



GROUNDBREAKING 2020.
OPENING 2022.

SPUR
COLORADO STATE UNIVERSITY SYSTEM



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Spur announces first call for artists

Local, national, and international artists are encouraged to submit qualifications by Jan. 24, 2020.

Denver, Colorado – Colorado State University System’s Spur campus at the National Western Center, in partnership with Denver-based art consulting and curatorial firm NINE dot ARTS, today announced the first call for artists for the historic redevelopment project within the National Western Stock Show site.

The call for artists, which opened Jan. 2, 2020, will focus on recognizing CSU System’s global leadership within the disciplines of water, human and animal health, and food. Proposals and entries, which can be submitted on callforentry.org, are due no later than Jan. 24, 2020. NINE dot ARTS was selected by CSU to lead the collaborative campus art masterplan with the goal of creating well-integrated art experiences that celebrate Spur’s commitment to culture, education, innovation, and research.

The three-building Spur campus will open in 2022, acting as a front door to the world-class research and education provided by CSU System. Spur will engage all learners and fuel new solutions around water, food, and health. CSU’s proud history as an established university providing world-class academics and fostering groundbreaking research is only part of our identity. With Spur, CSU System is announcing we are Colorado. Spur will be a lighthouse – a beacon – a standout Denver destination that inspires learners and engages visitors and creates a powerful new expression of what CSU is.

“This program is a monumental first step toward reimagining the role of public art on a college campus,” said Amy Parsons, executive vice chancellor of the CSU System. “By beginning the process now, we can purposefully integrate art experiences into the campus’s architecture and design while inspiring lasting moments of connection, reflection, and education amongst current and future students, alumni, faculty, staff, and visitors of all ages.”

A total of more than \$1 million, sourced from Colorado Creative Industries, will be allocated for eight public art installations, including projects and experiences that activate highly visible locations within each campus building.

Potential artists and artworks will be evaluated on the below criteria.

- **Innovation:** Artworks high in innovation that show new ways of thinking about existing materials, locations, or connection with artwork in a public setting.
- **Engagement:** Artworks high in engagement that thoughtfully and deliberately respond to the site and engage audiences. These artworks may include audience participation in the vision or concept development and/or creation or fabrication of the artwork.
- **Imagination:** Artworks that feature a high level of imagination using play, delight, surprise, or entertainment to spur curiosity, creativity, critical thinking, or discussion.
- **Relevance:** Artworks featuring relevant references related to the historic site, land use, or cultural history. These artworks may be used to reinforce an authentic sense of identity.

Semi-finalists will be notified in mid-Feb. at which time each semi-finalist will receive an honorarium to create a site-specific proposal. Proposals will be presented to the Art Selection Committee on March 20 and final artists selections will be made by early April 2020.

“Like the distinctive projects and experiences that we’re seeking, Colorado State University System’s Spur campus will challenge people to explore and discover the ways that water, food, sustainability, and health impact our lives,” said Martha Weidmann, CEO and cofounder of NINE dot ARTS. “As a proud CSU alumna, I’m thrilled that our firm can play a role as this one-of-a-kind project comes to life.”

About Spur: CSU System at the National Western Center

Coming in 2022: CSU System will open Spur, where innovative ideas and unforgettable experiences come to life at the National Western Center. Spur’s three buildings at the center of the landmark project in north Denver will engage all learners and fuel new solutions around water, food, and health – creating impact on our lives and our world. Spur is where learning is open and accessible to all. Where researchers tackle the world’s most pressing problems around water, food, and health. Where art and culture challenge and surround you. Where rural and urban, local and global intersect. Learn more at nwc.colostate.edu.

About NINE dot ARTS

NINE dot ARTS is a Denver-based art consulting and curating firm known for vision, creativity, and a forward-thinking approach to enhancing spaces with memorable art experiences. From hotels, multifamily residences, and offices to large-scale, multi-phase developments and interactive public art installations, NINE dot ARTS curates inspiring collections that not only present a visual narrative, but also connect people to places and brands. The firm has won numerous awards across multiple design categories and client industries, and continues to expand its brand reach, with client art experiences now installed in 34 states and four countries.

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