

L+A+N+D

an experience of discovery

2025
REQUEST FOR
PROPOSALS

Bloom, Wither, Repeat
by Jonathan Pellitteri



FOREST & ARBORETUM

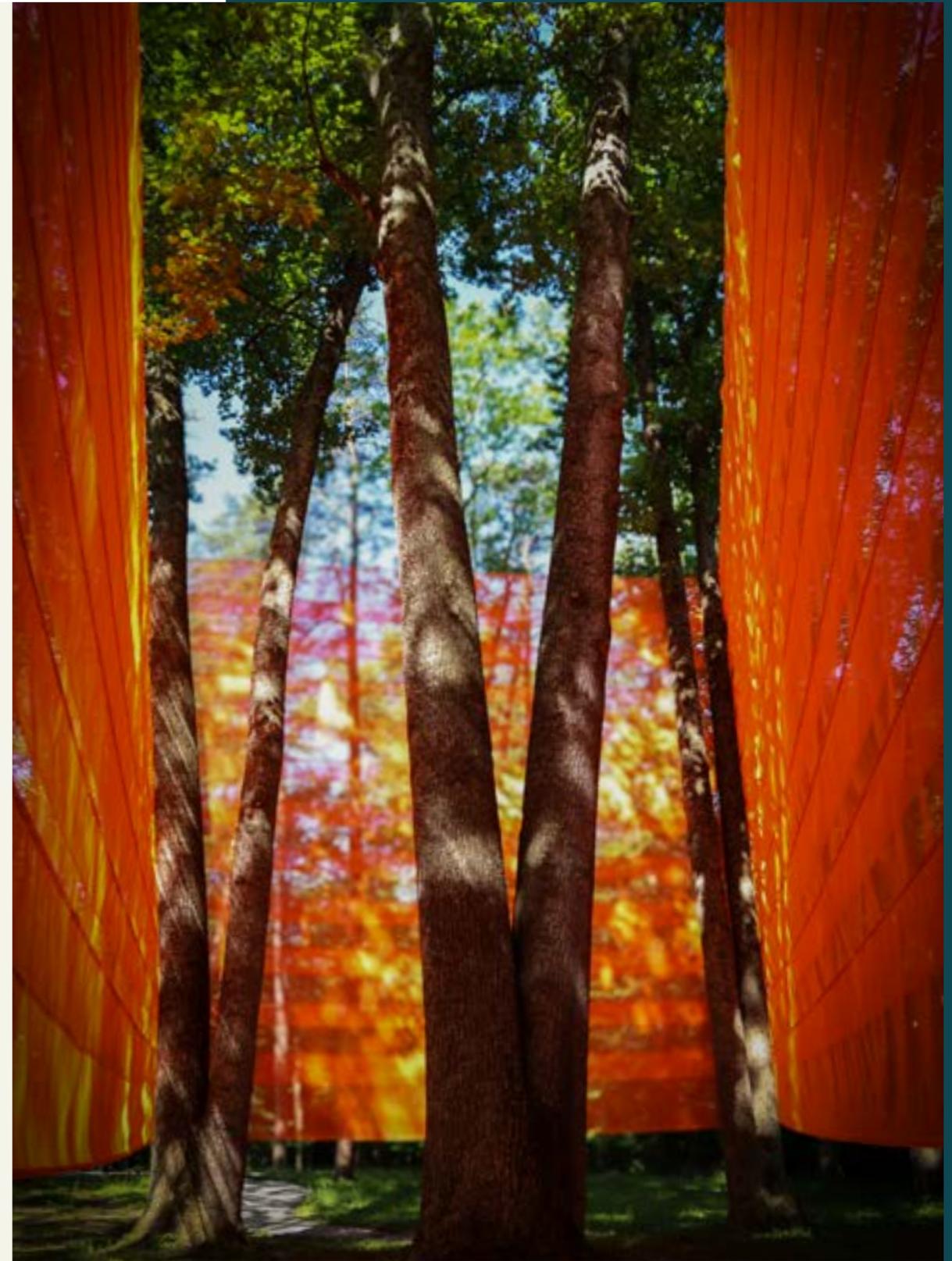
FOREST & ARBORETUM

Bernheim is thrilled to announce call for proposals, January 15, 2025.

L+A+N+D (Landscape + Art + Nature + Design) is an exciting initiative that annually celebrates innovative design concepts for immersive outdoor installations on a grand scale that spark imaginations, conversations, and a deeper appreciation of the natural world. Successful L+A+N+D proposals provide engaging experiences with topics addressing humans' connection to nature, biodiversity, conservation, sustainability, climate change, climate justice, and beauty in the landscape. Selected experiences are implemented via a stipend to the applicant(s), and a construction budget for fabrication and installation. Experiences should be designed and constructed in an ecologically responsible manner with minimal impact to the natural environment that can withstand the outdoors in Kentucky for 2 - 5 years.

L+A+N+D is an important cultural experience and viewed by over 350,000 guests annually. Bernheim seeks regional, national, and international proposals from creatives of all kinds, cultivating diverse perspectives and experiences. While not required, applicants are encouraged to form multidisciplinary teams with other artists, architects, designers, ecologists, scientists, and/or engineers.

Within the Forest: Without the Forest
by DOMM Architecture Studio



L+A+N+D is supported in part by the National Endowment for the Arts. To find out more about how National Endowment for the Arts grants impact individuals and communities, visit [arts.gov](https://www.arts.gov).

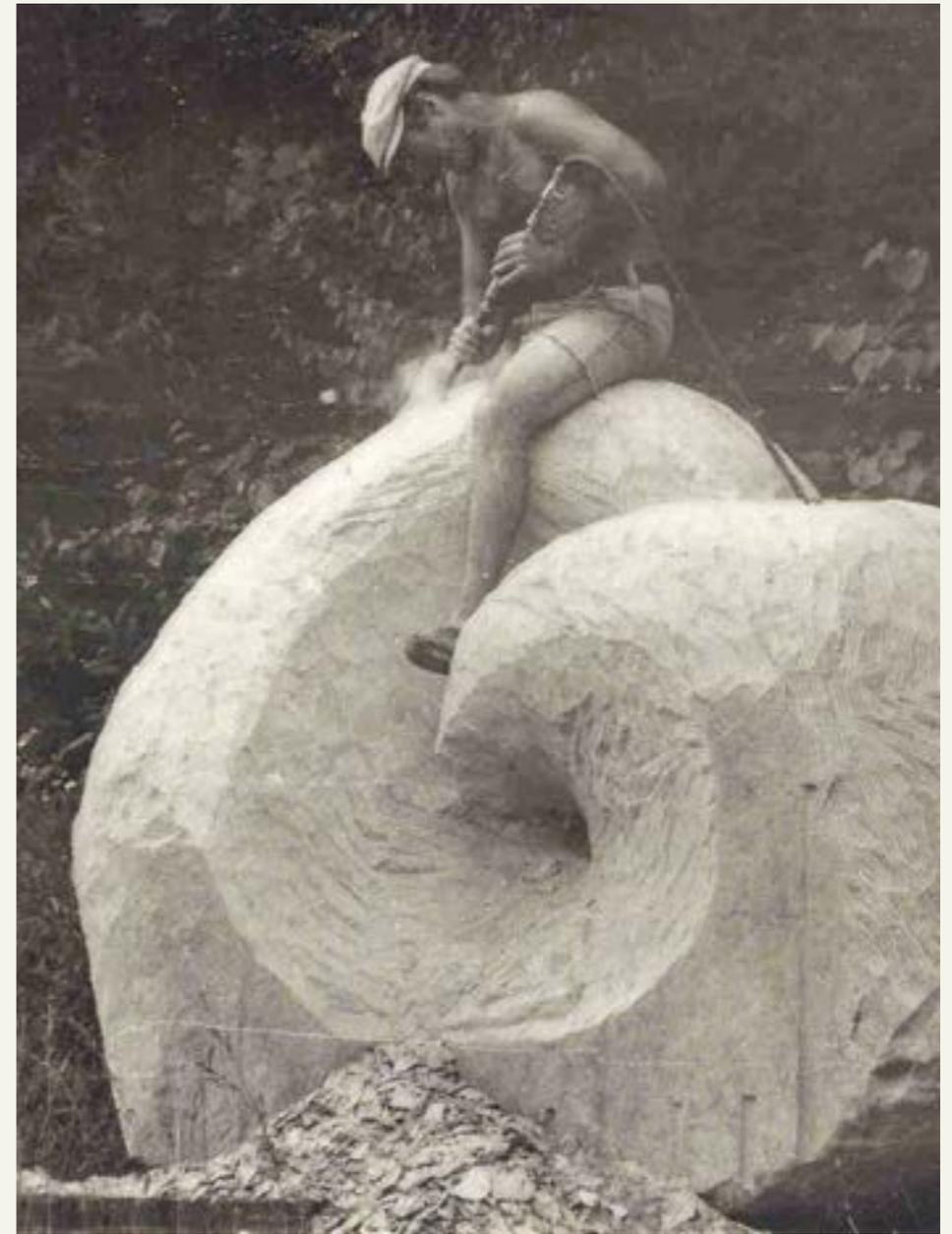


Bernheim offers visitors the experience of 16,000+ acres with a million things to do

Located in Clermont, Kentucky, Bernheim is bigger than the size of Manhattan Island in New York City. These acres are home to over forty miles of hiking trails, a 620-acre arboretum, a robust public art collection, a 45-year internationally renowned Artist in Residence program, an edible garden, and unique nature-based programming for all ages, abilities, and backgrounds. The diverse landscapes provide for a multitude of plants and animals, existing across habitats of mature forest, grasslands, glades, caves, and streams. This variety provides an ideal location to achieve Bernheim's mission of *connecting people with nature* while expertly managing biodiversity and resiliency through focused conservation efforts.

Bernheim's Arts in Nature program has a rich history of harnessing the power of art to connect people to the natural world and showcasing art in nontraditional spaces. Established in 1980, the Artist in Residence program is currently in its 45th year of connecting emerging and regional artists to diverse audiences. In addition to site-specific commissioned installations and involvement in Bernheim's annual events and programs, art continues to elevate Bernheim as a regional, national, and international leader in nature arts programming.

Discover more about Bernheim at bernheim.org. Access the [L+A+N+D Resource Guide](#) (page 11) for further exploration of the program, Bernheim, and regional data.



ABOVE/ Paul Fields, the first Artist in Residence at Bernheim working on *Untitled*

Consider the following keywords, phrases, messages, and goals as inspiration for proposal development.

KEY WORDS AND PHRASES

- Large-scale, immersive
- Sustainable
- Interactive/engaging
- Playful/whimsical
- Accessible: both physically and conceptually
- Impactful message
- Striking
- Unique/beautiful
- Innovative/experimental
- Multisensory
- Regenerative/renewable

MESSAGES

- L+A+N+D strengthens Bernheim's mission of *connecting people with nature* through the lens of art and public engagement, positioning the organization further in its vision of world where nature is cherished, protected, and restored.

ABOVE RIGHT/ *View of the sky inside Walks in the Fictional Woods by Merve Tiryaki*

- L+A+N+D inspires and connects everyone to nature through art. It offers unique experiences to those who might not visit art galleries or museums or have a known interest in art.
- L+A+N+D is an immersive resource for discovery that fosters environmental knowledge and advocacy from a varied group of contemporary voices.
- L+A+N+D demonstrates that sustainability can be beautiful and engaging.

GOALS

- To contribute to the region's cultural vitality with an innovative public arts program that excites the greater community.
- To hear new voices and perspectives on nature and climate crisis issues through creative experiences and expressions.
- To develop into a major showcase of environmental design.
- To develop programming around L+A+N+D experiences that inspires sustainability practices at home and within communities which motivate people to act in protecting the natural world.



SELECTION CRITERIA

- Relativity to Bernheim's mission of *connecting people to nature* and the goals of L+A+N+D
- Artistic excellence, innovation, and unique approaches to the L+A+N+D site
- Accessibility to Bernheim visitors and how the work serves to activate or enhance public space
- Creative use of materials that have minimal impact on the environment
- How structurally sound, safe, resilient to weather, and heavy use by the public
- Visual impact, including interactivity and scale/scope of the work
- Demonstrated ability to realize the work through detailed and realistic budget and installation plan



Located directly off the Arboretum Loop, in the Hollow area of Bernheim, the L+A+N+D site is relatively flat and contains both open and wooded edges with trees that range in height from 6' to 60' tall (1.8 m to 18 m). Dedicated paths with boardwalk access through wooded lots and open spaces will offer multiple opportunities for installing artwork in nearby locations. Installations may range in size from 400 to 1600 sq. ft. (122 to 490 sq m). Height of experiences is limited only by engineering and safety.



ABOVE / Map of L+A+N+D site and current installations

LEFT / The first installation at L+A+N+D, *Chrysalis* by Nikki Pike



Kentucky's moderate but humid temperate climate is defined by four distinct seasons; each bringing unique challenges and opportunities for outdoor installations. Understanding the seasonal variations is essential for selecting the appropriate materials and designing weather-resilient works.

SPRING

Spring in Kentucky is marked by mild to warm temperatures, with highs ranging from the upper 50s °F (15 °C) to the mid-70s °F (24 °C). Rainfall is typical during this season; thunderstorms are common, occasionally bringing high winds and heavy downpours. Materials used should withstand moisture exposure and wind, with proper drainage and secure anchoring for stability.

SUMMER

Summers are typically hot and humid, with temperatures frequently reaching the upper 80s to mid-90s °F (30-35 °C). While rare, temperatures do sometimes reach and exceed 100 °F (38 °C). Humidity adds to the heat index, posing risks of warping or stress for materials not designed for high heat and moisture. Heat-resistant and UV-suitable materials, such as treated woods, coated metals, or durable pigments, are essential for outdoor installations.

FALL

Fall is temperate with pleasant, cooler weather. Highs typically range from the mid-70s °F (24 °C) to the mid-50s °F (13 °C). Rainfall is common, and temperature shifts of up to 30 °F (17 °C) in a 24-hour period are not uncommon. Materials need to handle thermal expansion and contraction, as well as be suitable and treated for moisture.

WINTER

Winters are cold and can bring temperatures below 0 °F (-18 °C), as well as average snowfall of 9 inches (230 mm). Freezing rain is common and ice storms do occur, although less frequently. The added weight of ice or snow can strain or damage materials, so artworks need to be secure and sturdy. Materials also need to withstand freeze and thaw cycles.

Kentucky's climate falls in the hardiness zone 7a, which supports a variety of plant life. Applicants must account for seasonal temperature fluctuations, UV exposure, and moisture to ensure installations remain resilient and sustainable throughout the year. The [L+A+N+D Resource Guide](#) at the end of this document provides additional site-specific recommendations to support planning and implementation.

RIGHT/ *Wooded site of [Becoming Nutrient](#) by Nicole Banowetz*



Bernheim has two tiers of entry categories, to encourage submissions from emerging and established applicants.

Applicants are required to provide a detailed budget outlining all costs to create their work to the best of their abilities. Items to consider in proposed budgets:

- resource materials
- hardware for building and securing work
- transportation of work and/or components
- equipment rental and other installation needs

Proposals should indicate whether the artwork can be built with community and volunteer support (with limited Bernheim staff assistance) or if professional builders and/or heavy equipment operators will need to be contracted. Any contracted needs must be included in the budget for consideration. Semi-finalists may be contacted to consider additions, alternatives, or adjustments to their budgets prior to final selections.

Budgets will be finalized in advance of announcing selected applicants. The honorarium payment schedule will then be outlined in L+A+N+D contracts which must be signed by all applicants of selected L+A+N+D proposals.



TIER 1 BREAKDOWN

Honorarium	\$10,000
Materials & Production	\$20,000
Total Awarded	\$30,000

TIER 2 BREAKDOWN

Honorarium	\$5,000
Materials & Production	\$10,000
Total Awarded	\$15,000

* Materials and Production costs are in values up to the amount listed underneath each tier entry breakdown. Total amounts awarded will reflect the Honorarium and the Materials and Productions costs agreed upon when budgets are finalized. Installation budgets may be up to the allotted amount and may not exceed, see [L+A+N+D Budget Template](#).

NUMBER OF AWARDS

The total number of awards will be determined by the Selection Committee. There can be up to four L+A+N+D experiences awarded balanced between the two-tiers. Awards will be determined after finalizing the budgets of selected finalists.

OWNERSHIP

Upon completion of installation and Bernheim’s final payment to the selected recipients, the work shall become the sole property of Bernheim and part of Bernheim’s public art collection for the duration of the experience’s intended longevity.

To be considered for L+A+N+D, outdoor installations must be capable of withstanding adverse weather conditions and high visitation traffic, requiring limited maintenance for installation and duration of exhibition. Additionally, the work must be structurally sound, safe, and accessible (conceptually and physically) for all guests to experience. When needed, Bernheim will work with local planning, building, and engineering companies to obtain the proper permits to ensure structural works can be safely engaged by the public. Selected recipients may be asked to make design modifications for safety considerations. For work that is intended to be climbed upon, fall heights must be limited to 6 ft above ground. Ideally, installations will last between 2 - 5 years. Bernheim reserves the right to relocate or remove installations at any point.

Bernheim is encouraging the use of recycled and repurposed materials where applicable. For proposals that include landscaping or plants in their design, Bernheim requires that these species be native or non-invasive in Kentucky and will authorize any procurement of plants for selected designs. Natural Areas and Horticulture departments will have final approval of the species list. Please note that no plants may come onto Bernheim property without prior approval.

ABOVE RIGHT/ *Close up of BIOS by Radix Lucis*



Selected applicants must provide specific details as to how their work will be constructed; on-site, off-site in advance, or partially constructed off-site prior to installation at Bernheim. Any delivery of materials or preliminary elements must be approved in advance by Bernheim staff. Selected finalists agree to oversee and actively participate in the installation process. For finalists residing outside of the Greater Louisville area, Bernheim can provide on-site lodging for up to four weeks during the construction phase of the installation. For experiences requiring more than four weeks for installation, please indicate in the installation schedule of the application. Chosen applicants are responsible for any off-site accommodations should they desire. Please refer to [L+A+N+D Application](#) for dates of installation phase.

Bernheim staff will provide limited equipment and expert hands-on assistance during on-site installations. Specifics of installation

assistance will be discussed in advance with each selected finalist. Bernheim staff, contract labor, and volunteers will not be held responsible for loss or damage to the creative work during installation.

Bernheim is not responsible for the damage of L+A+N+D experiences due to extreme weather, vandalism, theft, or misuse by guests while on display. At its discretion, Bernheim will repair or remove the damaged work after notifying the selected finalist.

SITE MODIFICATIONS

Site modifications are possible but require approval in the design review phase. Bernheim will help selected applicants plan for the protection of existing trees and plant material directly adjacent to and surrounding the installation area. Any interaction of artwork with trees or other established plants must be approved by Bernheim in advance.



L+A+N+D is based on a competitive, open application process. Completed online applications must be submitted by March 24, 2025, and will be reviewed first by Bernheim staff before being presented anonymously to the Selection Committee. At any point in the process, applicants may be asked to participate in a more in-depth discussion/ interview of proposal intent for dialing in their concept, where adjustments may be asked for consideration in the design development stage.

Members of the annually rotating Selection Committee will be comprised of experts from a variety of backgrounds, including (but not limited to) art, architecture, landscaping, design, and sustainability. Following the recommendations of the Selection Committee, Bernheim will contact selected applicants to discuss proposals and budgets before confirming and announcing final selections to the public.

The final location of L+A+N+D installations shall be chosen after consultation with, and the approval of, Bernheim staff.

Once final L+A+N+D experiences have been selected, all applicants will be notified of their status. Selected applicants will work with Bernheim staff to identify installation needs, schedule on-site lodging, and finalize contracts before announcements are made public.

Bernheim reserves the right to curate work for L+A+N+D that falls outside of the parameters of this RFP and as deemed appropriate.

ABOVE RIGHT / Bernheim Burl by Stuart Ian Frost

LEFT / Closeup of Sylvan Sycamore by Stuart Ian Frost



STATEMENT OF NON-DISCRIMINATION

Bernheim is committed to a policy of nondiscrimination and equal opportunity for all applicants without regard to race, sex, color, religion, creed, national origin, age, marital status, disability, veteran status, genetic information, or any other personal trait or characteristic protected by federal, state, or local laws. Bernheim seeks to support and strengthen diverse perspectives and encourages individuals from the LGBTQ+ community, as well as people from all gender, racial, and ethnic backgrounds to apply. Our aim is to establish a vibrant, creative, and safe sanctuary while striving to provide an environment that accommodates applicants from a multiplicity of backgrounds and circumstances.



Use the following checklist to help complete the application at bernheim.slideroom.com

Submission deadline:
March 24, 2025

Contact landart@bernheim.org with any additional questions.

CONTACT INFORMATION

- Applicant/Primary Contact Person
- Address
- Phone
- Email
- List of Individuals (including email and phone) if applying as a Team

L+A+N+D SUBMISSION MATERIALS

- Tier 1 - Up to \$30,000
- Tier 2 - Up to \$15,000
- A 1-2 sentence description of the proposed design
- A comprehensive narrative and inspiration behind proposed design (2000 characters max)

- Design proposal in the form of sketches, digital renderings, schematics architectural drawings or other images of concept showing scale and approximation of size (L x W x H) in feet. 3D models and other graphic representations are welcome but not required
- Estimated budget for proposed L+A+N+D experience, [L+A+N+D Budget Template](#)
- General statement of materials, construction methods, and construction equipment needed for installation
- Detailed Construction and Installation Schedule/Plan
- On-site Installation Date Availability (please select all that apply)
 - March 2026 April 2026 May 2026
- Identification of type of site (deep forest, forest edge, open lawn, hillside, inclusion of trees, etc.)
- Is design flexible for other locations? (If so, please list all possibilities)
- Additional needs while constructing of L+A+N+D experiences (volunteers, workspace, tools)
- Anticipated maintenance of L+A+N+D experiences annually or by season (watering of plants, seasonal plantings, etc.)
- Any special circumstances that may impact your time at Bernheim

APPLICANT QUALIFICATIONS

- Brief description of background and experiences
- CV of successful exhibits and/or projects
- Support Material of past projects in pdf format
- References (at least 2)
- Any additional details that demonstrate your interest in this project

- Checkbox stating the applicant(s) has read the [L+A+N+D overview and FAQ](#). Applicant(s) understand their application has not been accepted until the budget is approved and contract is complete. Selected applicants are committed to participate in the construction of the work on-site at Bernheim.



2025

January 15	Requests for proposals open
March 17	Last day to submit questions about RFP/applications
March 24	Deadline to submit proposals
April	Narrowing of applications
May - June	Selected proposals, all applicants notified of status
June - July	Scheduling of finalists, contracts complete, installation needs identified

2026

March - May	Selected finalists on-site / installation phase
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Due to the evolving nature of this program, actual calendar dates may shift and/or change prior without notice.

L+A+N+D RESOURCE GUIDE

- [Bernheim Overview](#)
- [Arts in Nature Program](#)
- [An Artistic Tour of Bernheim Forest](#)
- [L+A+N+D Landing Page](#)
- [L+A+N+D Budget Template](#)
- [L+A+N+D Overview and FAQ](#)
- [L+A+N+D Site LiDAR Maps](#)
- [Bernheim Plant Database](#)
- [Bernheim Research and Science](#)
- [Native Flowers of Kentucky](#)
- [Native Grasses of Kentucky](#)
- [Native Trees of Kentucky](#)
- [Trees and Shrubs of Kentucky](#)
- [Invasive Species for Kentucky](#)
- [Mesonet Data for Bullitt County](#)
- [2023 7a Hardiness Zone Map Bullitt County](#)

Contact landart@bernheim.org with any questions.



L+A+N+D

AN
EXPERIENCE
OF DISCOVERY

LANDSCAPE + ART + NATURE + DESIGN

bernheim.org

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PROJECT & APPROPRIUM

FOREST & ARBORETUM