



A helpful reference in identifying potential projects & art installations that enhance the experience of travel

THE ART PLAN FOR VRT'S MAIN STREET STATION

ART ALONG THE WAY

“This should be a pleasant, functional, and active place. I want people to be able to easily get around within the facility and find what they need. It needs to be a user-friendly experience: warm, authentic, inviting, fun, and friendly.”

- Kelli Fairless
Valley Regional Transit Executive Director

Public Art: Where should it go and what should it look like in the new downtown Boise transit center?

Boise's new downtown transit center, Valley Regional Transit's Main Street Station, has the ability to increase enthusiasm for transit in the region. This Art Plan exists to illustrate potential public art installations that will help create a memorable and unique experience for bus patrons. Site-specific art experiences can reinforce ease, functionality and wayfinding. Art can improve the user experience, reduce vandalism, and add to the vitality and soul of downtown Boise.



PUBLIC TRANSPORTATION BENEFITS

In the US, public transportation is a crucial part of the solution to the nation's economic, energy, and environmental challenges, helping to bring about a better quality of life.

Public Transportation provides:

- personal mobility and freedom for people from every walk of life to enhance individual opportunities.
- options to get to work, attend school, visit friends, or go to a doctor's office.
- access to job opportunities for millions of Americans.

Economic benefits of public transportation:

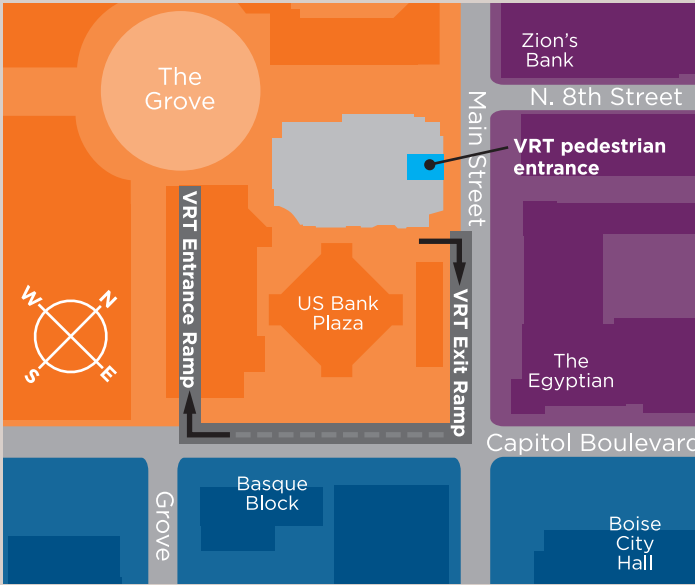
- Main Street Station will increase economic activity in downtown Boise. Economic activity equates to increased income tax and sales tax revenue that is redistributed throughout the state.

Growing use of public transportation in the Treasure Valley:

- In fiscal year 2013, Valley Regional Transit (VRT) provided 1.46 million trips in the Treasure Valley, a 34 percent increase from 2005.
- Inter-county bus service between Ada County and Canyon County has grown by 106 percent since 2006, its first full year of operation. The inter-county service brings commuters into Boise from Caldwell, Nampa, Meridian, Middleton, Star, and Eagle. The downtown VRT Main Street Station is fundamental to the success of our regional transportation system.

SITE CONTEXT MAP

Downtown Boise, Idaho



GUIDING PRINCIPLES FOR ARTISTS

Think scale and user experience. Consider artwork viewed from a distance and up close. Ask how pedestrian, bike, and bus experiences differ.

Design functional art. Incorporate water fountains, bike racks, recycling stations, sun dials, bus route maps, way finding, seating, etc. into art installations.

Include temporary artwork. So the rider experience varies and changes, use the lobby, outdoor areas, and other spaces for rotating panels or large scale banners, interactive mapping, temporary sculptures, and more.

Look at opportunities to educate the public with art installations. The history and future of transit can be addressed here.

Consider all surfaces. Ceilings, floors, walls, waiting areas, ramps, escalators, columns, stairs, railings, elevators, connections to other areas of the Clearwater Building, The Grove and greater downtown should be considered. Even buses themselves can be a canvas, inside or out.

Mix up materials. Evaluate mosaics, paint, glass, metal, bronze, steel, tile, vinyl, ceramic, high pressure laminate, and the list goes on. Artists are encouraged to play with texture variation, sound, lighting, scent, color, material, optical illusion, graphics, and interactive experiences, while keeping the station user friendly, safe, and inviting.

Be aware of temperature variations. While the upper and lower spaces of the terminal are mostly enclosed, they are not separated from the temperature fluctuations and humidity of the outdoors. The bus ramps are open air, bringing outdoor temperatures and conditions to the station's interior throughout the year. UV rays are not a concern for indoor installations.

Let's celebrate the vibrant, unique energy of Boise!

INSPIRING EXAMPLES

Model State: A Local Cosmology by John McEnroe, Denver CO
Example 1: Emphasize the theme of Transportation. Similar to that of a snap-apart system in toy model kits, these objects are relevant to the state of Colorado.



Desert Tracery by Norie Sato, Scottsdale AZ
Example 2: Consider Different Materials. This detail shows steel and glass with embedded images.



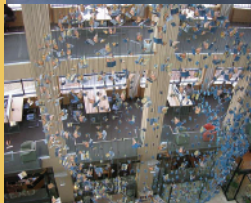
Temporary Painting by unknown, Seattle WA
Example 3: Elevate the Ordinary. There are inexpensive ways to make the ordinary seem more special.



'Drop' by Paul Cockshedge, London
Example 4: Strive for Interactive Art. Visitors form shapes by adding pennies to this surface.



Psyche by Ralph Helmick and Stu Schechter, SLC Library
Example 5: Use the ceiling. 1500 small sculptures of books and fluttering butterflies coalesce into a large, composite human head.



Art woven into the fabric of everyday life can make the transit experience stimulating and elevate the ordinary to unusual and beautiful.

ART ALONG THE WAY

THE ART PLAN FOR VRT’S MAIN STREET STATION

ART PLAN GOALS

- Enhance the VRT rider experience
- Encourage a friendly and inviting environment that adds to the vitality of downtown Boise
- Infuse a joyful spirit
- Bring art to the public and provide access to art for all
- Keep the transit area bright and safe
- Reflect the community voice
- Reinforce functionality and wayfinding

PUBLIC ART

Public Art describes artworks placed in public spaces and locations frequented on a daily basis. It can take on a wide range of forms, including sculpture, mural, integrated architectural or landscape work, community art, digital media, and even performances or festivals. Size, scale, and permanence can vary.

This plan encourages art created in collaboration with the community, reflecting the cultures and values of those it is created for.

RECOMMENDED PROJECTS + ART INSTALLATIONS

Projects are listed in order of priority in three phases. *Italic dollar amounts are for estimation purposes.*

PHASE ONE

To be completed upon building move-in date

- 1 STAIRWAY WALL INSTALLATION** Reflects the past and future of transportation and sets the tone for the entire facility. *\$20,000 painted mural / \$40,000 sculptural wall*
- 2 3d TRANSPORTATION COLLAGE** Toy and model cars, buses, bikes, trains, planes, etc. collaged to read “Keep Moving People”. *\$12,000*
- 3 MARKERS & AWNINGS** Tie-in wayfinding with ground symbols and related perforated awnings that cast shadows. *\$30,000 flooring insets / \$3,000 awnings*
- 4 ARTFUL BRANDING** VRT logo composed of unusual materials, including scrap bus parts. *\$500 - \$5,000 each, 4 locations*
- 5 INTERPRETIVE HISTORY PANELS** Honor the history of Boise’s interurban and streetcar system with an interpretive display. *\$10,000*
- 6 MURAL SERIES** Large scale, annually rotating series. Subject matter: Portraits of bus drivers, details of Boise leaves, underwater photographs of the Boise River. *\$TBD*
- 7 ENTRY DRAMA** A signature welcoming feature that could be a hanging installation or art applied to the glass. *\$13,000*
- 8 SUSPENDED INSTALLATION** Grand scale installation that adds color, texture, and drama to the ceiling at the base of the stairs. Consider kinetic and/or technology based interactive installation. *\$18,000+*

PHASE TWO

Installations intended for after construction

- 9 WAITING ROOM INSTALLATION** Walls, ceiling, or floor sculpture / paintings are possibilities. This room is a blank canvas for art. *\$8,000*
- 10 ENTRY EXPERIENCE** An installation that conveys, “you have arrived.” One option: The words “BUS” rendered sculpturally on a lightpost. *\$8,000*
- 11 UNIQUE SEATING** Incorporate playful seating to select areas. *\$4,000*
- 12 RAMP MURAL** Playful graffiti-style mural. *\$4,000*

PHASE THREE

Installations intended for after construction

- 13 HANGING INSTALLATION** Delight the public with an element of surprise (glass blown spaceships, or people surfing on a giant native tree leaf for example). *\$15,000*
- 14 ELEVATOR ENTRY WALL** Applied artwork could relate to #13, a hanging installation. *\$3,000*
- 15 LOW ART** Art just for kids to experience, at a fitting scale. *\$4,000*
- 16 HIGH SURPRISE** A tucked-away detail to contrast with other large scale installations. *\$4,000 - \$20,000*
- 17 SAFE JOURNEYS** “Have a great trip” inspired illustrative treatment. *\$4,000*
- 18 GRID SYSTEM** Brackets, bars, and/or grids to affix banners, sculptures, lighting, and/or installations to. Bikes on a wall is an example. *\$4,000*
- 19 BIKE LANE RIBBON** Art continues inside to the bike trough and beyond. *\$8,000*
- 20 BACK ATCHA** A reference to the Grove so the two places ‘talk back and forth’. This could be a telescope or repeating landscape river patterns for example. *\$4,000+*
- 21 ART ON GLASS** Tie in departure and arrival to art on the bus. *\$9,000*
- 22 END PANEL ART** Large vertical photographs to mark the space. *\$4,000*

FUNDING

Funds have not been specifically allocated for projects yet. Possible funding sources are VRT, CCDC, Boise City, community initiatives, and other public and private sponsors.

KEY

Project dots relate to the organizing color palette

- **LOWER LEVEL** orange dot
- **TRANSITION LEVEL** purple dot
- **UPPER LEVEL** blue dot

ORGANIZING THEMES

TRANSPORTATION

The theme of transportation includes anything that transports and moves people:

buses | trains | cars | bikes | unicycles | spaceships | planes | trains | magic carpets | trolleys | segways | streetcars | rickshaws | motorcycles | etc.

ORGANIZING COLOR PALETTE:

Taking a cue from VRT’s logo, the organizing colors of the transit center blend from dark red to orange, then to purple and blue. The concept is concentrated energy in the lower level with the swirling of buses and people: oranges and reds. This motion then expands into the city as it rises by blending to purples and finally blues at lobby/ground floor level.

CONTEXT

VRT’s Main Street Station is part of downtown Boise’s *City Center Plaza*, a project that includes office, restaurant, meeting rooms, parking space, and an expansion of *Boise Centre*, Boise’s convention venue.

VRT’s Main Street Station will provide a central hub for buses, bicyclists, pedestrians and other future modes of public transportation. The underground transportation center will include convenient access to meet up with vanpool and carpool riders, park and secure bicycles, access shuttles and taxis, purchase bus passes, and obtain information about public transportation services.

This hub will accommodate future growth of the ValleyRide system and changing trends of new generations, which may include additional bus lines, bus rapid transit, and rail service.

GROUND LEVEL FLOOR PLAN



LOWER LEVEL FLOOR PLAN

