



King Memorial Guidelines

Deadline for Responses: Sunday, September 2, 2018, 11:59pm
Design Honorarium: \$10,000
Project Budget: \$3-5 million

For more information about this project, see www.mlkboston.org

In his sermon, [The Drum Major Instinct](#) delivered on February 4, 1968, just two months before his tragic assassination, Martin Luther King, Jr., expressed explicit hope that his legacy would act as a call to action in pursuit of justice. To honor his wishes, MLK Boston, in partnership with the City of Boston, announced a competition for a permanent installation commemorating Dr. Martin Luther King, Jr.'s and Coretta Scott King's profound legacy in our city, our nation, and the world.

In December 2017, the City of Boston, via the Boston Art Commission, and MLK Boston released an international [Request for Qualifications](#) for artists, designers, and other creatives to submit their portfolios, descriptions of their artistic practices, and project visions explicating their conceptions of the King memorial and its significance for Boston and its local, national, and international visitors, now and in the future.

Of the 126 submissions, the MLK Boston [Art Committee](#) selected five finalists to develop proposals, which will be made available for public comment in September 2018. [The five applicants](#) each will be paid \$10,000 from private donor funds for their proposals. The Art Committee will select the winning artist after reviewing the proposals, consideration of public comment, and candidate interviews.

The winning artist's proposal will be subject to all city and state reviews including the Boston Art Commission, Landmarks Commission, and Parks Commission. The artist of the winning proposal will be expected to collaborate with the City of Boston and MLK Boston on proposal presentations as needed throughout the design review process.

COMMUNITY PROCESS AND THEMATIC SITE RESEARCH

In our efforts to build a monument in Boston to the profound legacies and ideals of Dr. King and Coretta Scott King, we conducted over a dozen community meetings and extensive dialogue with civic representatives, activists, youth leaders, and other residents throughout the city. Through these conversations, we discovered both an abiding appreciation for the King family's struggles for justice, and a demand that any commemoration of these figures must provoke us to act now to realize the demands of peace, justice, and equality in our own time. Boston needs, the public overwhelmingly argued, a project that educates and inspires, helping residents – especially youth – expand their imaginations, sharpen their judgment, and cultivate new capacities for civic change. This vision deeply echoes King's own words from his 1965 return to the city where he went to graduate school and fell in love: "The vision of the New Boston must extend into the heart of Roxbury. Boston must become a testing ground for the ideals of freedom."

MLK Boston met neighbors throughout the city, including those in Roxbury, Dorchester, the South End, Chinatown and South Boston, and at venues such as City Hall and the Boston Public Library. A deep well of

knowledge and passion for the Kings' work, and a desire to honor and build upon it in Boston today was shared by attendees of these meetings. At Prince Hall in Dorchester, more than 100 people contributed questions and ideas about how to build a dynamic, living memorial that would lead to transformative experiences for visitors and positive change in the city of Boston.

Based upon these meetings, the scope of the project has been expanded to consist of the following *three* components.

An outdoor memorial on the Boston Common

The Common is the oldest public park in America, with a still-vibrant, 400-year-old tradition of civic gatherings. Here, in 1965, Dr. King called upon Boston to live up to its highest ideals by confronting the problems of racism and economic injustice. The new memorial will be a place for community gatherings and conversations addressing challenges of social justice in our city, carrying on the proud tradition of public freedom and public assembly associated with the Common. The new memorial will join spaces and sites such as the African Meeting House and the *Robert Gould Shaw and the Massachusetts 54th Regiment Memorial* in elevating black history in the heart of Boston. It is also intended to reflect Coretta Scott King's faith in the power of art, and her long life of struggle against militarism, poverty, discrimination, racism, and sexism.

An immersive educational experience in Dudley Square

To complement the monument of Dr. King and Mrs. King on Boston Common with a King-themed dynamic space, capable of multiple configurations (e.g., meetings, classrooms, art installations, etc.) and featuring advanced immersive technology designed to provide ongoing learning experiences about the King family and related social issues. This space will be aesthetically tied to the Common monument through consultation with the artist team selected to design the memorial. This investment is designed to bring the Kings' work to life through a dynamic, reflective space for education, civic participation, and social action.

King-related programming developed with Roxbury's Twelfth Baptist Church

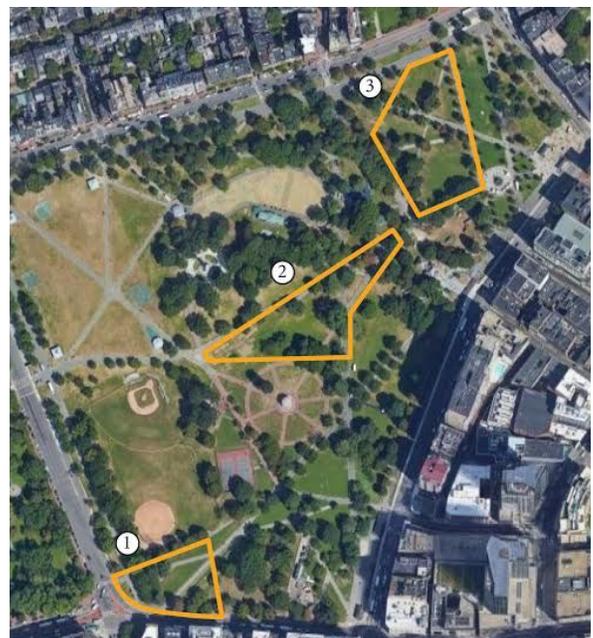
MLK Boston will raise an endowment in partnership with Roxbury's Twelfth Baptist Church, to continue King related programming in the city. Dr. King worshipped and ministered at Twelfth Baptist when he lived in Boston, often returning there in following years. The Church remains at the heart of his living legacy.

OUTDOOR MEMORIAL LOCATION

MLK Boston has identified three potential sites in the historic Boston Common for the memorial. The recommended sites (detailed in Appendix A) are:

1. Entrance at corner of Boylston and Charles Streets, between the ball fields Central Burying Ground
2. Between the Parkman Bandstand and Mayors Walk
3. Between the Liberty Mall and Lyman Path

Finalists should note that the outdoor memorial will be subject to long and harsh Boston winters and that any water features included in their proposals would be active only in warmer months. [Click here](#) to have a closer look at the Boston Common.



The Boston Common is about to undergo a master planning process for the first time in several decades concurrent with the development of the King Memorial. The Common is many things to many people and will always need to balance a wide range of goals and uses. There is clear interest from the City and engaged communities for a robust and inclusive public process that addresses all of the goals, needs, and aspirations for this, the nation's first park. The master plan process will help articulate and illuminate those intentions generally and in support of the King Memorial.

IMMERSIVE EDUCATIONAL SITE

While no design proposal is requested as part of this competition, finalists should consider plans for an indoor educational experience that will host programming, such as speakers and films, provide research support to students, and allow Bostonians and visitors to learn about the Kings' work nationally and internationally, with an emphasis on their history in Boston. This educational component will include a rich multimedia component and be related to the outdoor memorial on the Boston Common in some meaningful way.

COMPETITION THEME

This memorial project seeks to create a compelling call to action. It is also a rare opportunity to honor the work of both Coretta Scott King and Martin Luther King Jr. and their strong partnership in intimate and political life. The memorial is intended to inspire visitors to reflect on Dr. King's life and the values he espoused, prompting each of us to consider how we can contribute to realizing his vision of an equitable and fair society. The memorial will also honor the contributions of Coretta Scott King, a civil rights icon in her own right, thus recognizing the crucial contributions she and other women made to the civil rights movement.

RESOURCES

For more information about Dr. King and Coretta Scott King, see www.mlkboston.org/resources. A significant consideration for the final selection will be the degree to which the monument reflects and incorporates an understanding of Dr. King and Coretta Scott King as visionary thinkers on justice, democracy, and peace. Because most of Coretta Scott King's papers and documented comments on political thought are not yet available to researchers finalists are encouraged to read *My Life, My Love, My Legacy* (2017) and [Why Coretta Scott King Fought for a Job Guarantee](#) (2017). Finalist are encouraged to read closely Dr. King's work, especially *Why We Can't Wait* (1964), *Where Do We Go From Here?* (1967) and *The Trumpet of Conscience* (1968), as well as speeches and sermons including, "The Other America" (1967), "Beyond Vietnam" (1967), "Loving Your Enemies" (1962), and "Shattered Dreams" (1962). Scholars of Dr. King and Coretta Scott King's thought will be available for consultation.

BUDGET

The maximum budget for this project is \$5 million dollars, which includes the design honorarium, fabrication, installation, documentation, and all costs associated with the project. The budget does not include maintenance or ongoing programming. Of the \$5 million budget for the entire project, the outdoor memorial should be \$3-4 million and the immersive educational experience might be \$1 million but we would look to your team to propose any potential involvement in the indoor educational experience.

SELECTION CRITERIA

- The proposal acts as a call to action and addresses issues of social justice, militarism, resilience, racial equity, community service, commitment, education, racial and economic injustice, and activism.
- The proposal honors Coretta Scott King's and Dr. Martin Luther King, Jr.'s relationship and contributions to the City of Boston and reflects and incorporates an understanding of Dr. King and Coretta Scott King as visionary thinkers on justice, democracy, and peace.
- The proposal speaks to the memorial's significance to Boston and responds to the Boston Art Commission's Curatorial Mission to commission and approve innovative and transformative artworks that:
 - Engage the community,
 - Enrich and enliven the urban environment,
 - Are driven by a clear artistic vision,

- Enhance the diversity of the existing collection,
- Respond directly to the specific environment,
- And possess durability appropriate to the lifespan of the work.

ANTICIPATED TIMELINE	
May 2018	Notification of five finalists
June 8, 2018	Announcement of five finalists
June–August 2018	Research and proposal development
June–July 2018	Site visits (optional; to be scheduled at finalists convenience)
September–October 2018	Interviews, presentations, proposal exhibition, and public comment
November 2018	Announcement of winning artist
Within three months of being selected	Artist presentation to the Boston Art Commission

SITE VISIT *(optional)*

Please email Karin Goodfellow, Director of the Boston Art Commission at the City of Boston, at BAC@Boston.gov, in order to request site visit dates in June or July. We welcome your visit, but this is an optional opportunity.

PROPOSAL SUBMISSION

In order to ensure equitable review of each proposal submission, there must be uniformity and consistency in the proposal presentations. We ask that finalists submit the following materials and adhere to the specific formats identified. All submission materials must be submitted in both hard copy (10 copies, ALL pages should be 8.5” x 11” letter size sheets, printed single-sided) and digital format (submitted in a PDF format, all images should also be submitted separately as JPEGs for web and print exhibits, at minimum 300 DPI). The proposal submission must include, but not be limited to, the following materials:

- **Proposal Summary** - A written explanation of how the proposed design will meet MLK Boston’s competition theme and selections criteria (500 words).
- **Design proposal outdoor memorial location**
 - Artists should submit detailed summaries of their proposed sites, including size and layout, anticipated placement of artwork or integration of work into the site. Access, use of the site by the public or audience now and after the projected commission, any related planning activities, and relevant surrounding context for the site and the work should be considered.
 - Proposed art must consider proper clearances for Americans with Disabilities Act (ADA) access.
 - A design plan (at appropriate scale, e.g. 1"=40') showing how the proposed design will fit within the immediate context of the Boston Common. The plan should illustrate how the project meets the explicated guidelines established for the project and the site.
 - Identify the proposed medium and materials including, if applicable, all related components and finishes. Also include the fabrication specifications, installation specifications, and maintenance schedule and requirements.
 - The site plan (1"= 20' scale) to illustrate the memorial's footprint & placement. The proposed memorial, existing buildings footprints, lot lines, streets, street/pathway names and any other relevant contextual information is to be included in the plan.
 - Renderings drawn at eye-level and aerial views that show the project in the context of the surrounding area.

- **Conceptual narrative for optional immersive educational site**
 - Description of your vision for and potential involvement in the immersive educational site (500 words).
- **Preliminary Project Schedule**
 - Finalists should prepare a preliminary project schedule that shows how they intend to complete the project in a timely manner. The schedule should demonstrate that the finalists understand the project and have a workable method to deliver the project in a timely manner.
- **Project Management Plan**
 - Each finalist should submit a project management plan that clearly explains how the finalists intend to manage and implement the project for the **outdoor memorial**. It should demonstrate a knowledge of the process and impediments that must be overcome and ensure that sufficient staffing will be provided.
 - At a minimum, the plan should:
 - identify the key personnel and their specific roles in managing the Project;
 - identify the key milestone dates and provide a description of how these dates will be achieved;
 - provide a skeletal schedule of the work and the phasing of construction; and
 - describe the cost control management structures that will be used to ensure the project is delivered on-budget.
- **Proposed Budget**
 - The budget must reflect the realistic costs to execute the **outdoor memorial** at \$3-4 million.
 - The budget must include the following: artist fee not to exceed 20% of the budget, material costs, fabrication costs, delivery to the site, installation and site costs, a contingency, and other professional services necessary such as but not limited to finance administration, insurance, documentation, legal fees.

INTERVIEW

Each finalist is expected to present in person their proposal to the MLK Boston Art Committee. It is also anticipated that the proposal submission documents will be displayed on MLKBoston.com and in a public exhibit for a limited period of time. The interview date and location will be forthcoming but will be scheduled with all consideration possible for the finalists availability.

DELIVERY OF PROPOSAL

Email or send file transfer links to BAC@Boston.gov.

Mail (10) hard copies to:

Karin Goodfellow
 Boston Art Commission
 RE: King Memorial submission
 1 City Hall Plaza, room 802
 Boston, MA 02201

FOR FURTHER INFORMATION

Please see the MLK Boston website at www.mlkboston.org for updates and answers to questions. For art process-related questions, contact Karin Goodfellow, Director of the Boston Art Commission at the City of Boston, at BAC@Boston.gov.

APPENDIX A | OUTDOOR MEMORIAL LOCATION

Click [here](#) to have a closer look at the Boston Common



