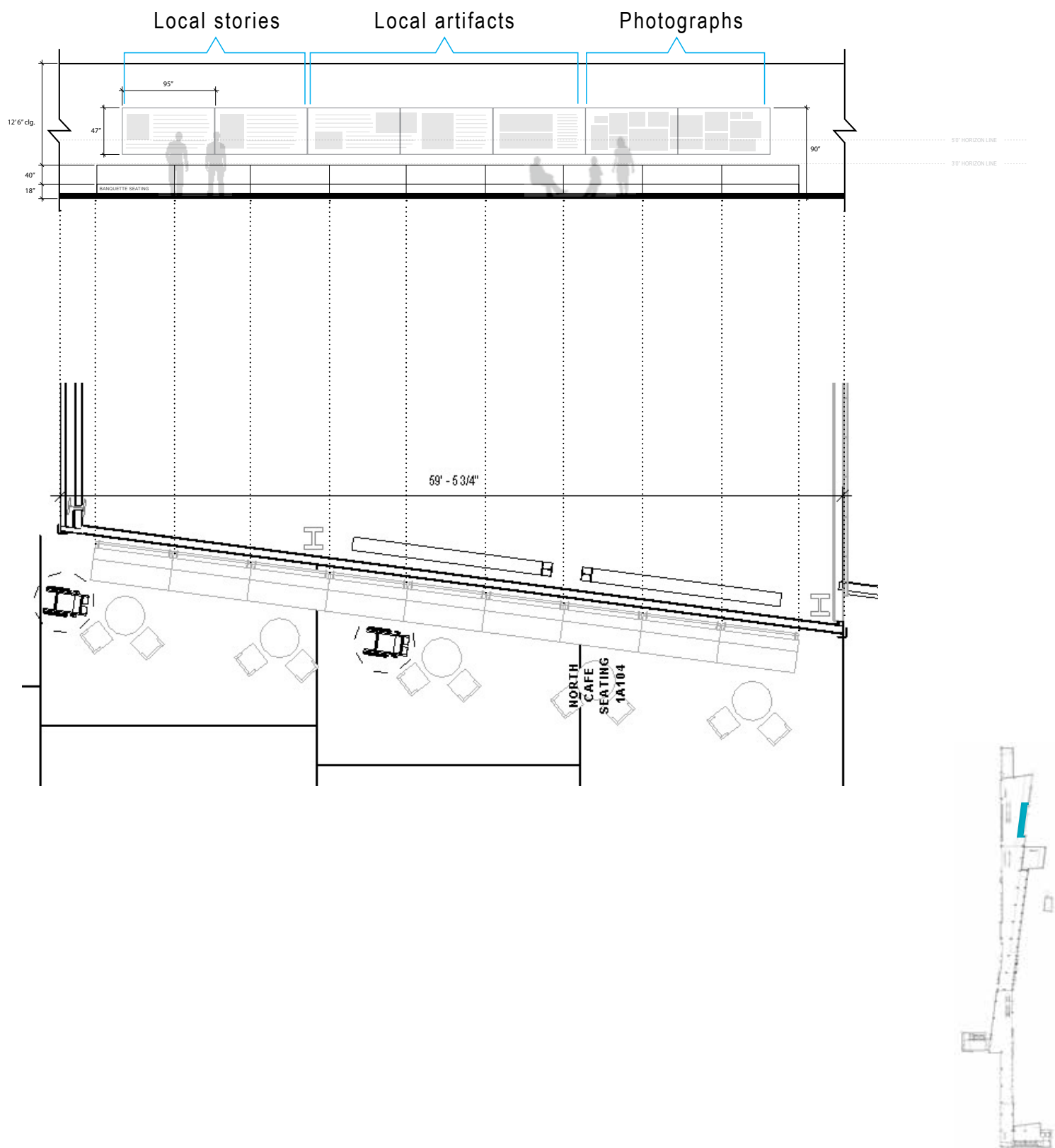


North Concourse - Level 01 **VA LEGACY IN THE REGION**



North Concourse - Level 01
VA LEGACY IN THE REGION

Note: Conceptual Art Piece

Artwork Type: Custom Art – Conceptual Brief: A seven panel coverage of printed background material with imagery and copy to represent the rich history of the VA in the Region and its visual evolution over the years. The visual content should provide a graphic narrative inclusive of the following:

- Historical anthology of the 3 VA facilities/locations servicing the new Orleans area through the years
- Architectural Significance of building and campuses
- Their leadership and contributions to the community
- Major achievements, milestones and successes associated with each one of the facilities/ locations
- Map panel to depict the region, facility locations, and relevant historical events
- A “scrapbook” like section with clippings, photos and other memorabilia to enable the viewer to connect personally to local area Veterans.

Panel System (Basis of Design): Takeform, Moxie Graphic Panel System

Panel Size: Overall size of each Single Sided Panel within the series to be 95” wide x 47” high.

Medium/ Substrate: Takeform / Moxie Graphic Panel System with direct print capabilities on lightweight aluminum with a moisture, UV, Chemical and scratch resistant overlay.

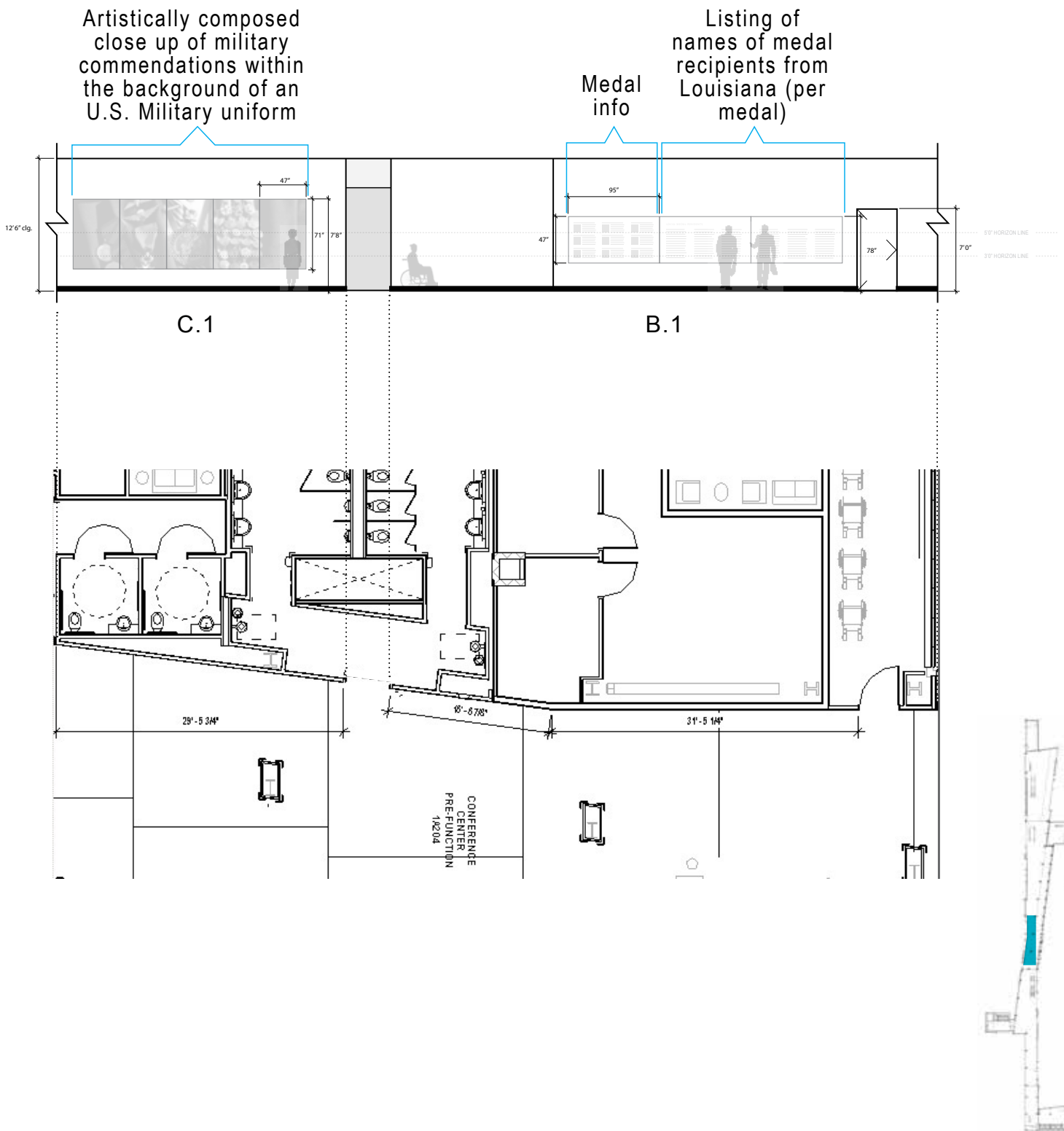
Mounting Hardware & Installation: The panels are mounted to the wall using the Takeform, Moxie Graphic Panel System cleat mounting hardware. Panels mounted side by side should follow a butt jointed installation.

Design and Organization of Visual Content: Actual image selection, visual material, installation hardware, production techniques, color palette, copy writing and layout shall be designed by procuring art consultant with input from design architect, and approved by owner. The procuring art consultant should include in their quote an allowance for a design process inclusive of 4 design presentations with the owner and design architect for the progressive review of early concepts, design development and final artwork content, as well as, layout.

The (SLVHCS) Southeast Louisiana Veteran Healthcare System Public Relations Department has most of the historic imagery, memorabilia and verbiage needed to be featured at this installation. If additional visual content is required, the procuring art consultant will be responsible for commissioning a professional photographer to obtain specific and local images that represent the design intent. Consultant must submit photographer’s resume and body of work for approval from owner before coordination of work is to begin. Please refer to section “Potential Commission Photographer” for reference of artists that meet the criteria for quality of work. The procuring art consultant may make additional recommendation of photographers for consideration.

Central Concourse - Level 01

COMMENDATION TRADITIONS IN THE US MILITARY

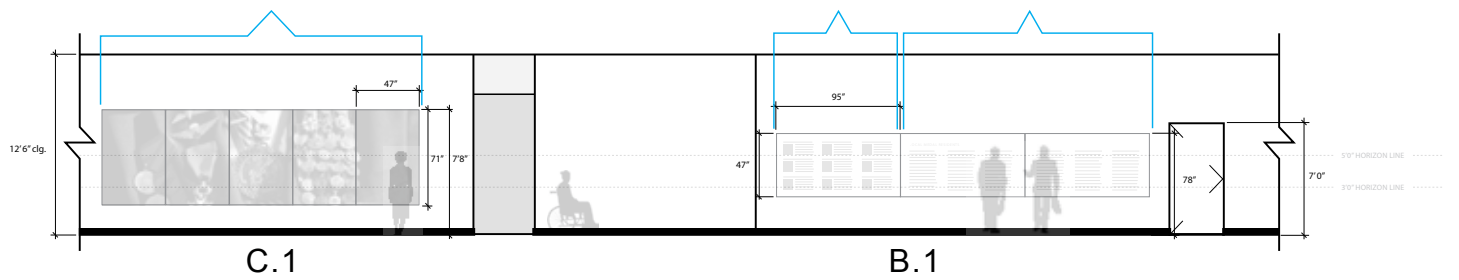


Central Concourse - Level 01

COMMENDATION TRADITIONS IN THE US MILITARY

Artistically composed
close up of military
commendations within
the background of an
U.S. Military uniform

Listing of
names of medal
recipients from
Louisiana (per
medal)



C.1



Central Concourse - Level 01

COMMENDATION TRADITIONS IN THE US MILITARY

Note: Conceptual Art Piece

Artwork Type: Custom Art – Conceptual Brief: An eight panel coverage of printed background material with imagery and copy to represent the Commendation Traditions in the US Military. The visual content should provide a graphic narrative inclusive of the following:

- 5 Panels of photographic/ visual imagery panels, displaying an artistically composed close up of military commendations within the background of an US military uniform.
- 3 panels of photographic/visual imagery panels along with descriptive narratives featuring the Commendation Medals that are common to all the US Military branches and highlighting Louisiana Heroes who have been recognized with such medals and distinctions. The information on these panels should include:
 - A description of each medal within the context of the military pyramid of medals
 - A descriptive explanation of each medal and what they recognize and celebrate
 - Descriptive explanations of the design elements within each medal and their respective symbolism
 - Celebration and recognition of the Medal of Honor recipients in the Region.

Panel System (Basis of Design): Takeform, Moxie Graphic Panel System

Panel Size: Overall size of each Single Sided Panel within the series to be 95” wide x 47” high for the 3 panel installation and 47” wide x 71” tall for the 5 panel installation.

Medium/ Substrate: Takeform / Moxie Graphic Panel System with direct print capabilities on lightweight aluminum with a moisture, UV, Chemical and scratch resistant overlay.

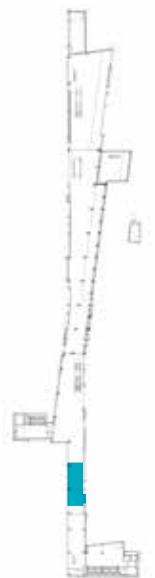
Mounting Hardware & Installation: The panels are mounted to the wall using the Takeform, Moxie Graphic Panel System cleat mounting hardware. Panels mounted side by side should follow a butt jointed installation.

Design and Organization of Visual Content: Actual image selection, visual material, installation hardware, production techniques, color palette, copy writing and layout shall be designed by procuring art consultant with input from design architect, and approved by owner. The procuring art consultant should include in their quote an allowance for a design process inclusive of 4 design presentations with the owner and design architect for the progressive review of early concepts, design development and final artwork content, as well as, layout.

The procuring art consultant will be responsible for commissioning a professional photographer to obtain specific and local images that represent the design intent. Consultant must submit photographer’s resume and body of work for approval from owner before coordination of work is to begin. Please refer to section “Potential Commission Photographer” for reference of artists that meet the criteria for quality of work. The procuring art consultant may make additional recommendation of photographers for consideration.

THE US MILITARY UNIFORMS

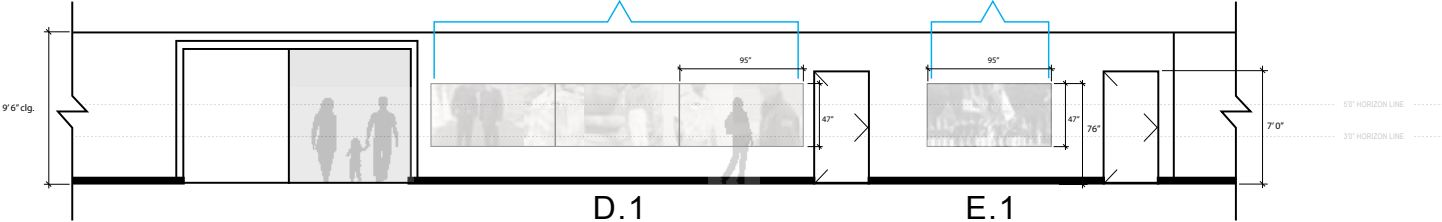
Visual imagery showcasing a joined formation of servicemen/ service women wearing the enlisted dress uniforms for the 5 branches of the U.S. Military



South Concourse - Level 01
THE US MILITARY UNIFORMS

Visual imagery individually focusing on each one of the five U.S. Military branches enlisted dress uniforms, along with copy callouts identifying and explaining the distinctive features/unique characteristics of each one of the represented uniforms

Visual imagery showcasing a joined formation of servicemen/ service women wearing the enlisted dress uniforms for the 5 branches of the U.S. Military



E.1



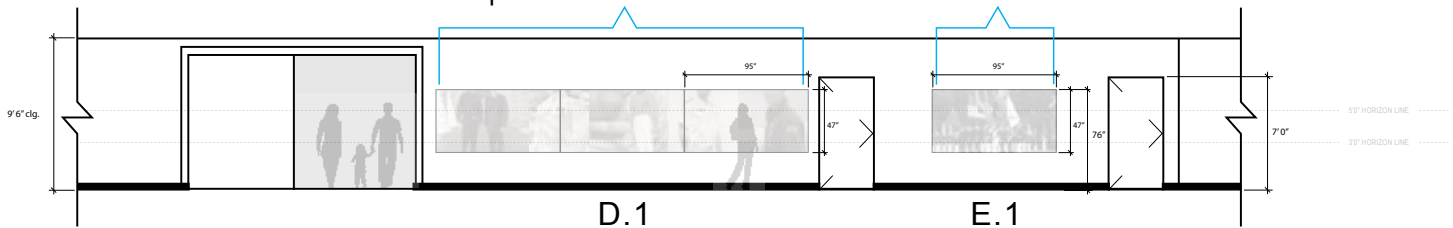
D.1



South Concourse - Level 01
THE US MILITARY UNIFORMS

Visual imagery individually focusing on each one of the five U.S. Military branches enlisted dress uniforms, along with copy callouts identifying and explaining the distinctive features/unique characteristics of each one of the represented uniforms

Visual imagery showcasing a joined formation of servicemen/ service women wearing the enlisted dress uniforms for the 5 branches of the U.S. Military



South Concourse - Level 01
THE US MILITARY UNIFORMS

Note: Conceptual Art Piece

Artwork Type: Custom Art – Conceptual Brief: A four panel coverage of printed background material with imagery and copy to represent the US Military Uniform Tradition. The visual content should provide a graphic narrative inclusive of the following:

- 1 Panel of full bleed artistic photography / visual imagery showcasing a joined formation of servicemen/service women wearing the Enlisted Dress Uniforms for the 5 branches of the US military along with a brief descriptive narrative about the relevance and significance of this tradition.
- 3 Panels of full bleed artistic photography / visual imagery individually focusing on each one of the five US military branches Enlisted Dress Uniforms, along with copy callouts identifying and explaining the distinctive features/unique characteristics of each one of the represented uniforms.

Panel System (Basis of Design): Takeform, Moxie Graphic Panel System

Panel Size: Overall size of each Single Sided Panel within the series to be 95” wide x 47” high.

Medium/ Substrate: Takeform / Moxie Graphic Panel System with direct print capabilities on lightweight aluminum with a moisture, UV, Chemical and scratch resistant overlay.

Mounting Hardware & Installation: The panels are mounted to the wall using the Takeform, Moxie Graphic Panel System cleat mounting hardware. Panels mounted side by side should follow a butt jointed installation.

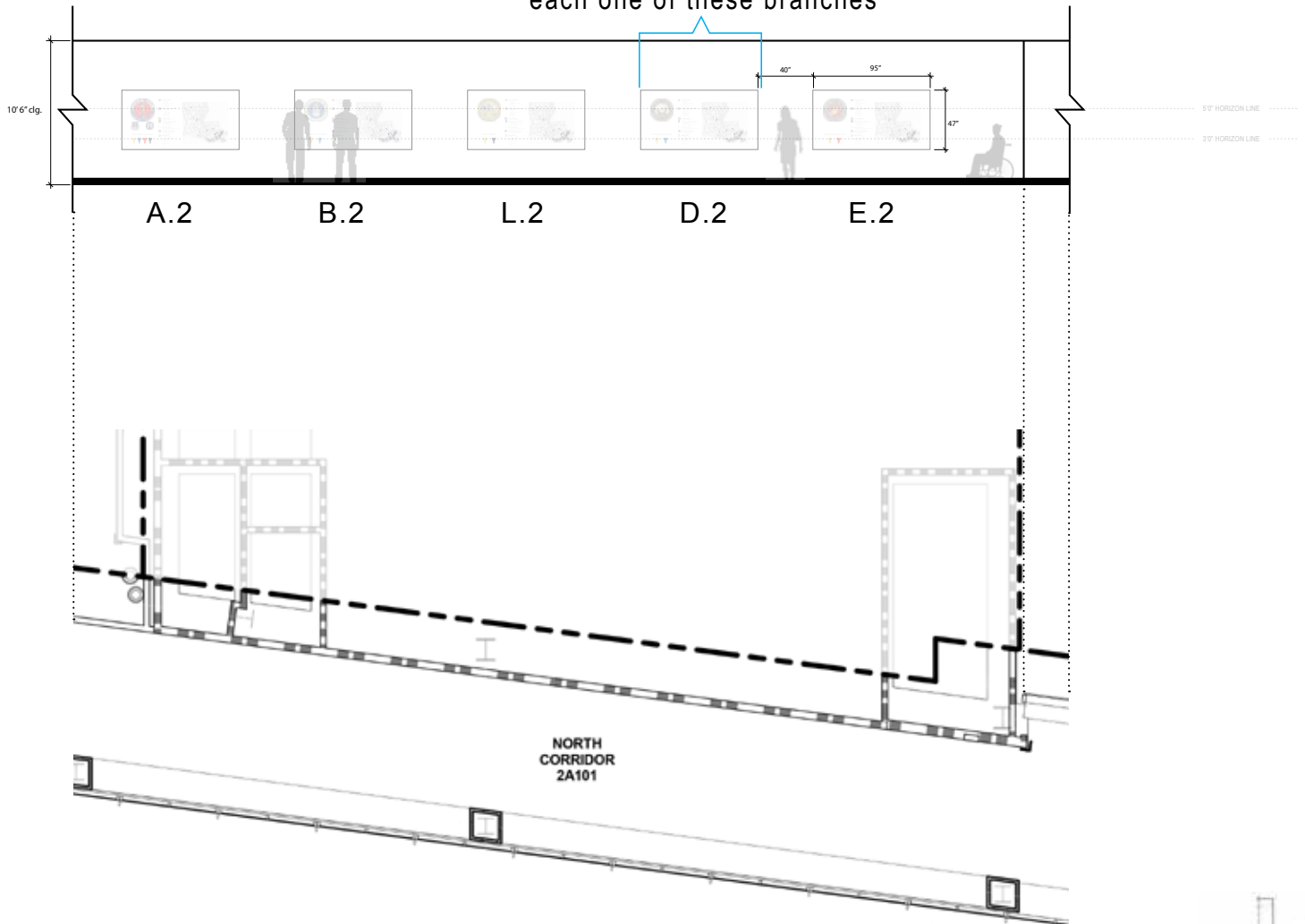
Design and Organization of Visual Content: Actual image selection, visual material, installation hardware, production techniques, color palette, copy writing and layout shall be designed by procuring art consultant with input from design architect, and approved by owner. The procuring art consultant should include in their quote an allowance for a design process inclusive of 4 design presentations with the owner and design architect for the progressive review of early concepts, design development and final artwork content, as well as, layout.

The procuring art consultant will be responsible for commissioning a professional photographer to obtain specific and local images that represent the design intent. Consultant must submit photographer’s resume and body of work for approval from owner before coordination of work is to begin. Please refer to section “Potential Commission Photographer” for reference of artists that meet the criteria for quality of work. The procuring art consultant may make additional recommendation of photographers for consideration.

North Concourse - Level 02

US MILITARY BRANCHES REGIMENTAL COLOURS & LOUISIANA BASED UNITS

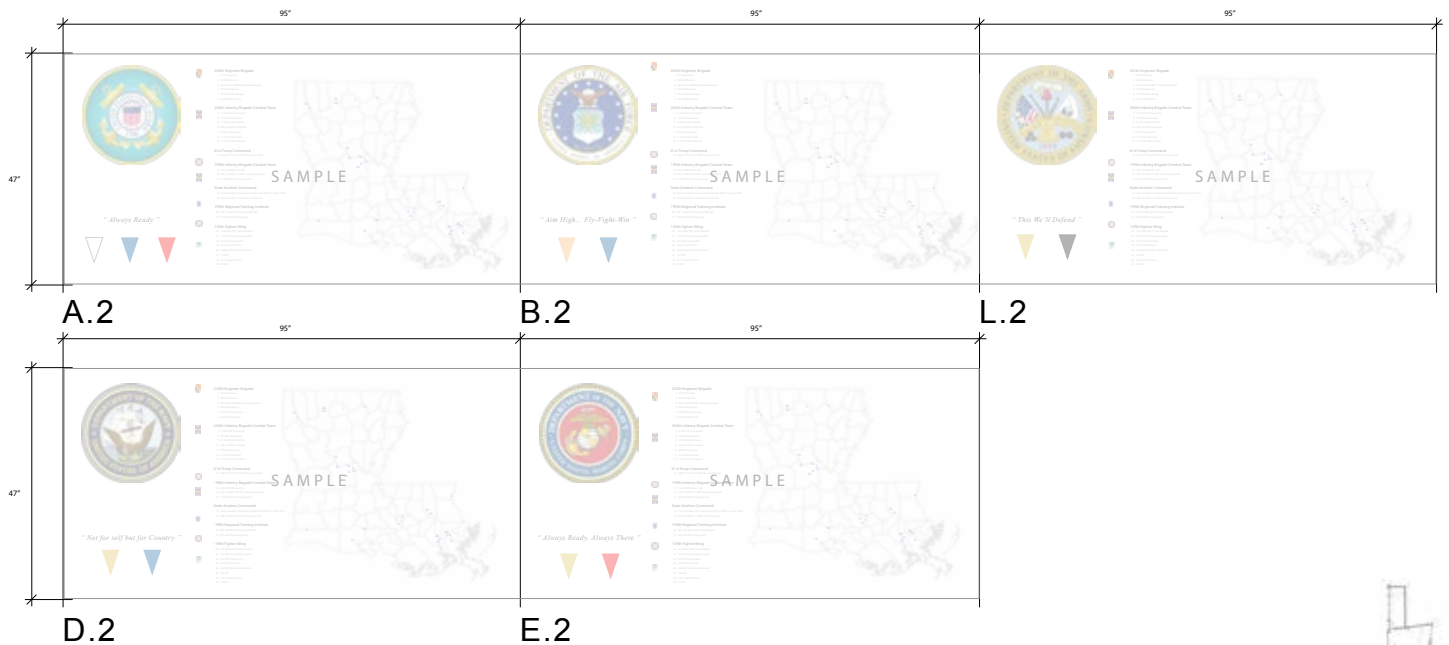
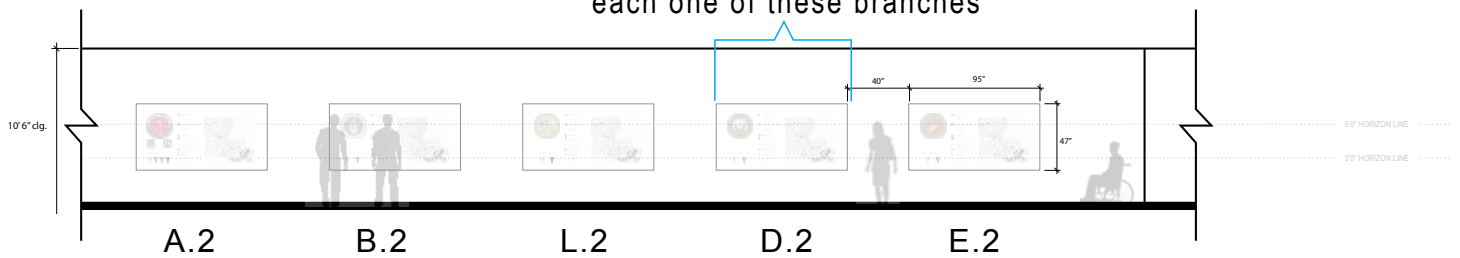
Visual imagery individually focusing on each one of the five U.S. Military branches organizational colors and the Louisiana based units that support each one of these branches



North Concourse - Level 02

US MILITARY BRANCHES REGIMENTAL COLOURS & LOUISIANA BASED UNITS

Visual imagery individually focusing on each one of the five U.S. Military branches organizational colors and the Louisiana based units that support each one of these branches



North Concourse - Level 02

US MILITARY BRANCHES REGIMENTAL COLOURS & LOUISIANA BASED UNITS

Note: Conceptual Art Piece

Artwork Type: Custom Art – Conceptual Brief: An eight panel coverage of printed background material with imagery and copy to celebrate the Military Institution and Its Communities through a graphic installation focused around the Regimental Colors of the Five Branches of the US Military and the official insignias of the different Louisiana based units supporting each one of those branches. The visual content should provide a graphic narrative inclusive of the following:

- 3 Panels of photographic/ visual imagery panels, displaying an artistically composed image showcasing a joint color guard ceremony showing the organizational colors of each one the five US military branches. This installation will be located at the 2nd level of the Central Concourse area.
- 5 Panels of visual imagery individually focusing on each one of the five US military branches organizational colors and the Louisiana based units that support each one of these branches. Each one of branches should be represented with the following consistent information:
 - The Flag and Regimental Colors representative of each branch
 - The official motto or slogan of each branch
 - The insignias or organizational colors of each one of the Louisiana based units supporting that particular branch
 - A diagrammatic map of the state graphically indicating where each one those units reside or are located at within the state.

This installation will be located at the 2nd level of the North Concourse area.

The following websites offer good references resources identifying all the active Louisiana based US Military units and the respective location within the state where each one of them reside:

Active US Air Force Bases in LA

<https://militarybases.com/barksdale-afb-air-force-base-in-bossier-city-la/>
<http://www.barksdale.af.mil/units/>

Active US Army Bases in LA

<https://militarybases.com/fort-polk-army-base-in-vernon-parish-la/>
<https://militarybases.com/camp-beauregard-army-base-in-pineville-la/>
<http://geauxguard.com/organization/louisiana-national-guard/>
http://www.jrtc-polk.army.mil/JRTC-Polk_NEW/sites/tenants/FortPolk_Units.asp

Active US Navy Bases in LA

<https://militarybases.com/joint-reserve-base-new-orleans-navy-base-in-new-orleans-la/>

Panel System (Basis of Design): Takeform, Moxie Graphic Panel System

Panel Size: Overall size of each Single Sided Panel within the series to be 95” wide x 47” high.

Medium/ Substrate: Takeform / Moxie Graphic Panel System with direct print capabilities on lightweight aluminum with a moisture, UV, Chemical and scratch resistant overlay.

North Concourse - Level 02

US MILITARY BRANCHES REGIMENTAL COLOURS & LOUISIANA BASED UNITS

Mounting Hardware & Installation: The panels are mounted to the wall using the Takeform, Moxie Graphic Panel System cleat mounting hardware. Panels mounted side by side should follow a butt jointed installation unless otherwise noted on the benchmarking graphics.

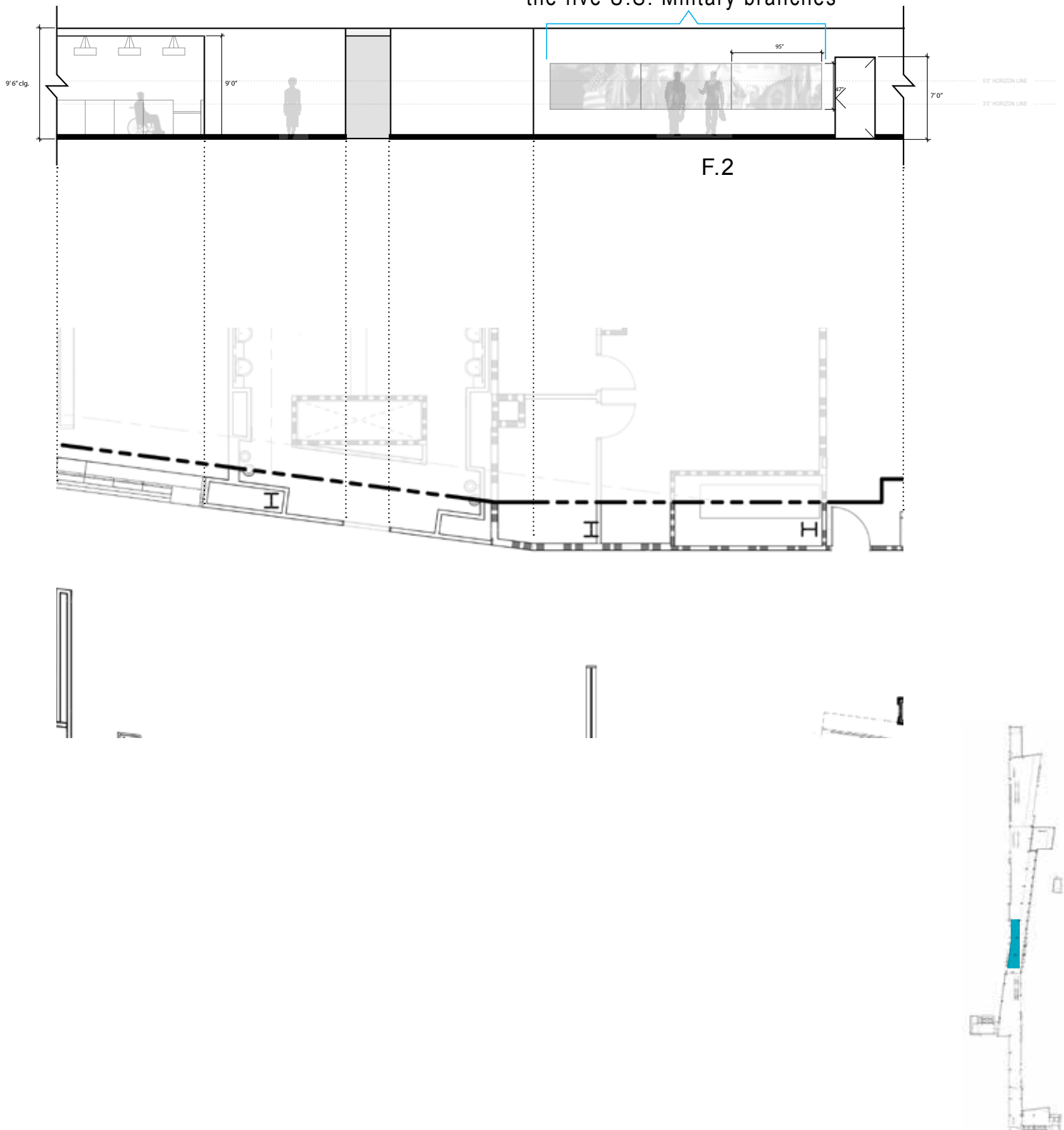
Design and Organization of Visual Content: Actual image selection, visual material, installation hardware, production techniques, color palette, copy writing and layout shall be designed by procuring art consultant with input from design architect, and approved by owner. The procuring art consultant should include in their quote an allowance for a design process inclusive of 4 design presentations with the owner and design architect for the progressive review of early concepts, design development and final artwork content, as well as, layout.

The procuring art consultant will be responsible for commissioning a professional photographer to obtain specific and local images that represent the design intent. Consultant must submit photographer's resume and body of work for approval from owner before coordination of work is to begin. Please refer to section "Potential Commission Photographer" for reference of artists that meet the criteria for quality of work. The procuring art consultant may make additional recommendation of photographers for consideration.

Central Concourse - Level 02

US MILITARY BRANCHES REGIMENTAL COLOURS & LOUISIANA BASED UNITS

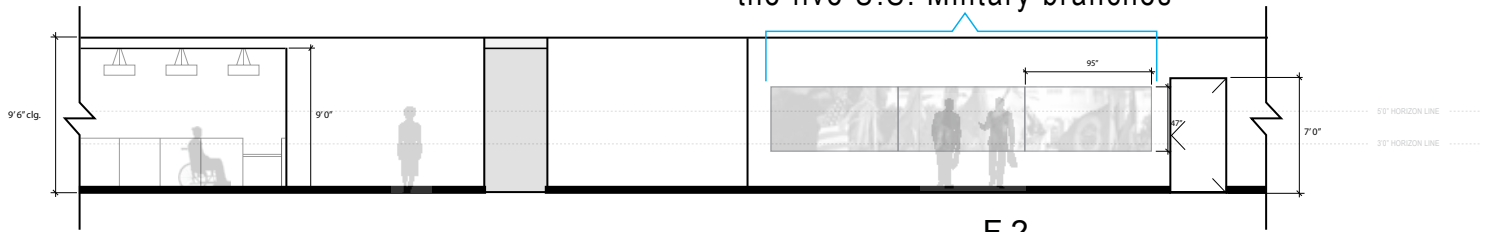
Artistically composed image illustrating
a joint color guard ceremony showing
the organizational colors of each one of
the five U.S. Military branches



Central Concourse - Level 02

US MILITARY BRANCHES REGIMENTAL COLOURS & LOUISIANA BASED UNITS

Artistically composed image illustrating
a joint color guard ceremony showing
the organizational colors of each one of
the five U.S. Military branches



F.2



F.2



Central Concourse - Level 02

US MILITARY BRANCHES REGIMENTAL COLOURS & LOUISIANA BASED UNITS

Note: Conceptual Art Piece

Artwork Type: Custom Art – Conceptual Brief: An eight panel coverage of printed background material with imagery and copy to celebrate the Military Institution and Its Communities through a graphic installation focused around the Regimental Colors of the Five Branches of the US Military and the official insignias of the different Louisiana based units supporting each one of those branches. The visual content should provide a graphic narrative inclusive of the following:

- 3 Panels of photographic/ visual imagery panels, displaying an artistically composed image showcasing a joint color guard ceremony showing the organizational colors of each one the five US military branches. This installation will be located at the 2nd level of the Central Concourse area.
- 5 Panels of visual imagery individually focusing on each one of the five US military branches organizational colors and the Louisiana based units that support each one of these branches. Each one of branches should be represented with the following consistent information:
 - The Flag and Regimental Colors representative of each branch
 - The official motto or slogan of each branch
 - The insignias or organizational colors of each one of the Louisiana based units supporting that particular branch
 - A diagrammatic map of the state graphically indicating where each one those units reside or are located at within the state.

This installation will be located at the 2nd level of the North Concourse area.

The following websites offer good references resources identifying all the active Louisiana based US Military units and the respective location within the state where each one of them reside:

Active US Air Force Bases in LA

<https://militarybases.com/barksdale-afb-air-force-base-in-bossier-city-la/>
<http://www.barksdale.af.mil/units/>

Active US Army Bases in LA

<https://militarybases.com/fort-polk-army-base-in-vernon-parish-la/>
<https://militarybases.com/camp-beauregard-army-base-in-pineville-la/>
<http://geauxguard.com/organization/louisiana-national-guard/>
http://www.jrtc-polk.army.mil/JRTC-Polk_NEW/sites/tenants/FortPolk_Units.asp

Active US Navy Bases in LA

<https://militarybases.com/joint-reserve-base-new-orleans-navy-base-in-new-orleans-la/>

Panel System (Basis of Design): Takeform, Moxie Graphic Panel System

Panel Size: Overall size of each Single Sided Panel within the series to be 95” wide x 47” high.

Medium/ Substrate: Takeform / Moxie Graphic Panel System with direct print capabilities on lightweight aluminum with a moisture, UV, Chemical and scratch resistant overlay.

Central Concourse - Level 02

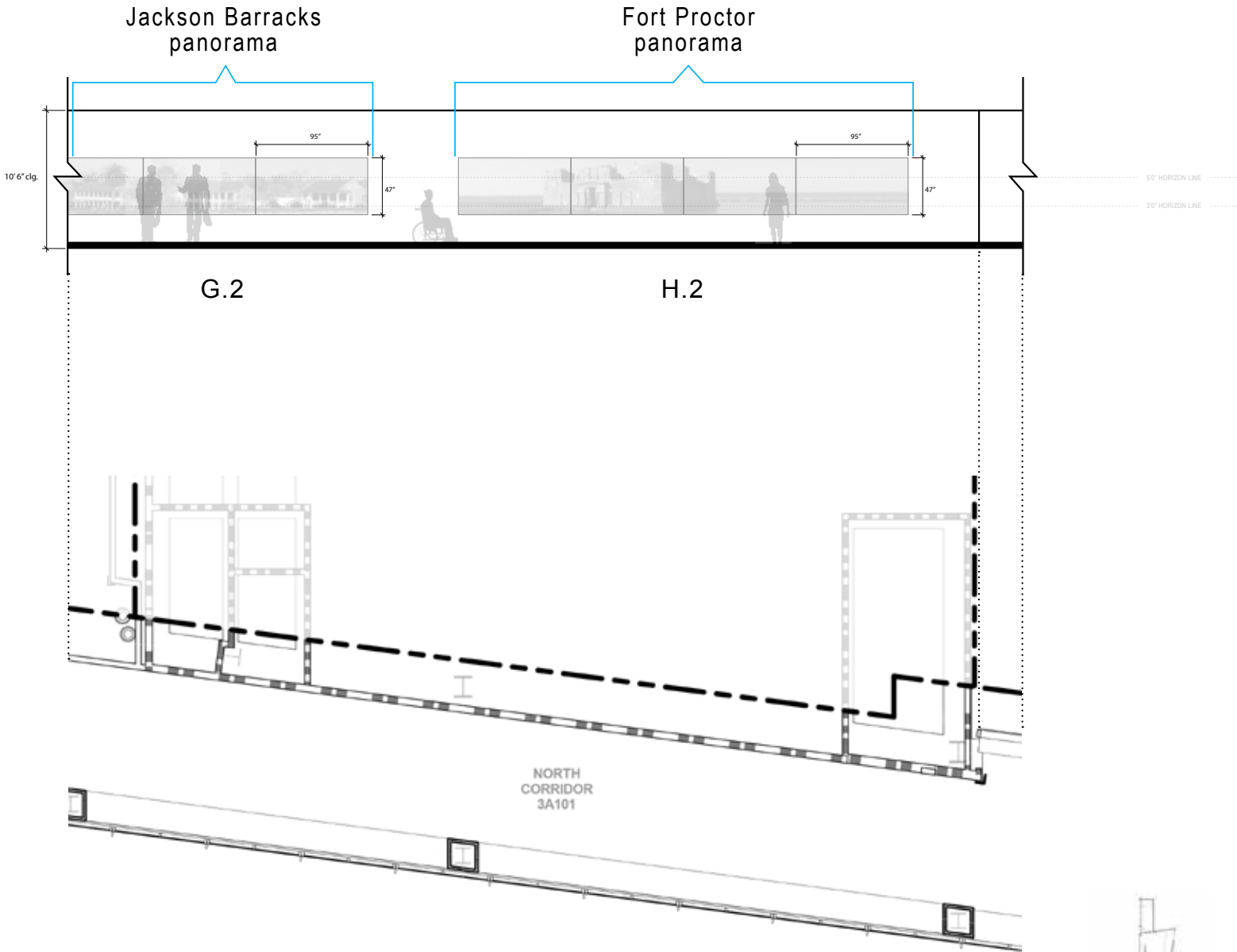
US MILITARY BRANCHES REGIMENTAL COLOURS & LOUISIANA BASED UNITS

Mounting Hardware & Installation: The panels are mounted to the wall using the Takeform, Moxie Graphic Panel System cleat mounting hardware. Panels mounted side by side should follow a butt jointed installation unless otherwise noted on the benchmarking graphics.

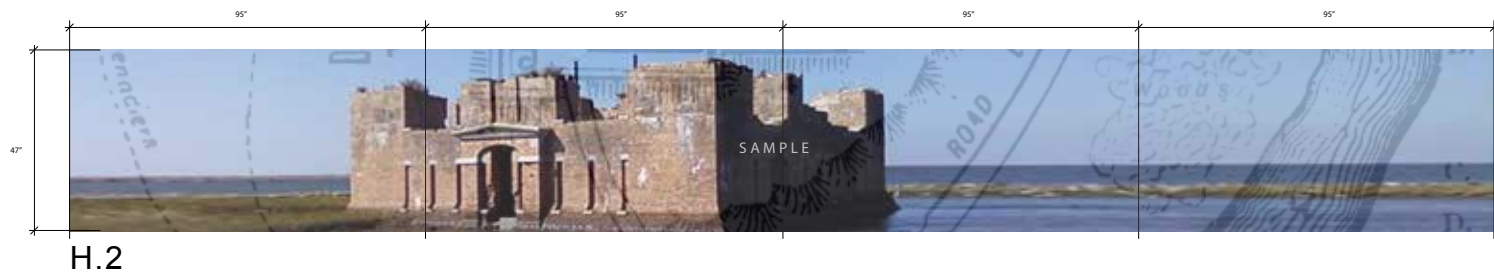
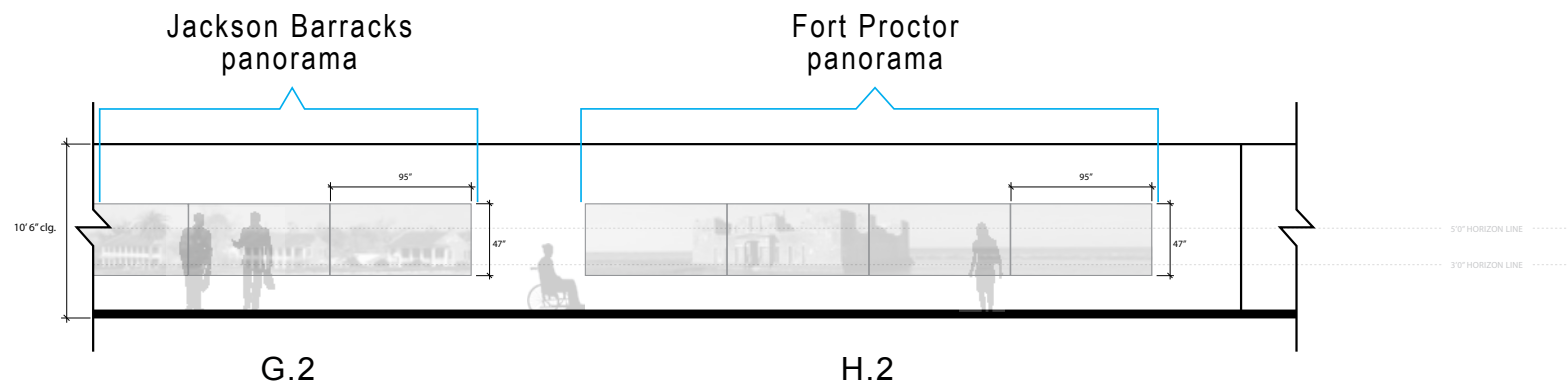
Design and Organization of Visual Content: Actual image selection, visual material, installation hardware, production techniques, color palette, copy writing and layout shall be designed by procuring art consultant with input from design architect, and approved by owner. The procuring art consultant should include in their quote an allowance for a design process inclusive of 4 design presentations with the owner and design architect for the progressive review of early concepts, design development and final artwork content, as well as, layout.

The procuring art consultant will be responsible for commissioning a professional photographer to obtain specific and local images that represent the design intent. Consultant must submit photographer's resume and body of work for approval from owner before coordination of work is to begin. Please refer to section "Potential Commission Photographer" for reference of artists that meet the criteria for quality of work. The procuring art consultant may make additional recommendation of photographers for consideration.

North Concourse - Level 03
REGION'S RICH MILITARY HISTORY



North Concourse - Level 03
REGION'S RICH MILITARY HISTORY



North Concourse - Level 03

REGION'S RICH MILITARY HISTORY

Note: Conceptual Art Piece

Artwork Type: Custom Art – Conceptual Brief: A thirteen panel coverage of printed background material with imagery and copy to celebrate the region's rich military history by showcasing significant military forts and battleground landmarks of the Southeast Louisiana region through a series of photographic "panoramic visuals". These artistically photographed panoramic visuals should focus on capturing the essence of those places, most of which are listed in the US Register of Historic landmarks, and on visually communicating the distinctive qualities of each of the selected landmarks. Aspects to consider are the architectural significance, military engineering innovation and unique site conditions present at each one featured landmarks. Some of the forts and battlegrounds that fall within the Southeast Louisiana region are: Jackson Barracks, Chalmette Battleground, Fort Jackson, Fort St. Philip, Fort Proctor, Fort Pike, Fort Macomb, and Camp Parapet among many others.

As currently represented in the referenced benchmark images, that content will be distributed as follows:

- 4 Panels of a photographic panorama and brief descriptive text displaying an artistically composed representation of the Jackson Barracks in New Orleans. This installation will be located at the 3rd level of the North Concourse area.
- 4 Panels of a photographic panorama and brief descriptive text displaying an artistically composed representation of Fort Proctor in the St. Bernard Parish. This installation will be located at the 3rd level of the North Concourse area.
- 3 Panels of a photographic panorama and brief descriptive text displaying an artistically composed representation of the Chalmette Battlefield in New Orleans. This installation will be located at the 3rd level of the Central Concourse area.
- 2 Panels of a photographic panorama and brief descriptive text displaying an artistically composed representation of Fort Pike in New Orleans. This installation will be located at the 3rd level of the Central Concourse area.

Panel System (Basis of Design): Takeform, Moxie Graphic Panel System

Panel Size: Overall size of each Single Sided Panel within the series to be 95" wide x 47" high.

Medium/ Substrate: Takeform / Moxie Graphic Panel System with direct print capabilities on lightweight aluminum with a moisture, UV, Chemical and scratch resistant overlay.

Mounting Hardware & Installation: The panels are mounted to the wall using the Takeform, Moxie Graphic Panel System cleat mounting hardware. Panels mounted side by side should follow a butt jointed installation.

Design and Organization of Visual Content: Actual image selection, visual material, installation hardware, production techniques, color palette, copy writing and layout shall be designed by procuring art consultant with input from design architect, and approved by owner. The procuring art consultant should include in their quote an allowance for a design process inclusive of 4 design presentations with the owner and design architect for the progressive review of early concepts, design development and final artwork content, as well as, layout.

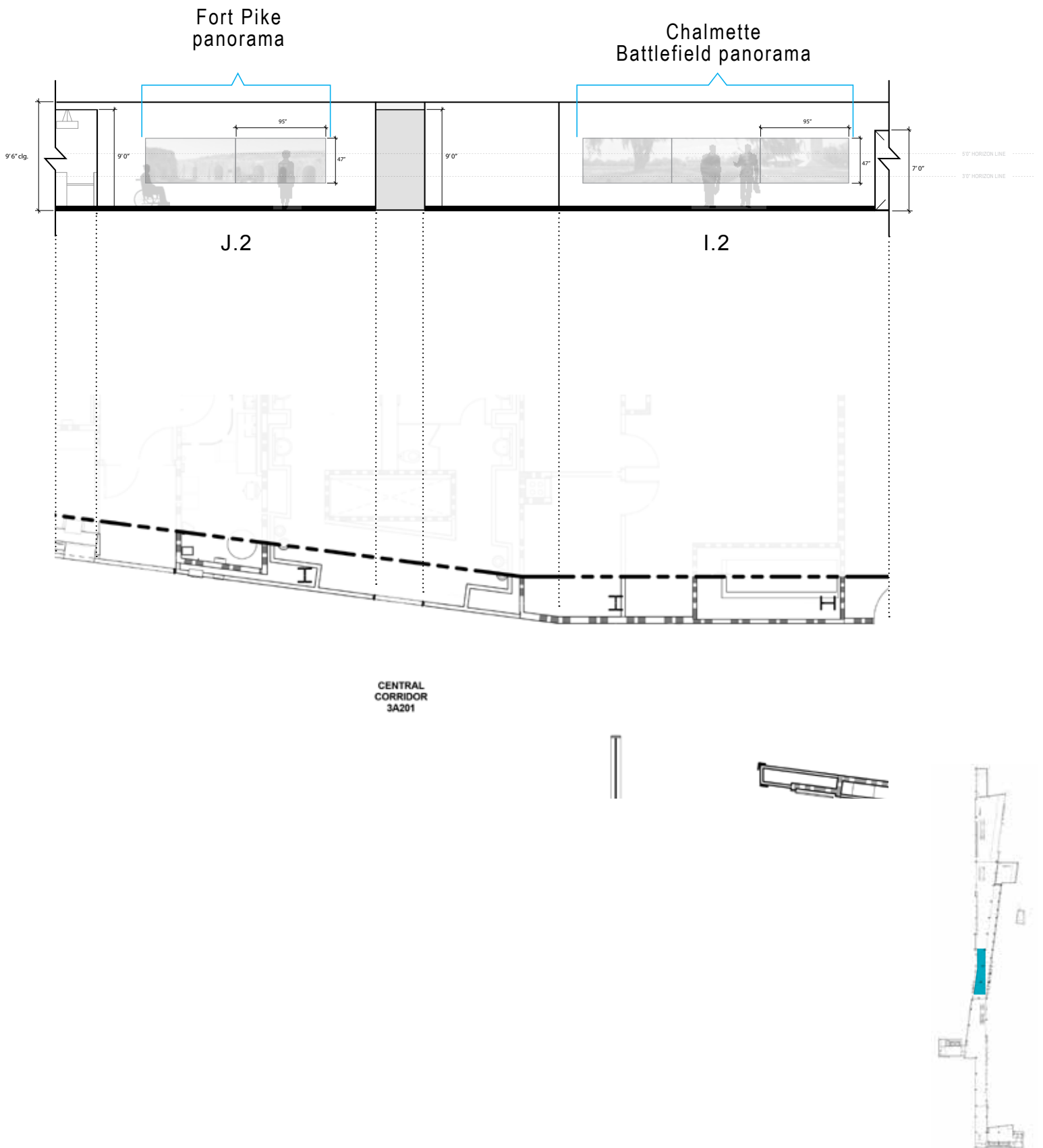
The procuring art consultant will be responsible for commissioning a professional photographer

North Concourse - Level 03

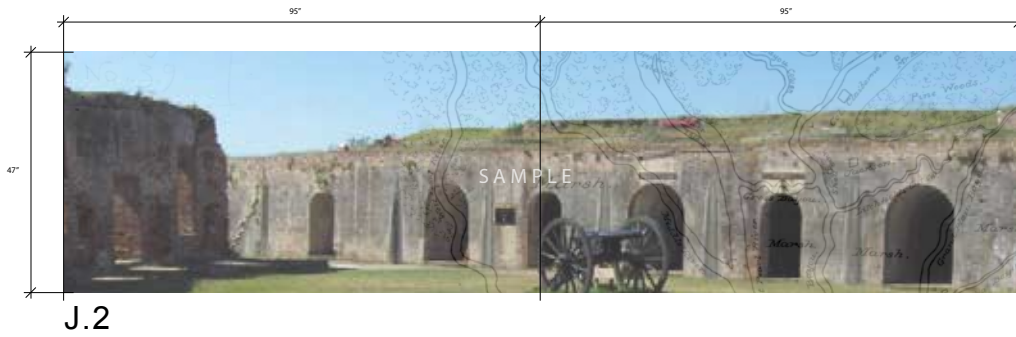
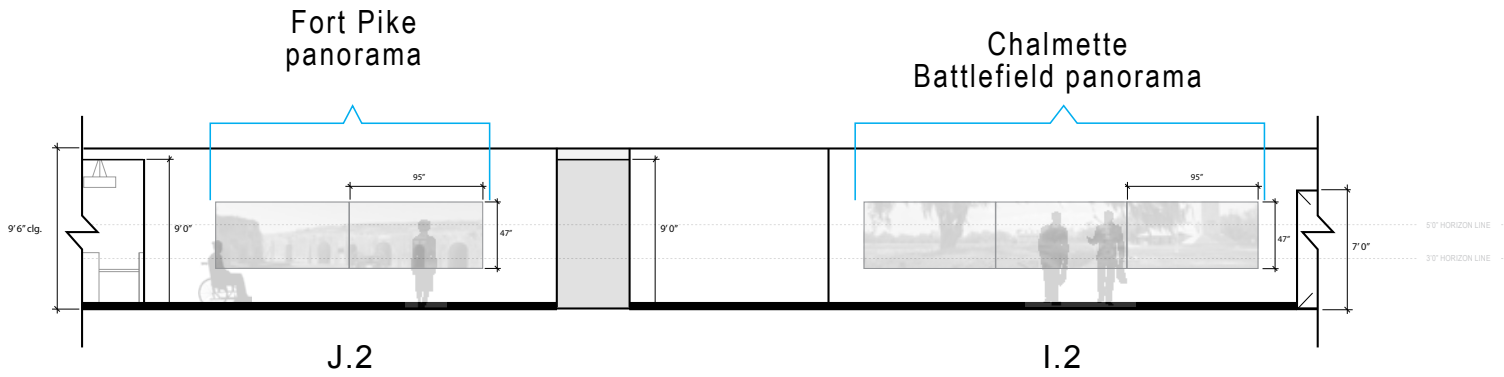
REGION'S RICH MILITARY HISTORY

to obtain specific and local images that represent the design intent. Consultant must submit photographer's resume and body of work for approval from owner before coordination of work is to begin. Please refer to section "Potential Commission Photographer" for reference of artists that meet the criteria for quality of work. The procuring art consultant may make additional recommendation of photographers for consideration.

Central Concourse - Level 03
REGION'S RICH MILITARY HISTORY



Central Concourse - Level 03
REGION'S RICH MILITARY HISTORY



Central Concourse - Level 03

REGION'S RICH MILITARY HISTORY

Note: Conceptual Art Piece

Artwork Type: Custom Art – Conceptual Brief: A thirteen panel coverage of printed background material with imagery and copy to celebrate the region's rich military history by showcasing significant military forts and battleground landmarks of the Southeast Louisiana region through a series of photographic "panoramic visuals". These artistically photographed panoramic visuals should focus on capturing the essence of those places, most of which are listed in the US Register of Historic landmarks, and on visually communicating the distinctive qualities of each of the selected landmarks. Aspects to consider are the architectural significance, military engineering innovation and unique site conditions present at each one featured landmarks. Some of the forts and battlegrounds that fall within the Southeast Louisiana region are: Jackson Barracks, Chalmette Battleground, Fort Jackson, Fort St. Philip, Fort Proctor, Fort Pike, Fort Macomb, and Camp Parapet among many others.

As currently represented in the referenced benchmark images, that content will be distributed as follows:

- 4 Panels of a photographic panorama and brief descriptive text displaying an artistically composed representation of the Jackson Barracks in New Orleans. This installation will be located at the 3rd level of the North Concourse area.
- 4 Panels of a photographic panorama and brief descriptive text displaying an artistically composed representation of Fort Proctor in the St. Bernard Parish. This installation will be located at the 3rd level of the North Concourse area.
- 3 Panels of a photographic panorama and brief descriptive text displaying an artistically composed representation of the Chalmette Battlefield in New Orleans. This installation will be located at the 3rd level of the Central Concourse area.
- 2 Panels of a photographic panorama and brief descriptive text displaying an artistically composed representation of Fort Pike in New Orleans. This installation will be located at the 3rd level of the Central Concourse area.

Panel System (Basis of Design): Takeform, Moxie Graphic Panel System

Panel Size: Overall size of each Single Sided Panel within the series to be 95" wide x 47" high.

Medium/ Substrate: Takeform / Moxie Graphic Panel System with direct print capabilities on lightweight aluminum with a moisture, UV, Chemical and scratch resistant overlay.

Mounting Hardware & Installation: The panels are mounted to the wall using the Takeform, Moxie Graphic Panel System cleat mounting hardware. Panels mounted side by side should follow a butt jointed installation.

Design and Organization of Visual Content: Actual image selection, visual material, installation hardware, production techniques, color palette, copy writing and layout shall be designed by procuring art consultant with input from design architect, and approved by owner. The procuring art consultant should include in their quote an allowance for a design process inclusive of 4 design presentations with the owner and design architect for the progressive review of early concepts, design development and final artwork content, as well as, layout.

The procuring art consultant will be responsible for commissioning a professional photographer

Central Concourse - Level 03

REGION'S RICH MILITARY HISTORY

to obtain specific and local images that represent the design intent. Consultant must submit photographer's resume and body of work for approval from owner before coordination of work is to begin. Please refer to section "Potential Commission Photographer" for reference of artists that meet the criteria for quality of work. The procuring art consultant may make additional recommendation of photographers for consideration.

Potential Commission Photographer
for concourse artwork

Artist: Larry Emerson
Contact: The Art Around You
St. Louis, MO 11111
Phone: (314) 368-1930
Email: larry@theartaround.com
Website: www.theartaroundyou.com

Example Work:



Potential Commission Photographer
for concourse artwork

Artist: Jeffrey Dupuis
Contact: 1523 Dublin Street
New Orleans, LA
Phone: (225) 907-4926
Email: Jeffrey@jeffreydupuis.com
Website: www.jeffreydupuis.com

Example Work:



Potential Commission Photographer
for concourse artwork

Artist: Shawn Young
Contact: 8301 West Judge Perez Drive Suite #207
Chalmette, LA 70043
Phone: (310) 770-5847
Email: wanderingshaun@gmail.com
Website: www.wanderingshaun.com

Example Work:



Potential Commission Photographer
for concourse artwork

Should the procuring art consultant want to recommend a new commission photographer for consideration, please submit the following to owner for review:

1. Artist name
2. Contact information
3. Website
4. Current CV
5. Portfolio of work: 5 images (hard copies) and CD of images (up to 20 images)
6. 3 references for large scale work completed in the past 5 years
7. Rough budget estimate of commission