



**CREATIVE  
BUSINESS  
ACCELERATOR**  
BRIDGEWAY CAPITAL



# ECO: HOMEWOOD

## ENTREPRENUERSHIP & CREATORS OPPORTUNITY

### PROJECT OVERVIEW

Bridgeway Capital's Creative Business Accelerator (CBA) in partnership with the City of Pittsburgh's Urban Redevelopment Authority (URA) and Homewood's Legacy Arts Project are partnering to create an exciting opportunity for Homewood-based artists to design site furnishings for the exterior of 7800 Susquehanna Street. The building at 7800 Susquehanna is owned and operated by Bridgeway Capital, who revitalized 150,000 sq. ft. building that houses urban manufacturers, creative businesses, and nonprofit workforce development organizations

The goal of the **Eco: Homewood** is project is to provide the outdoor area around 7800 with a more welcoming neighborhood feel and better connect the broader Homewood community with the activities occurring inside the building. To accomplish this, the CBA will engage local artists, craftspeople, and a variety of community stakeholders to design and choose site furnishings—waste receptacles, benches, bike racks and planters- to be installed around 7800. This opportunity, funded with generous support from the National Endowment of the Arts, is an exciting opportunity for entrepreneurial artists and designers with connections to the Homewood community to develop customized exterior furnishings for display outside at 7800 Susquehanna St., with the possibility of future placement throughout Homewood.

Local artists, with priority consideration given to artists from Homewood, will be commissioned to tap into the visual imagery and design principles arising out of the Homewood Experience (the Homewood Positive Image Campaign) to develop furnishings that communicate the pride and culture of the neighborhood. Local design and fabrication businesses in the CBA network will partner with the artists to fuse their art works with site furniture. Additionally, in partnership with Homewood's Legacy Arts Project, students will be invited to engage in project-based learning and participate in the process, beginning with the development of an artistic idea and concluding with the installation of site furnishings. The students will share in the process of reflecting Homewood's story in the design elements as they gain an understanding of an iterative and community-centric creative process, digital design, and fabrication techniques.

## PROJECT DESCRIPTION

**Eco: Homewood** is an opportunity for entrepreneurs and creators to develop customized exterior furnishings for display outside at 7800 Susquehanna St.

Artists from the Homewood neighborhood are invited to submit samples of their artwork through a simple application to be considered by a committee of Homewood community residents and stakeholders. Six artists will be chosen to move to the next phase, where they will receive a stipend to create original designs incorporating elements from the Homewood Positivity Campaign. These designs will be incorporated into customized standard bike racks, trash receptacles, benches and planters that are manufactured by Wilkinsburg-based manufacturer Technique Architectural Products. Out of these six artists, the ECO: Homewood committee will choose one design of each product, from a minimum of two different artists. These artists will receive a second stipend to refine their designs for manufacturing.

Product Categories for Design Include:

- Waste Receptacle
- Bench
- Bike Rack
- Planter

## TIMELINE

August 15, 2022	ECO: Homewood Artists Application Opens
September 19, 2022	ECO: Homewood Artists Application Closes
September 26, 2022	6 Participants Selected & Notifications Sent Out
October 12, 2022	ECO: Homewood Orientation for 6 Artists
October – December, 2022	Phase 1: Research and Artist Concepts Developed
December 15, 2022	Concepts Due from Artists
January 6, 2023	Concepts Selected & Notification Goes Out
January – March 2023	Phase 2: Concepts Translated into Prototype Designs
January 18, 2023	Design Workshop w/ Monmade and Technique AP
March 15, 2023	Final Designs Due
March - June 2023	Phase 3: Prototype Fabrication
August 2023	Installation & Celebration

- **Phase 1:** The ECO: Homewood committee chooses their **6 favorite submissions** from the Application, and those artists are asked to provide design drawings for fixtures outside of 7800 that incorporate some element of the Homewood Positivity Campaign. These six artists will receive support and guidance from Monmade to research and develop designs, including a visit with the manufacturer to understand fabrication methods, connecting with the community to gather insights, and understand Homewood’s community branding initiative. Each of the fixtures (waste receptacles, benches, bike rack, and planter) will include a “base” design provided by local design-build firm Technique AP, which artists can then incorporate their own design elements into.

The 6 selected artists will have 2 months submit their designs to the Homewood committee for final selection. **The committee will select one of each product design (4), with a minimum of two different artists chosen to move forward.**

**Stipend: \$1250** to cover the cost of their time researching and developing visuals.

- **Phase 2:** Selected artists work with Monmade, Technique AP and other resource partners to translate their designs into products ready to be manufactured.  
**Stipend: \$1500** to cover the cost of developing their designs.
- **Phase 3:** Technique AP manufacturers one of each customized product and they are installed in the exterior of 7800 Susquehanna, with an event in the spring to celebrate the project and the new fixtures designed by local artists

## ELIGIBILITY

- 18 years of age or older
- Reside in, from, or invested in the Homewood neighborhood
- Able to provide documentation of artwork and/or artistic skills

## QUESTIONS?

Please contact [kjohnson@bridgewaycapital](mailto:kjohnson@bridgewaycapital) or [katie@monmade.org](mailto:katie@monmade.org) for any questions regarding this program or the application process.