

## NoMa Business Improvement District Gateway Installations Chicken and the Egg

ARTIST: Harry Mark, Principal, RSM Design  
PROJECT TITLE: "Chicken and the Egg"  
LOCATION: N Street NE at North Capitol Street (New York Avenue also crosses North Capitol Street at this location)  
INSTALLATION TYPE: Temporary (three-year permit from National Park Service for Chicken and the Egg installation)

### PROJECT NARRATIVE

The NoMa Business Improvement District's (NoMa BID's) Gateway Installations will use public art to transform six key gateway intersections<sup>1</sup> in and around the NoMa neighborhood into spaces that create positive experiences for pedestrians, cyclists, and drivers; provide a strong visual identity for the neighborhood; and celebrate the history and character of the neighborhood.

The Gateway Installation sites all sit at the intersections of major arterial roads. Despite the tens of thousands of people that pass through these intersections each day, these sites have been overlooked and exist today largely as barren, concrete settings with no animation and virtually no greenery. They are situated at critical connection points within NoMa and between NoMa and adjacent neighborhoods. Close to 8,000 people live within the commercial core of NoMa and 45,000 people live within a 15-minute walk of the center of NoMa. Today, they frequently must pass through these neglected gateway sites which are forbidding and monotonous. The Chicken and the Egg Gateway Installation will be the first of this series of up to six Gateway Installations that will help to change that.

The Chicken and the Egg will be designed to be resistant to vandalism and weathering, durable, easy to maintain, and safe for the public. The NoMa BID will assume all maintenance responsibilities for this installation.

The NoMa Gateway Installations art project was conceived of in the NoMa BID's Strategic Plan. Developed in 2016, this plan was the result of two years of stakeholder engagement and visioning for the future of the neighborhood and its residents and workers. The objective for the Gateway Installations was to better connect people moving through and around NoMa and to celebrate the history of the neighborhood.

Beginning in 2017, the NoMa BID ran a competitive process to engage the best artist to work with stakeholders to develop the most impactful and context-sensitive designs for these Installations. In the Fall of 2017, RSM Design Principal Harry Mark was selected as the artist. Since then, staff and leadership at the District Department of Transportation, the National Park Service, the Commission

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<sup>1</sup> The NoMa Installation intersection are as follows: N Street NE and North Capitol Street, Florida Avenue NE and North Capitol Street, H Street NW and North Capitol Street, Massachusetts Avenue NE and First Street NE, New York and Florida Avenues NE, and the Streetcar station on the H Street NE bridge.

of Fine Arts, the National Capital Planning Commission, and a locally-focused stakeholders group have all been engaged in the vision for the project and the design development of the Chicken and the Egg installation.

### CHICKEN AND THE EGG

The Chicken and the Egg art installation will consist of two sculptures; a chicken and an egg. Inspired by the old saying, “which came first, the chicken or the egg?”, the sculptures provide a whimsical visual commentary on the nature of change that has been a constant in modern history, and especially the recent transformation of the area. The sculptures also acknowledge the influence of Union Market Terminal (the District’s main wholesale market at the time) in the 20<sup>th</sup> Century where one could purchase chickens and eggs.

Both sculptures will feature bright, primary pigment colors, cyan, magenta, yellow, and black (or Key as it is known in print). These colors form the basis for all colors in almost all printed images and are commonly referred to as CMYK. Printing was once a dominant industry in the area. The Government Publishing Office (formerly the Government Printing Office) is the most notable institution in this category and has been at its site on North Capitol Street at H Street since 1861. It was there that the Emancipation Proclamation was printed in 1863. Each of the NoMa Gateway Installations will celebrate this history and be composed of cyan, magenta, yellow, and black, starting with the Chicken and the Egg.

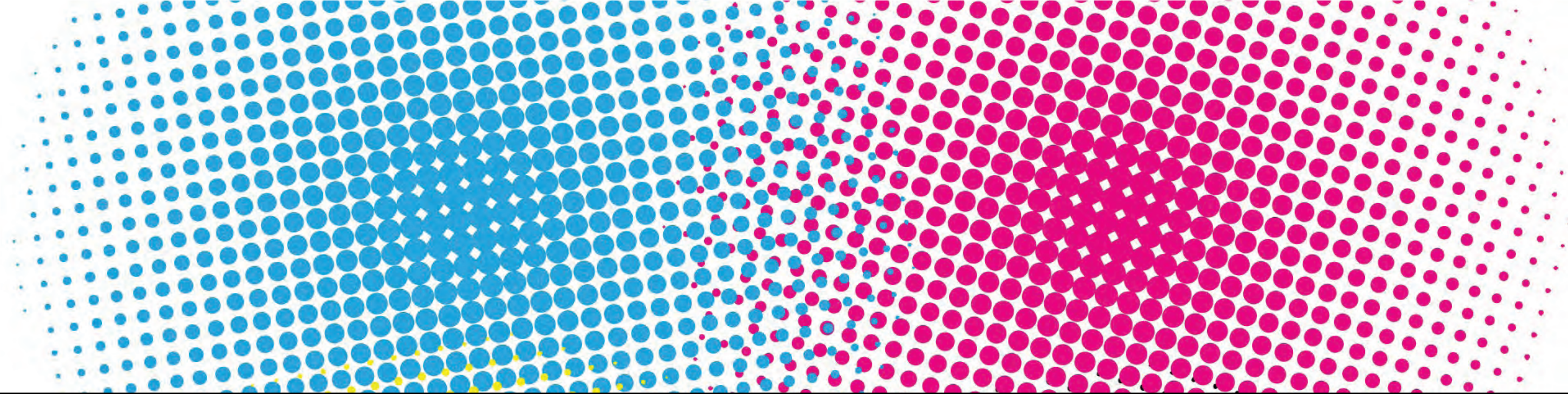
The Egg sculpture will sit in the eastern-most of two National Park Service Reservation 0183 parcels (approximately 460 square feet) at the corner of N Street NE and North Capitol Street. It will be a water jet cut ½” thick aluminum egg with an internal, solar-powered light to create shadows (powered by a solar panel on the top point of the egg). The Egg will be 8’9” tall and sit on a 1’ tall concrete base. It will be 7’6” at its widest. It will be painted black on the exterior and cyan, magenta, and yellow on the interior. The skin of egg will be structural with a minimum of one seam along a lateral band for access and maintenance.

The Chicken will sit in the western-most of the two parcels in Reservation 0183 (approximately 290 square feet). The Chicken will sit 3’8” tall and be anchored by a painted metal base to the existing traffic signal box that is 5’ 10” tall. It will be made of sculpted architectural foam (filled and sanded smooth) and painted with hard-coat paint to appear as metal. The Chicken will be magenta, and the electrical box will be cyan, magenta, yellow, and black. It will be 2’2” wide and 2’8” long.

Design drawings have been developed by RSM Design for the installation. Custom fabricator, DCL, has provided the cost and fabrication and installation schedule for the Chicken and the Egg. The project timeline is estimated to be six months from final approval through completion.

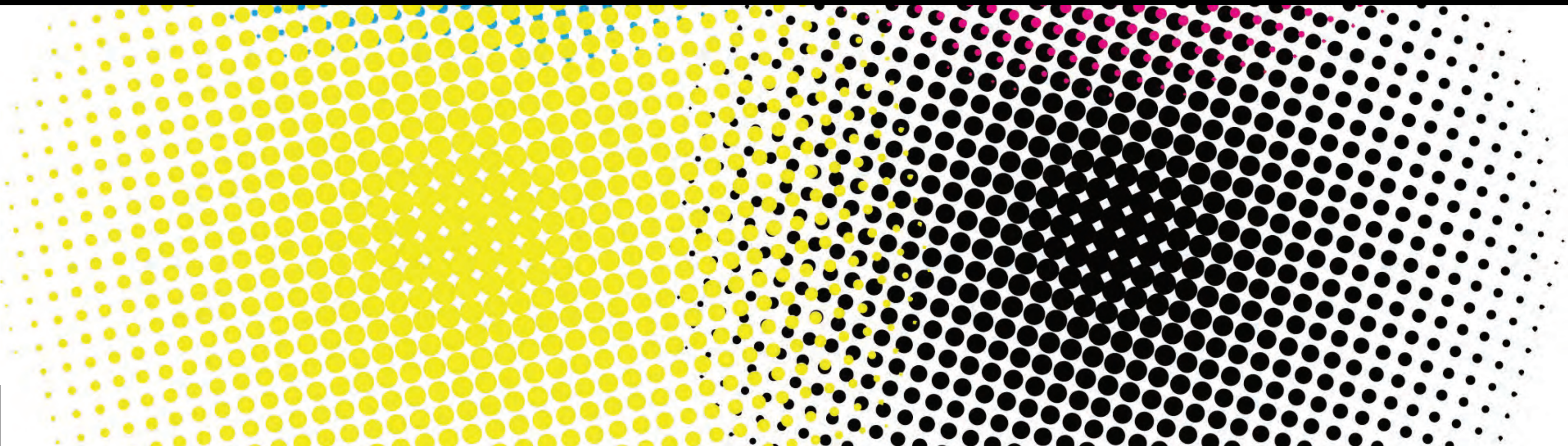
# NOMA

ART INSTALLATION  
PROJECT OVERVIEW  
AND DESIGN DRAWINGS



# DESIGN CONCEPTS IN CONTEXT

AN OUTLINE OF ALL INSTALLATION SITES



# SUMMARY OF LOCATIONS

6. ART INSTALLATION  
IN PUBLIC SPACE

5. ART INSTALLATION  
IN PUBLIC SPACE

1. CHICKEN AND EGG

2. EMANCIPATION PROCLAMATION

3. METROPOLITAN BRANCH TRAIL

FLORIDA + NEW YORK AVENUE

N. CAPITOL + N ST. NE

N. CAPITOL  
& H ST. NW

MASSACHUSETTS + FIRST NE

H ST. BRIDGE  
UNION STATION  
STREET CAR STOP

4. STREETCAR STOP  
INSTALLATION

FLORIDA + N.CAPITOL

ECKINGTON  
NEIGHBORHOOD

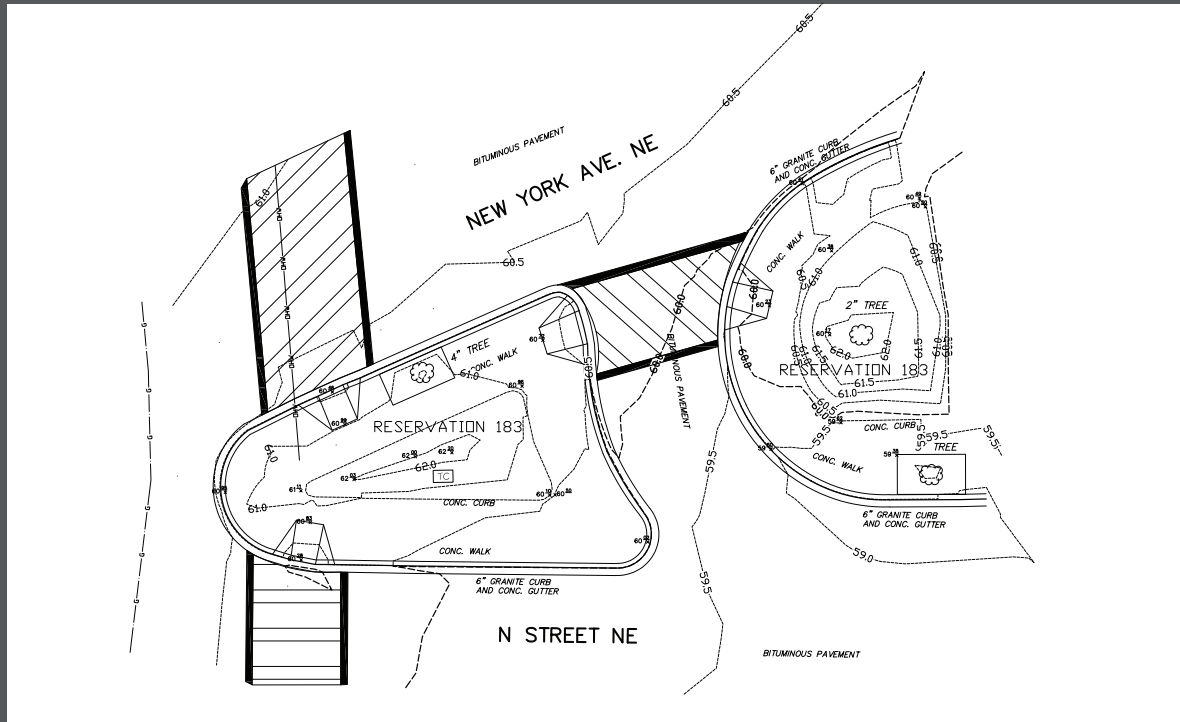
UNION  
MARKET



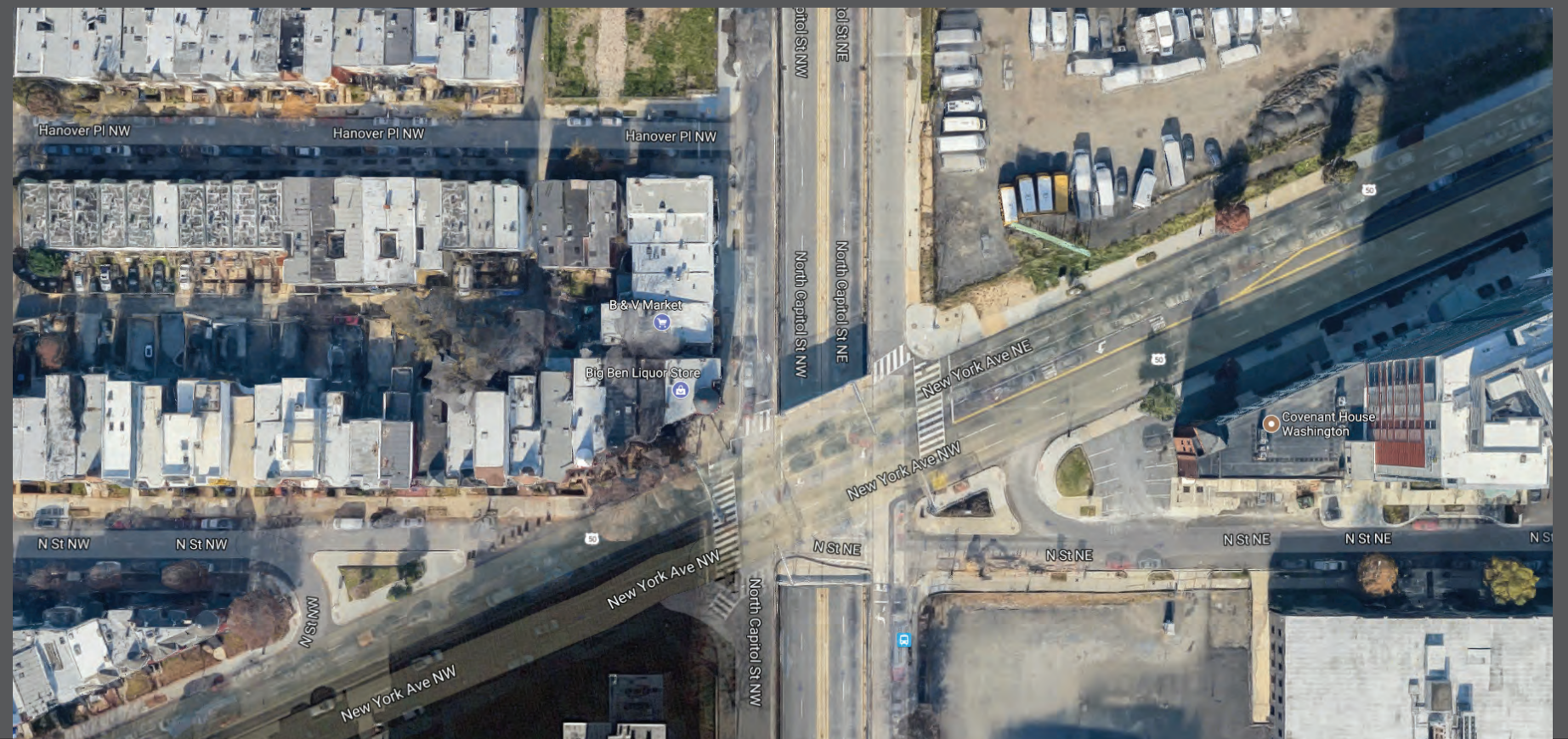
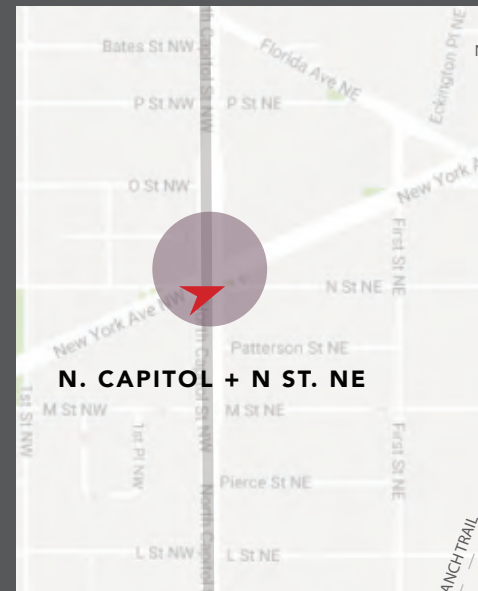
FORMER  
WASHINGTON  
COLISEUM



# SITE CONTEXT// NORTH CAPITOL ST. + N ST. NE



LOCATION DETAIL



# NORTH CAPITOL ST. + N ST. NE



WHAT CAME FIRST, THE CHICKEN OR THE EGG?

WHIMSY AND SURPRISE

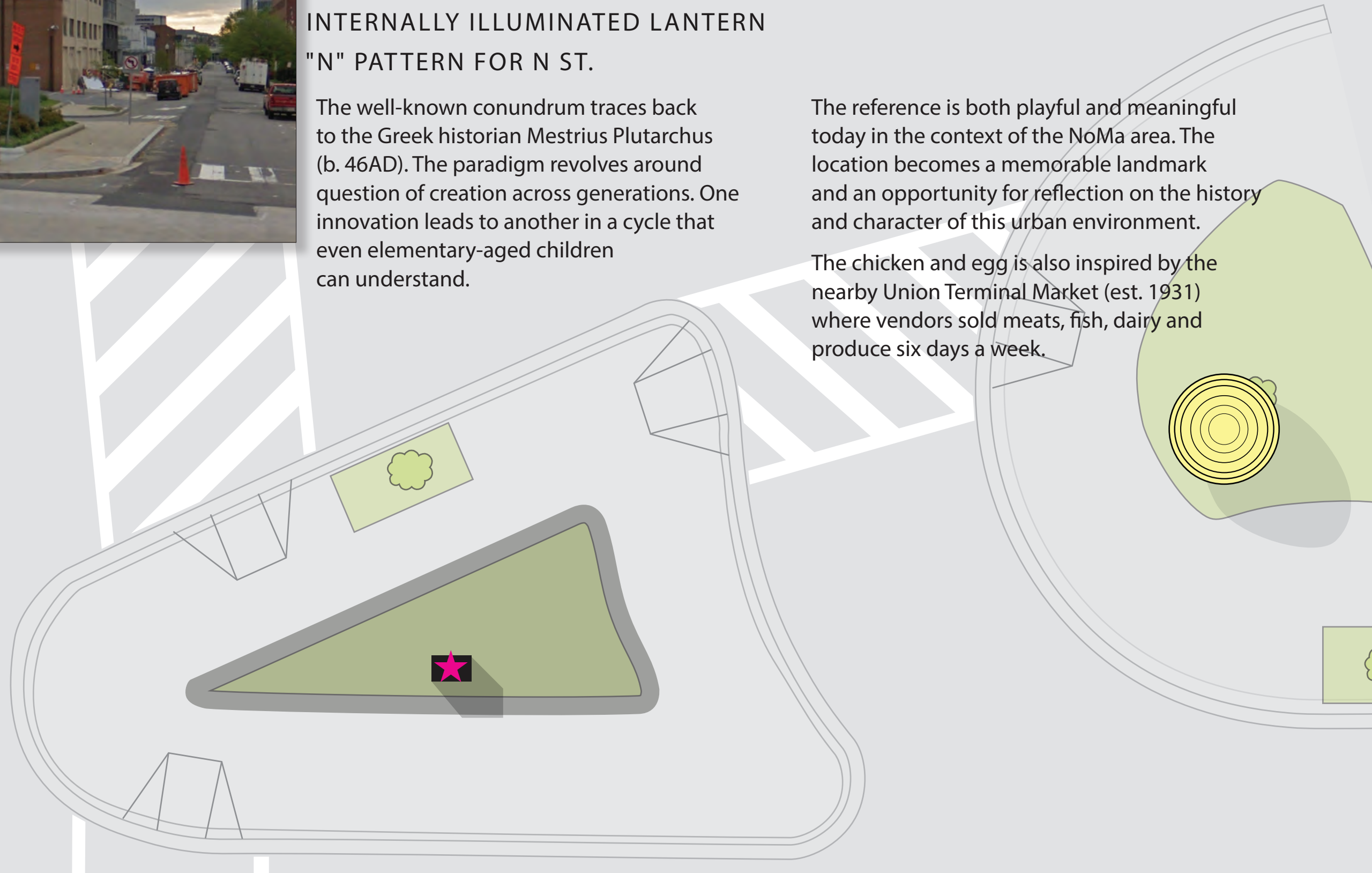
INTERNALLY ILLUMINATED LANTERN

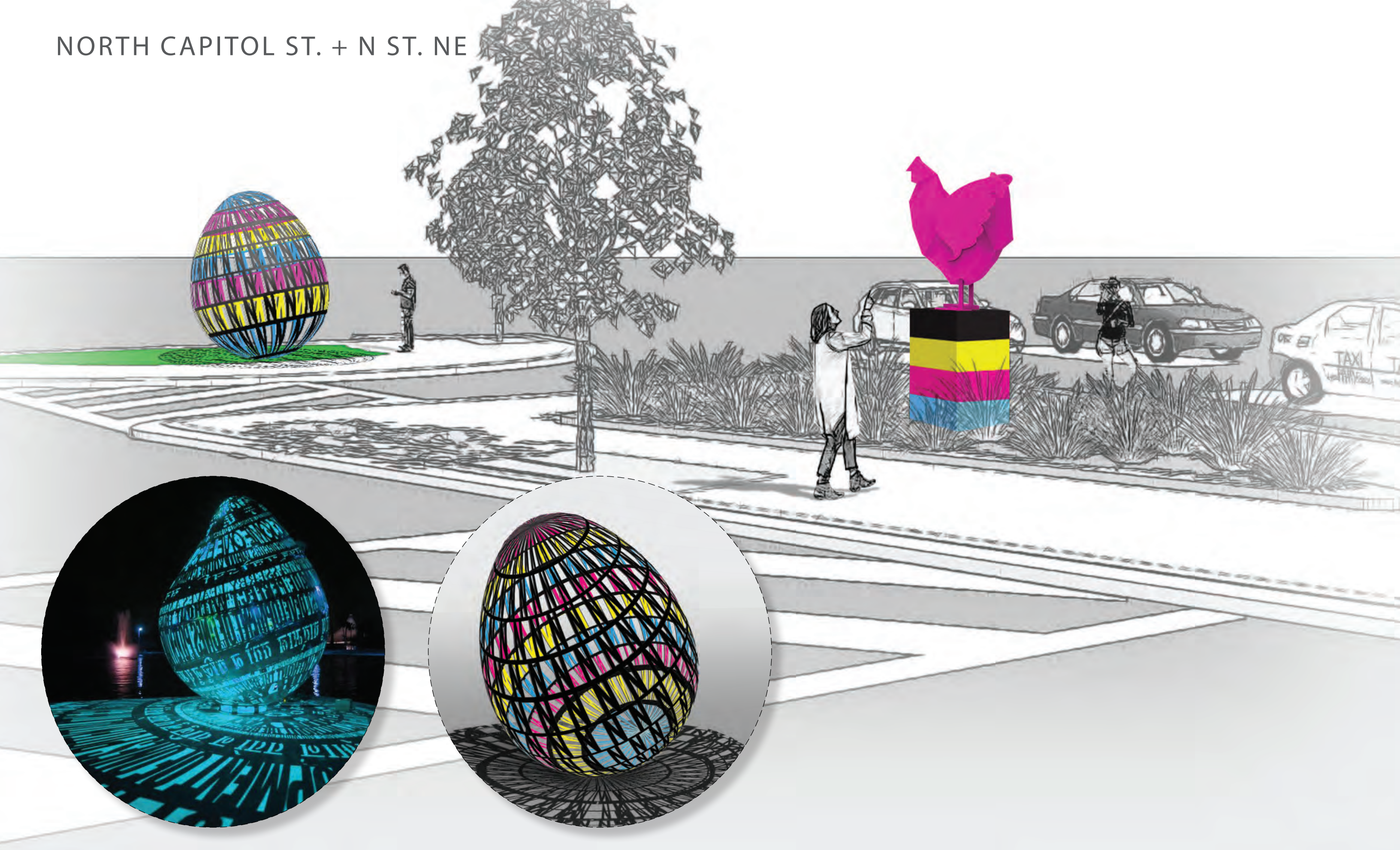
"N" PATTERN FOR N ST.

The well-known conundrum traces back to the Greek historian Mestrius Plutarchus (b. 46AD). The paradigm revolves around question of creation across generations. One innovation leads to another in a cycle that even elementary-aged children can understand.

The reference is both playful and meaningful today in the context of the NoMa area. The location becomes a memorable landmark and an opportunity for reflection on the history and character of this urban environment.

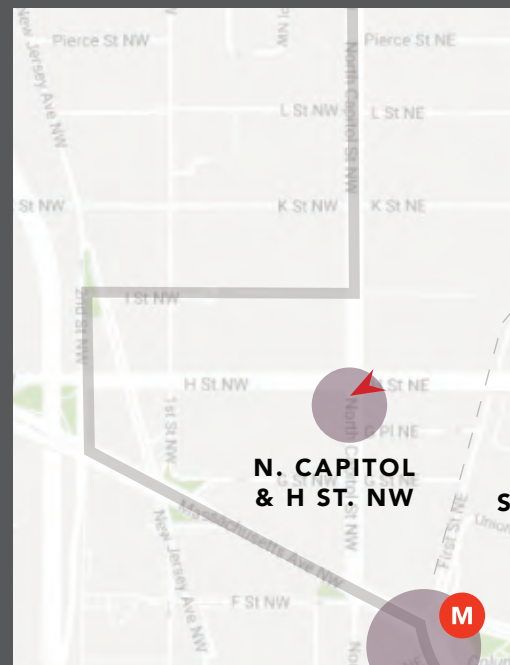
The chicken and egg is also inspired by the nearby Union Terminal Market (est. 1931) where vendors sold meats, fish, dairy and produce six days a week.







# SITE CONTEXT // NORTH CAPITOL ST. & H ST. NE



KEY PLAN





*Emancipation Proclamation.*

THE PRESIDENT OF THE UNITED STATES OF AMERICA  
 A PROCLAMATION.

Whereas, On the twenty-second day of September, in the year of our Lord one thousand eight hundred and sixty-two, a Proclamation was issued by the President of the United States, containing, among other things, the following, to wit:

"That on the first day of January, in the year of our Lord one thousand eight hundred and sixty-three, all persons held as slaves within any State or designated part of a State, the people whereof shall then be in rebellion against the United States, shall be then, thenceforward, and forever free; and the Executive Government of the United States, including the military and naval authority thereof, will recognise and maintain the freedom of such persons, and will do no act or acts to repress such persons, or any of them, in any efforts they may make for their actual freedom.

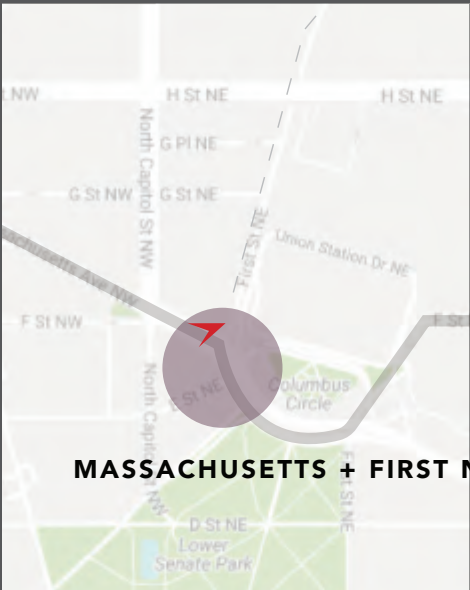
"That the Executive will, on the first day of January aforesaid, by Proclamation, designate the States, and parts of States, if any, which the people thereof respectively shall then be in rebellion against the United States; and the fact that any State, or the people thereof, shall on that day be in good faith represented by members chosen therefor, shall, in the absence of strong and conclusive evidence



# SITE CONTEXT // MASSACHUSETTS AVE. + FIRST ST. NE



Google

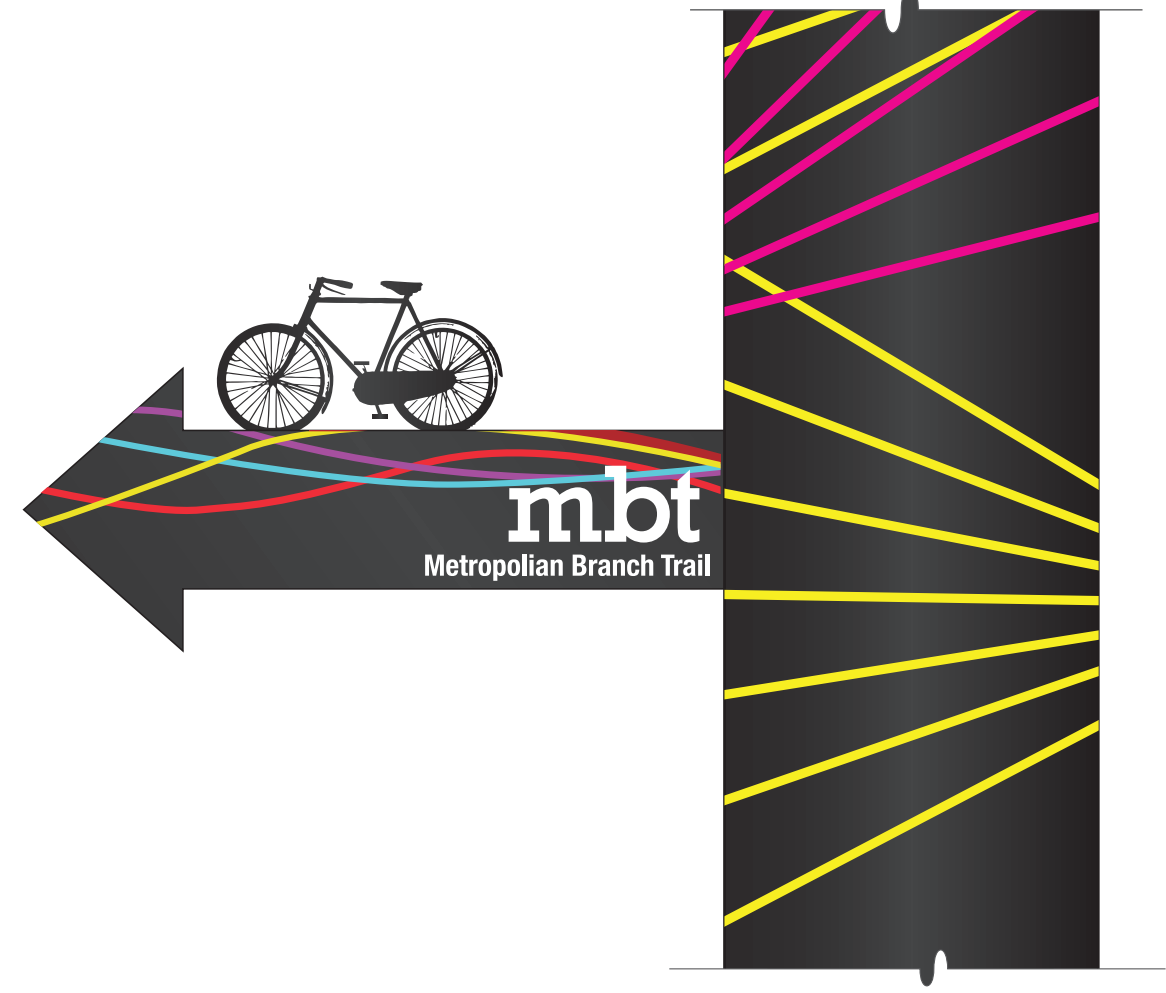


KEY PLAN



5

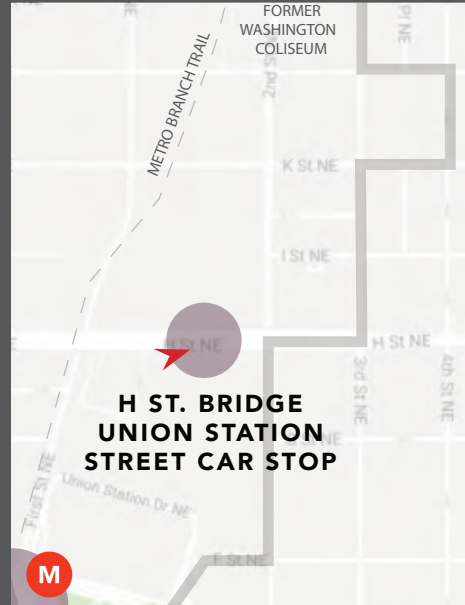
MASSACHUSETTS AVE. + FIRST ST. NE



# SITE CONTEXT // EXISTING CONDITIONS AT ADDITIONAL LOCATIONS



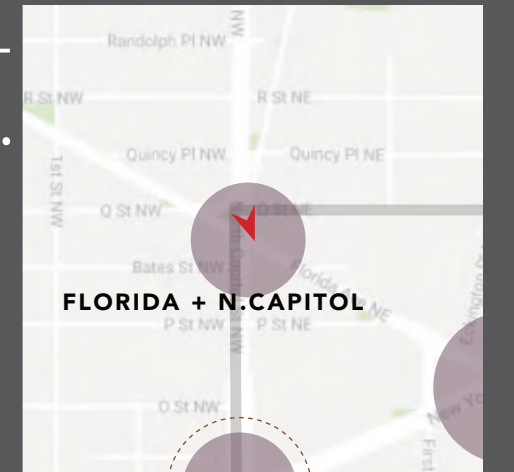
H ST. BRIDGE STREETCAR STOP



KEY PLAN



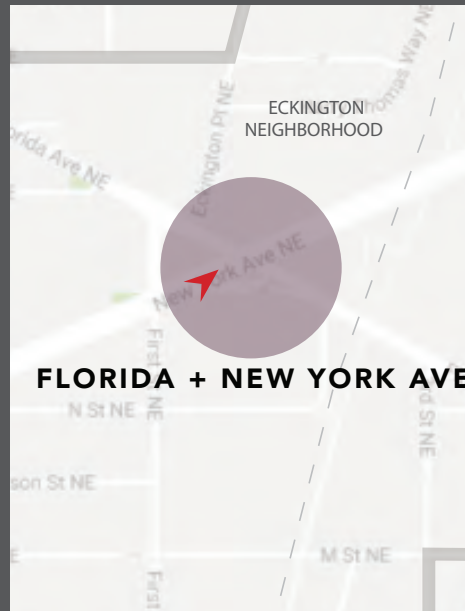
FLORIDA AVE. + NORTH CAPITOL ST.



KEY PLAN

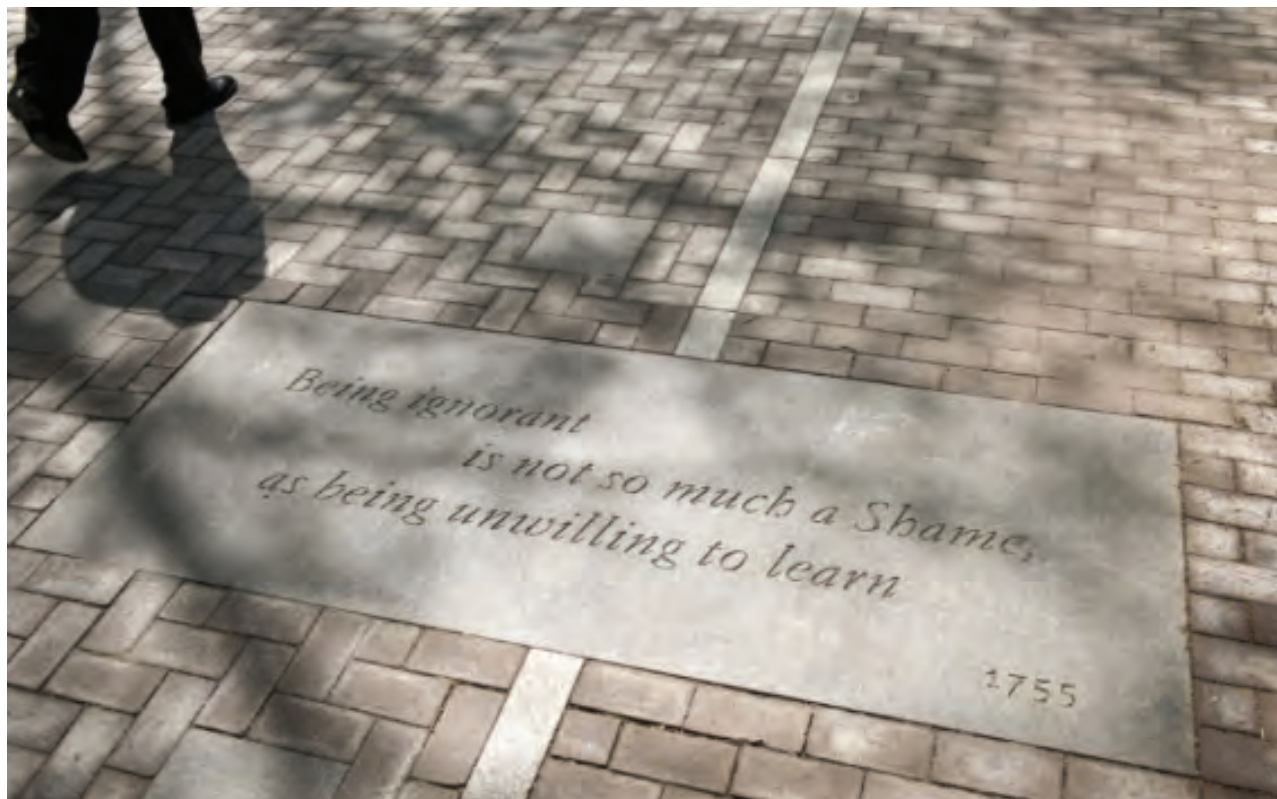


NEW YORK AND FLORIDA AVENUES



KEY PLAN

INTERPRETIVE SIGNAGE WILL BE USED AT EACH LOCATION TO EXPLAIN THE CONNECTION TO THE HISTORY AND CHARACTER OF THE AREA

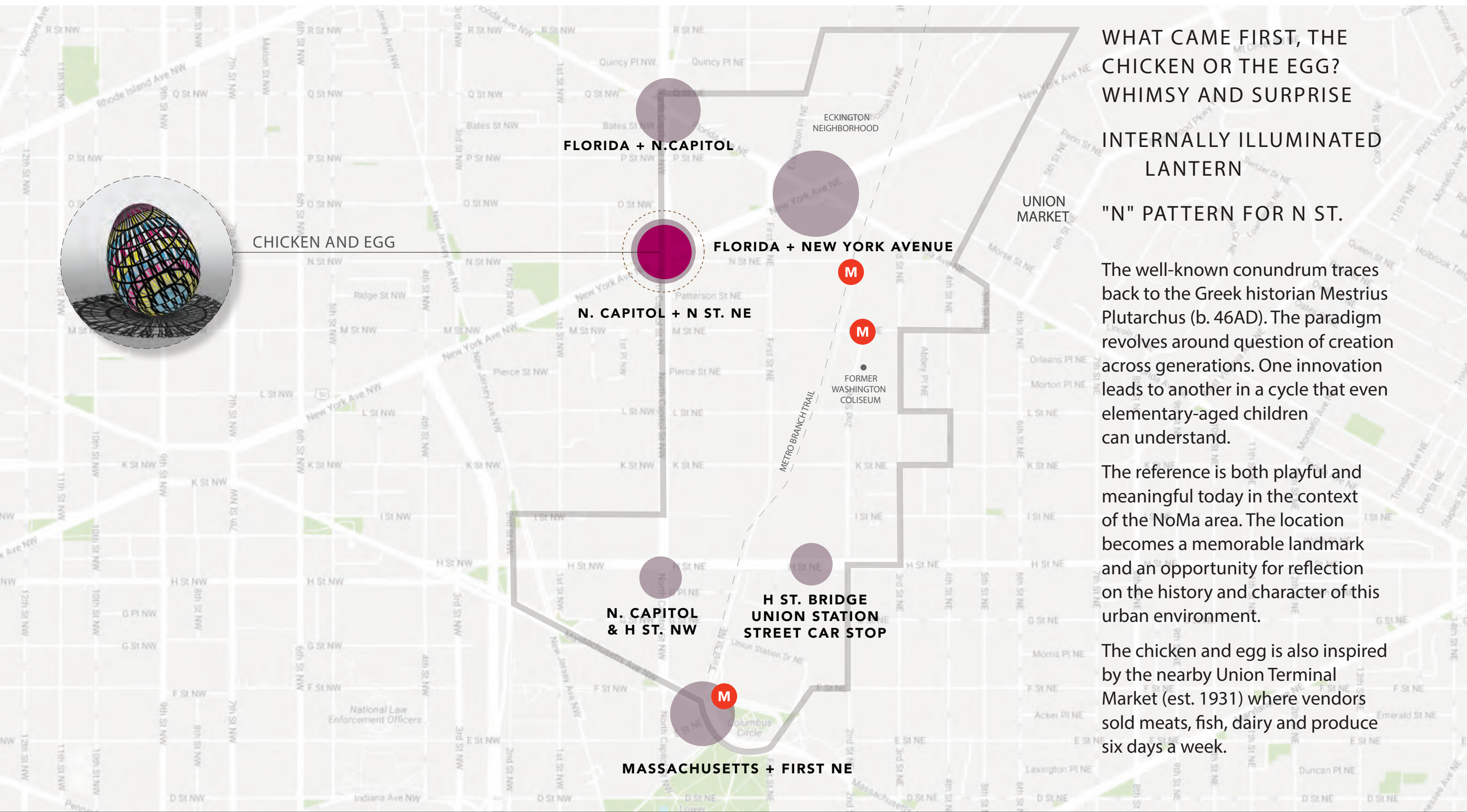




# DESIGN FOR REVIEW

INSTALLATION REQUIRING APPROVAL FOR THREE YEAR NATIONAL PARK SERVICE PERMIT





WHAT CAME FIRST, THE CHICKEN OR THE EGG?  
WHIMSY AND SURPRISE  
INTERNALLY ILLUMINATED LANTERN

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CHICKEN AND EGG

FLORIDA + N. CAPITOL

FLORIDA + NEW YORK AVENUE

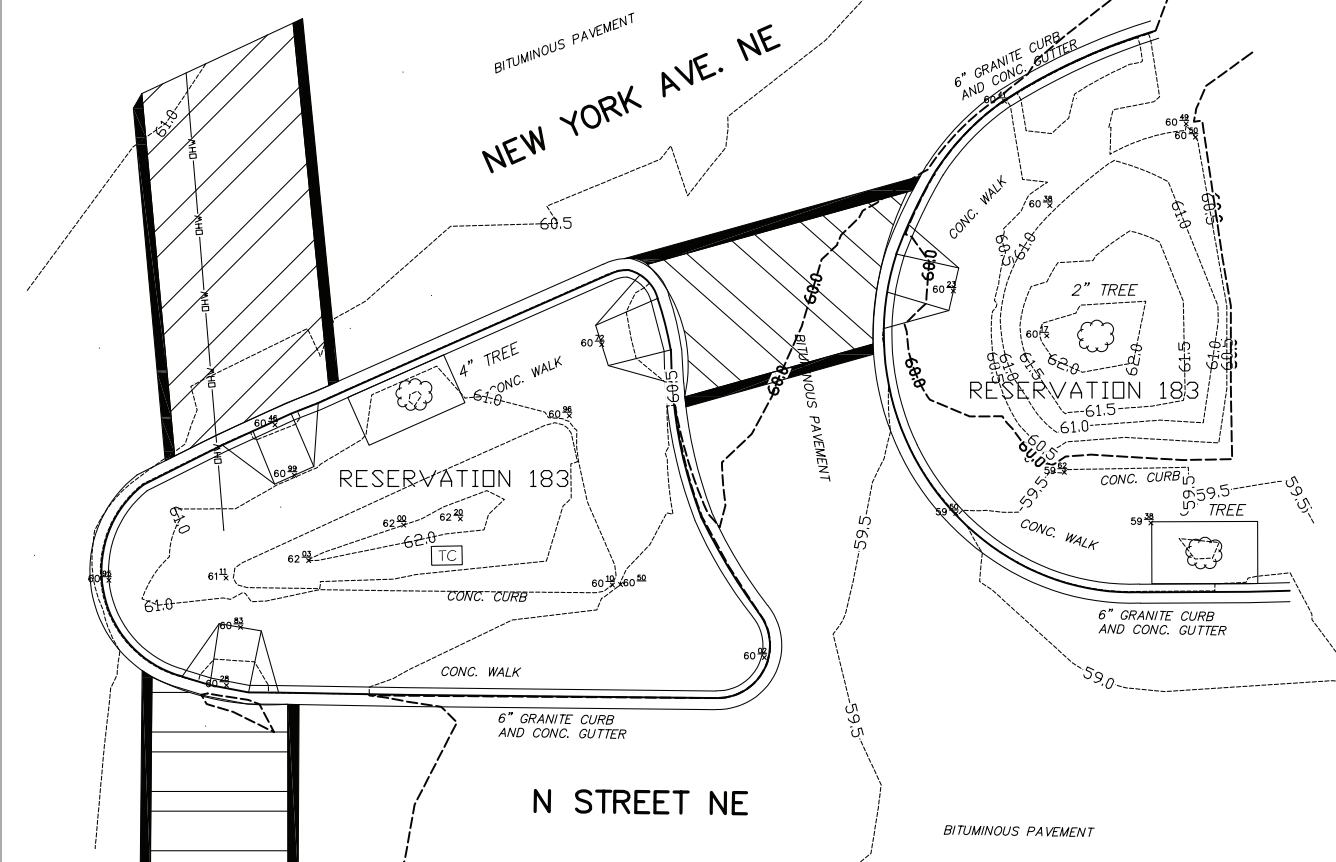
N. CAPITOL + N ST. NE

N. CAPITOL & H ST. NW

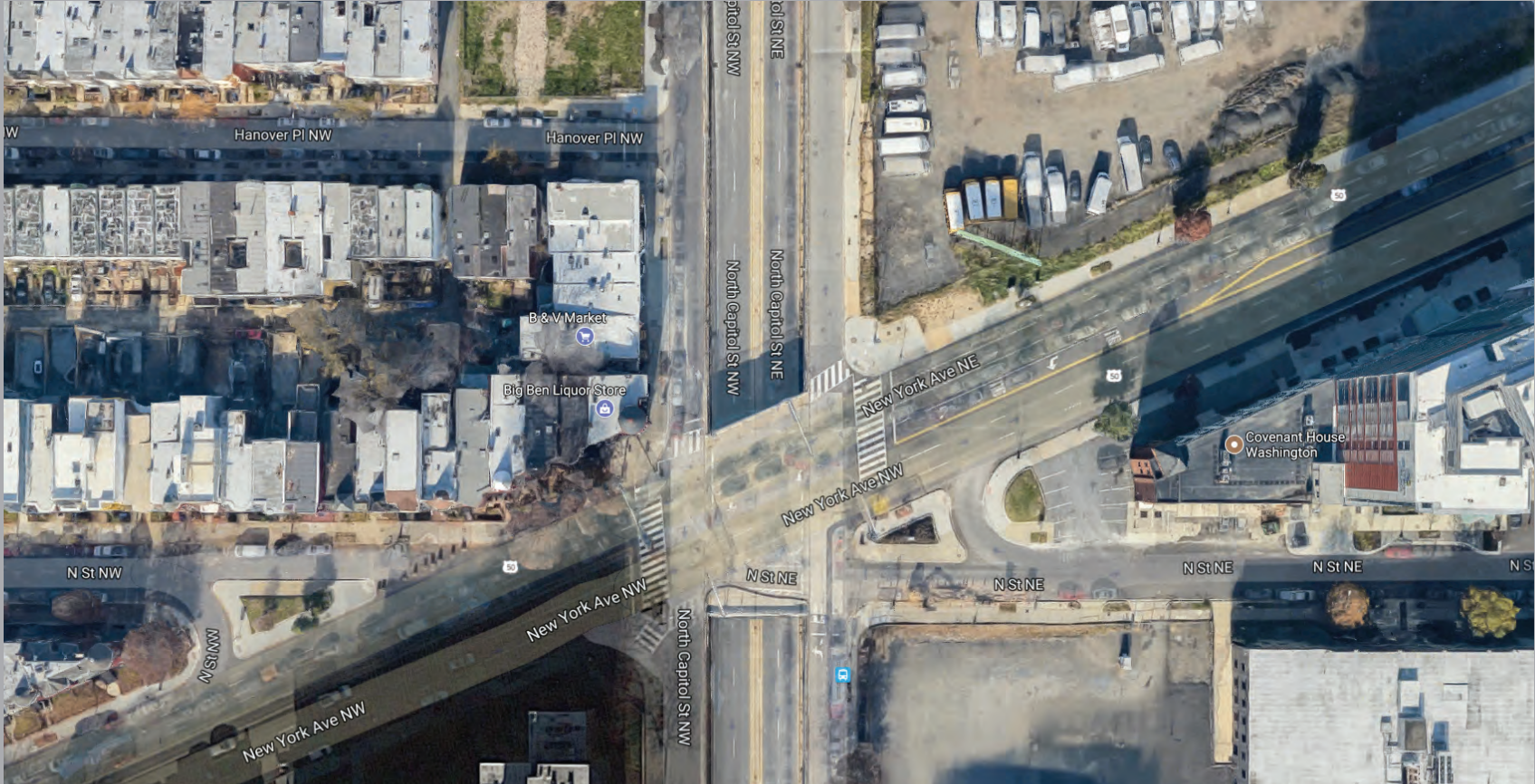
H ST. BRIDGE UNION STATION STREET CAR STOP

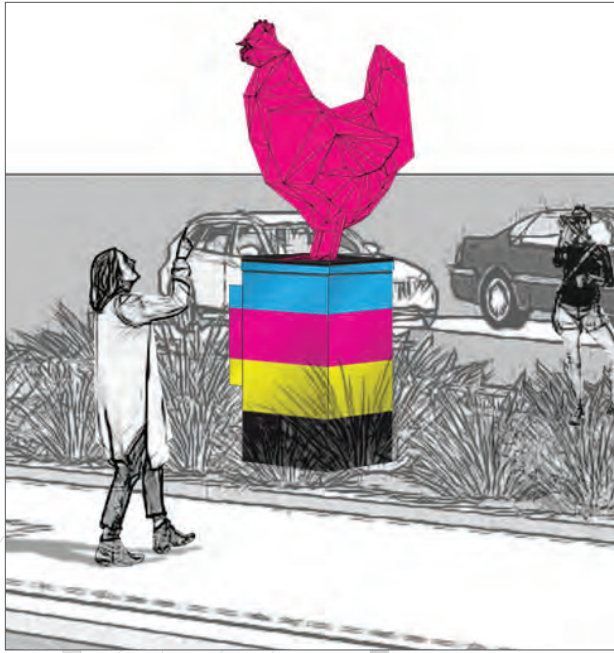
MASSACHUSETTS + FIRST NE





LOCATION DETAIL

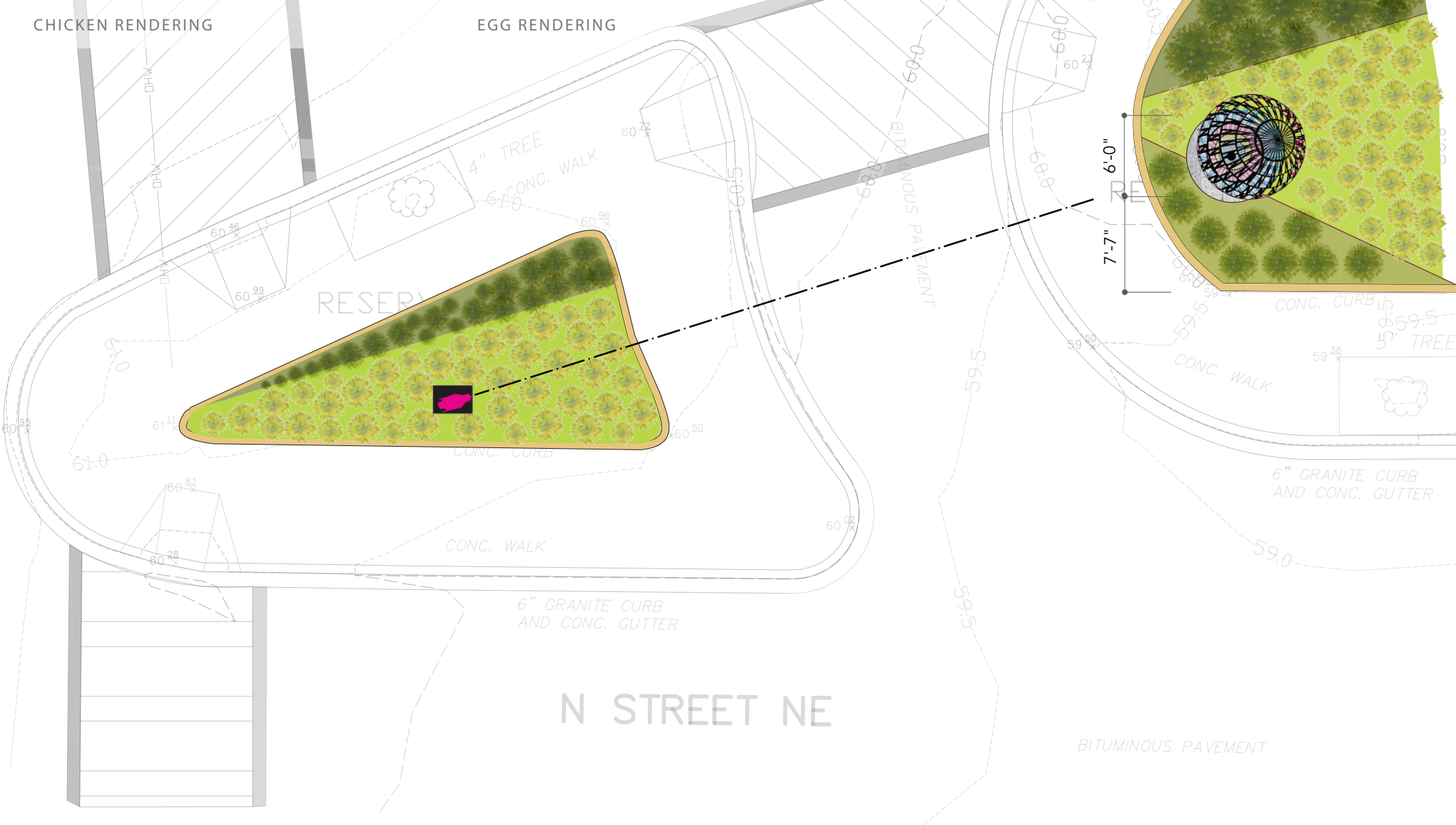




CHICKEN RENDERING



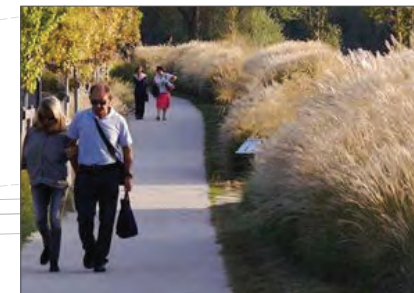
EGG RENDERING



TALL GRASSES



LANDSCAPE INSPIRATION



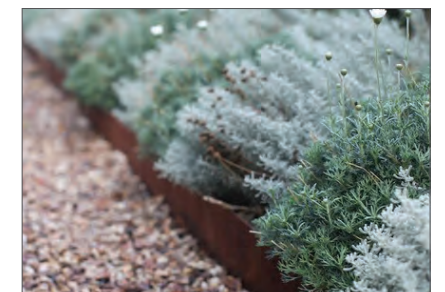
TALL GRASSES



ILLUMINATION INTENT



LANDSCAPE BORDER



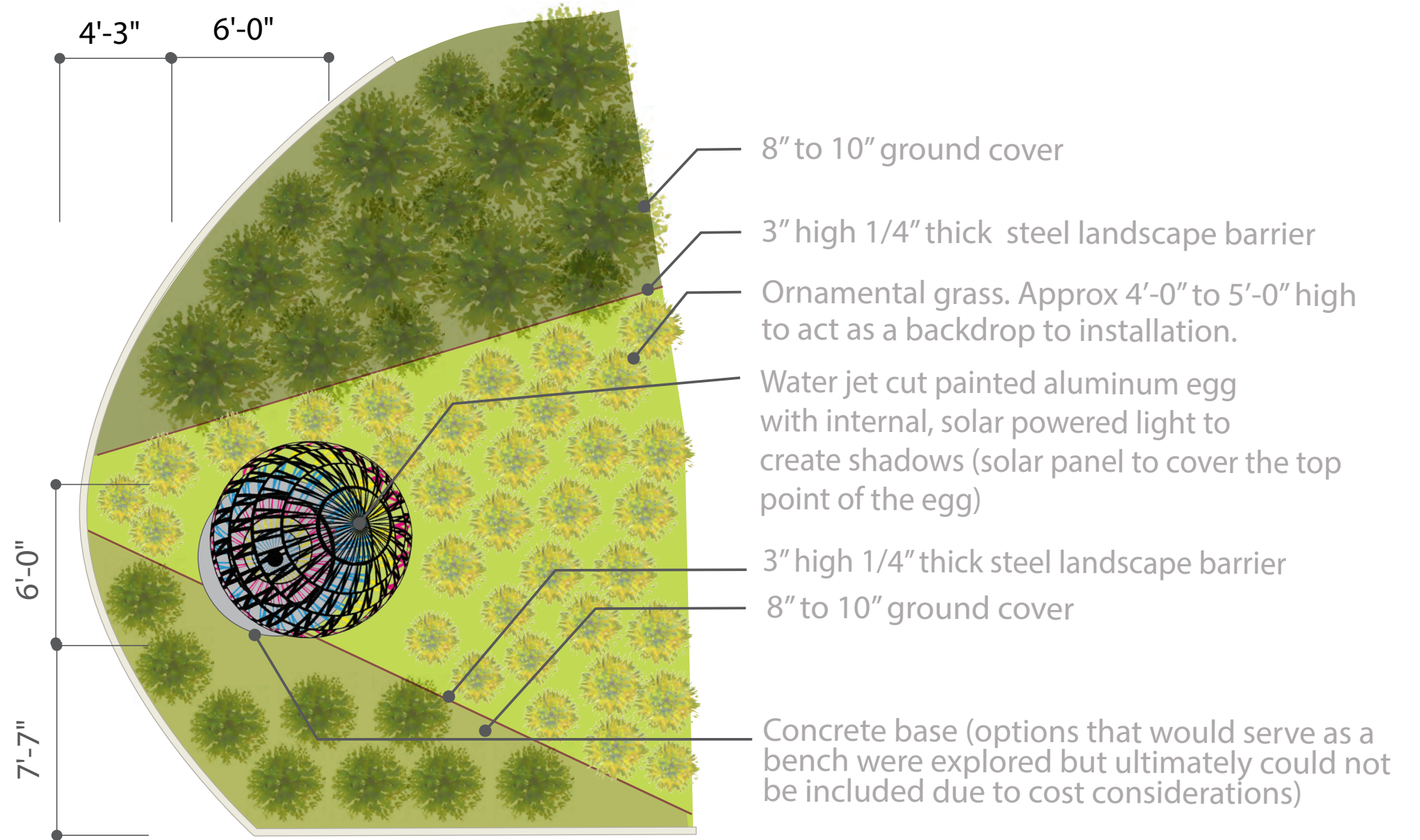
GROUND COVER



SITE CONDITIONS



SITE CONDITIONS





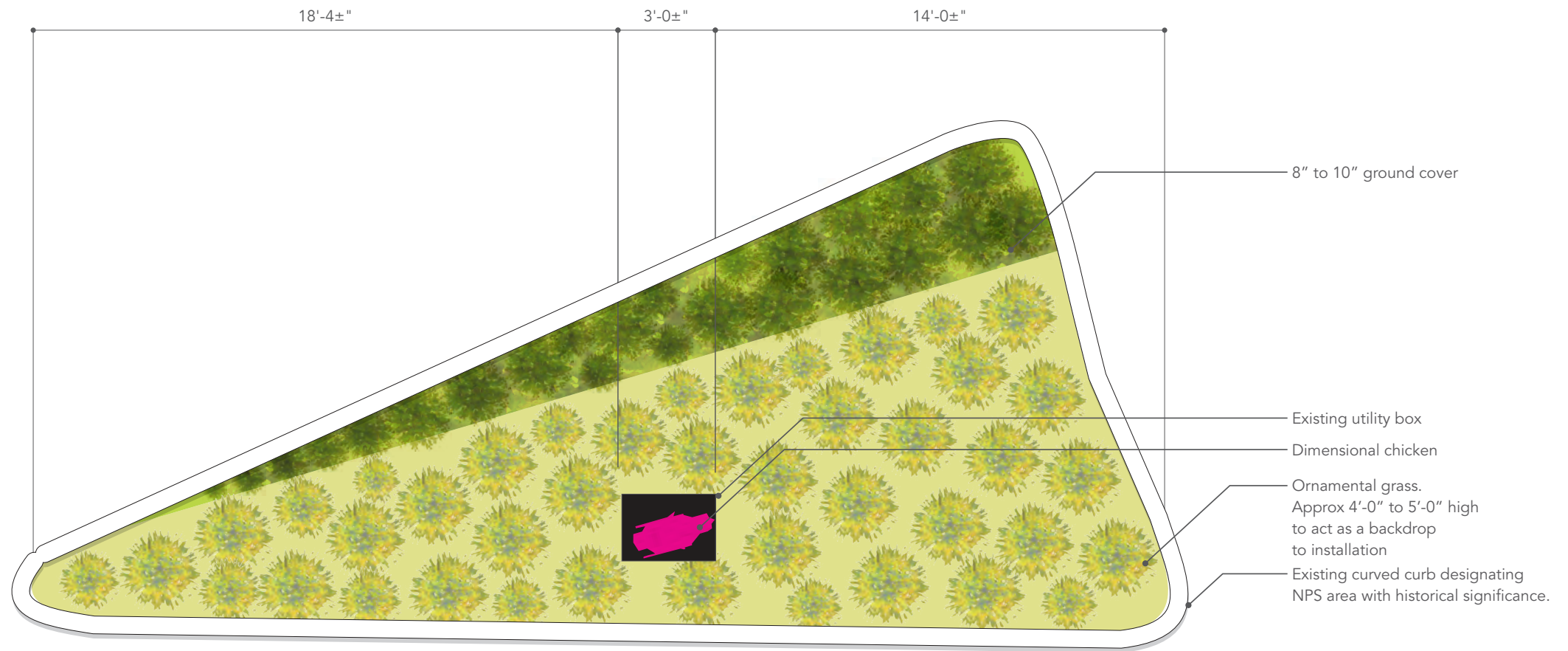
1 Side A  
Scale: 1/2" = 1'-0"



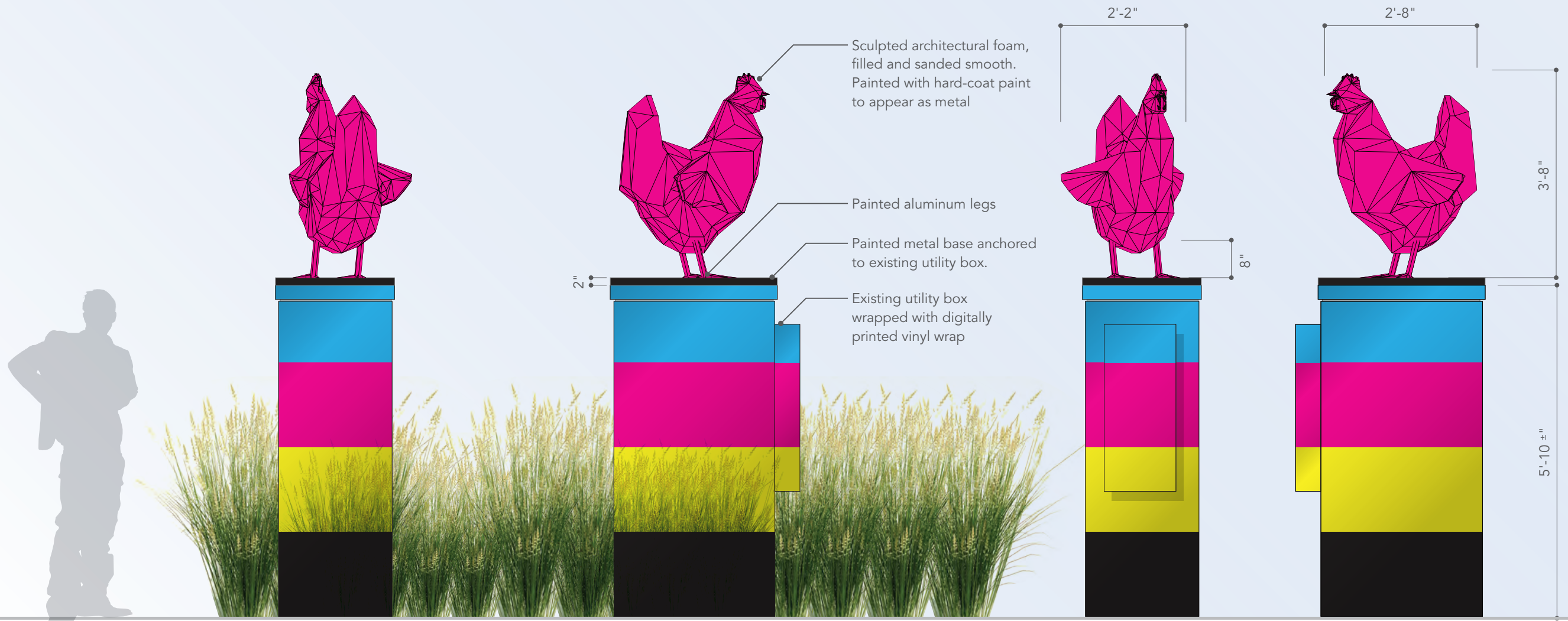
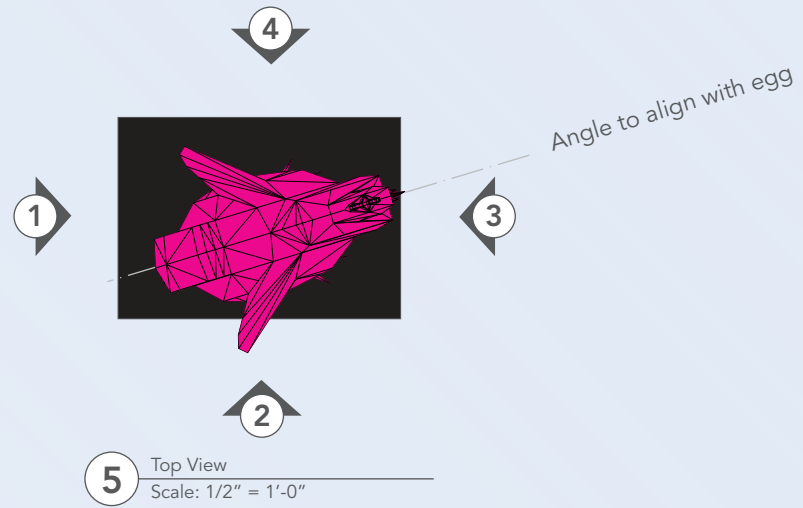
SITE CONDITIONS



SITE CONDITIONS



1 Top View  
Scale: 1/4" = 1'-0"



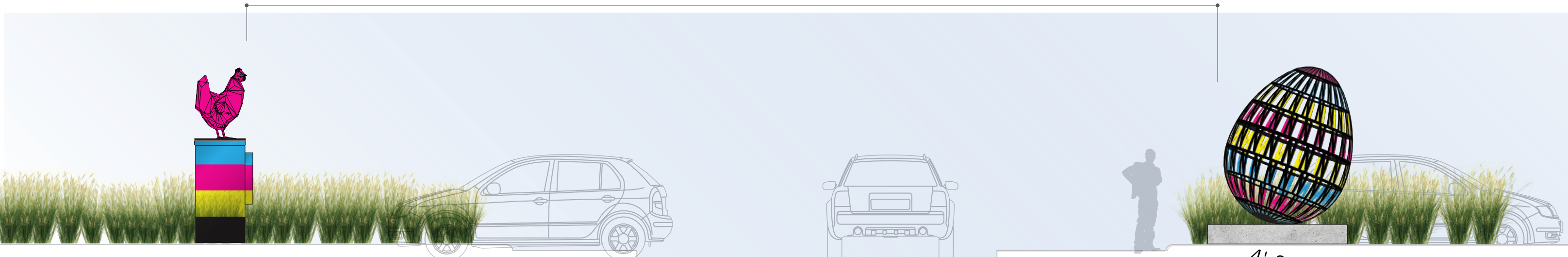
1 Side A  
Scale: 1/2" = 1'-0"

2 Side B  
Scale: 1/2" = 1'-0"

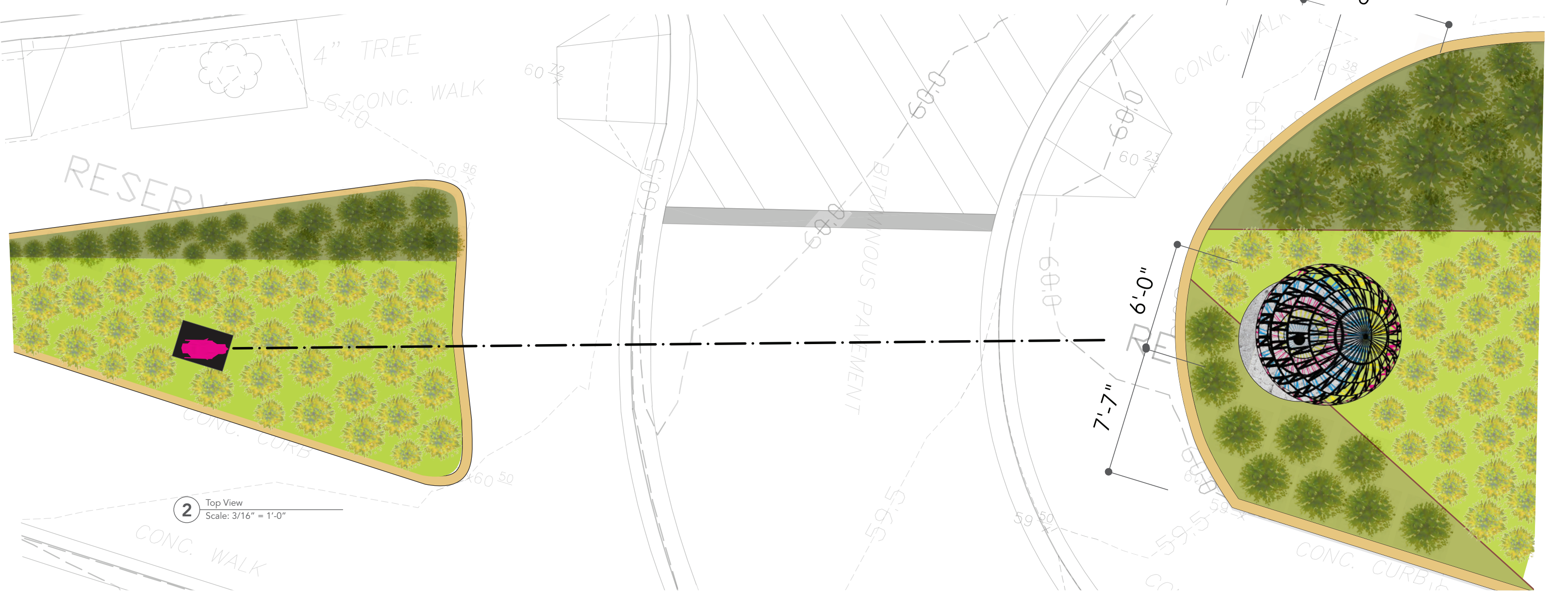
3 Side A  
Scale: 1/2" = 1'-0"

4 Side A  
Scale: 1/2" = 1'-0"

55'-6"



**1** Side View  
Scale: 3/16" = 1'-0"



**2** Top View  
Scale: 3/16" = 1'-0"



PLEASE NOTE: THE NOMA BUSINESS IMPROVEMENT DISTRICT WILL  
ASSUME ALL MAINTENANCE RESPONSIBILITIES FOR THIS INSTALLATION

THANK YOU!

