment methods and electrical connections. A universal attachment method may be developed by the competition management team, more information to follow on this.

## LITTLE ROCK'S MAIN STREET

Main Street flourished as Little Rock's primary shopping and entertainment district in the early and mid part of the 20th century. The intersection of Main and 5th Street, which was renamed Capitol Avenue in 1912, became the retail hub of the city given its prime location. However, the fate of Main Street and much of downtown Little Rock, like other cities around the country, was set squarely in the sights of urban renewal. Urban renewal was a paradigm of city planning and urban reinvestment during the middle of the 20th century. Its intentions were grand and catered primarily to accommodating the automobile. Little Rock's urban renewal plan

## COMPETITION TIMELINE

5/20	Call to artists issued
6/15	Registration deadline
6/18	Workshop with art groups
7/1	Design concepts due
7/3	Winners selected
7/3 - 9/10	Sign fabrication
9/14	Sign Unveiling

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included large scale public infrastructure including highways, convention centers, sports centers, and economic exchanges. Unfortunately, many of these large scale projects never came to fruition, except for interstate highways, which provided the means for population shifts from urban centers to suburban enclaves.

The 1960s saw the beginning of the district's decline, as Little Rock was expanding westward. With car ownership becoming the norm, living farther from the city was no longer an inconvenience. Shopping malls outside the center of the city, such as University Mall built in 1959, and McCain Mall in North Little Rock, were built in 1973. Since those decades of urban renewal, Main Street has experienced a steady decline in economic investment and residential population.

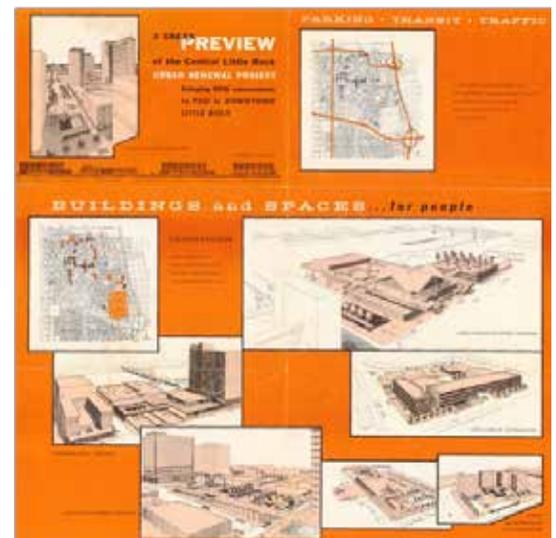
Fortunately, over the past several years, efforts have been made to preserve and enhance the area's unique historic, social, and architectural character. This project recognizes that a well-designed street provides valuable social functions, and it provides thoughtful solutions to address needs far beyond the simple movement of traffic. The Creative Corridor's primary focus is restoring the vitality of Main Street with attention to preserving its unique historic character and role. According to its designers,

*“This project relies on the arts to catalyze economic development. The Creative Corridor would create a mixed-use environment sensitive to the historical context. The project reintroduces the traditional social functions of streets (gathering, assembly, recreation, aesthetics), which for a long time had been subordinated to traffic needs... the plan proposes townscaping elements, such as arcades, marquees, and stormwater-management landscapes, to bridge street and building interiors. Townscaping strategies reconfigure the street as an illuminated work of public art responsive to user inputs”*

Main Street, in particular, is now growing into a revitalized urban district, focused on the arts, with a steady stream of new local businesses, restaurants, community gardens, and public markets becoming available to residents. The ideas and opportunities that will be presented by this competition seek to build upon the reinvestment in this area.



Main Street, c. 1960 looking south from 600 block



An Urban Renewal plan for Little Rock c. 1980

1. Lausch, S. (2015, February 19). Capitol-Main Historic District. Encyclopedia of Arkansas. Retrieved on March 2, 2015
2. AIA Honor Awards, American Institute of Architects 'The Creative Corridor: A Main Street Revitalization for Little Rock' (2014, January 1). Retrieved March 2, 2015.

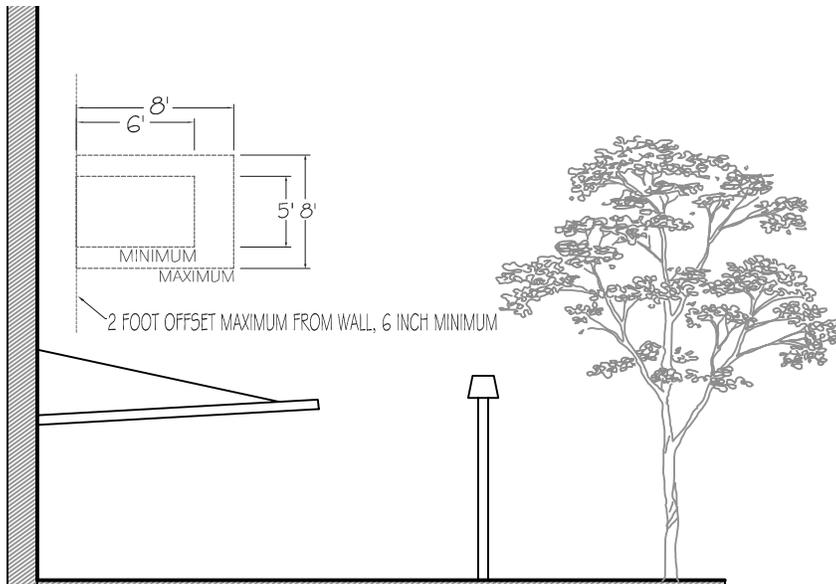
## SIGN LOCATION MAP

Signs will be installed on the facade of each of the three art organization spaces along main street. Below are images of the approximate location of each of the proposed signs.

1. Arkansas Symphony Orchestra
2. Arkansas Repertory Theatre
3. Ballet Arkansas



## SIGN SIZE RECOMMENDATIONS



## REGISTRATION

Artists must fill out the registration form and send via email to [grants@littlerock.org](mailto:grants@littlerock.org). Please refer to submission requirements for more information on registration and acceptable forms of submission.

## SUBMISSION REQUIREMENTS

Artists must submit their concept drawings electronically to [studiomainar@gmail.com](mailto:studiomainar@gmail.com) by midnight on July 1st, 2015. Any supporting models, scaled prototypes, or other media may be dropped off in person at the Creative Corridor offices in Little Rock City Hall, Room B-10, on July 1st, 2015.

Submissions must include: (please include submission form)

- At least one schematic or detailed plan of your design with proposed materials, sizes, and colors identified.
- Include which sign location(s) you choose.
- The size, materials, and a maintenance plan of your sign.
- Estimated cost of sign, contact us for help on this.
- Anticipated installation methods or needs (more information to come).
- An explanatory statement (approximately 100 words) about sign concept.
- A short biography (100 words or less; should be in paragraph form, i.e. not a resume).
- Clear visual communication of ideas is required. A concise and simple composition on your panel that conveys your idea quickly will help during judging.
- Digital models, sketches, and small prototypes also accepted and must be submitted in person on July 1st.

## HELPFUL RESOURCES

### Ballet Arkansas:

<https://balletarkansas.org/>

### Arkansas Symphony Orchestra

<http://www.arkansassymphony.org/>

### The Repertory Theater

<http://www.therep.org/>

### Creative Corridor

[creativecorridorlittlerock.wordpress.com/](http://creativecorridorlittlerock.wordpress.com/)

Contact us for more info on other sign competitions.

## COMPETITION INFO

Registration and competition information can be found on this website:

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

and social media:

Facebook: [CreativeCorridorLittleRock](#)

Instagram: [@MainStreetLR](#)

Twitter: [@MainStreetLR](#)

[#creativecorridorLR](#)

Please forward any questions to:

[studiomainar@gmail.com](mailto:studiomainar@gmail.com)

CREATIVE CORRIDOR  
**SIGNDESIGN**  
COMPETITION

**REGISTRATION APPLICATION**

This registration document confirms your participation in the workshop with the 3 arts organizations. This workshop must be attended to be able to participate in the competition.

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Location of individual sign preferred (if more than one specify #1, #2, and/or #3) \_\_\_\_\_

\*Please include your name on you submission materials so we can match with registration form.

1. Arkansas Symphony Orchestra
2. Arkansas Repertory Theatre
3. Ballet Arkansas

(Description of sign locations are located with the Call for Entries document).

Are you a student? \_\_\_\_\_ If so, where: \_\_\_\_\_

Occupation \_\_\_\_\_

**Application Due: June 15th, 2015**

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\* Please refer to submission guidelines for other requirements to be included with this form

Please return completed application to:

Jordan Thomas  
studioMAIN

6713 Rockwood Rd., Little Rock, AR 72207

You may scan and email your application to: [studiomainar@gmail.com](mailto:studiomainar@gmail.com)