Creative Brief

Project Vision
The Ogallala Veterans Memorial will serve as a prominent, year-round gathering place that honors veterans from all generations, branches, and eras of service. More than a monument, it will be a welcoming civic space—located at the heart of the community—where veterans, families, residents, and visitors can gather, reflect, connect, and remember.

Core Concept: Bridge to Home
A central theme that emerged from community veteran conversations is the idea of a *bridge between generations*. This concept evolved into **Bridge to Home**, a powerful metaphor that reflects the veteran experience:

- One side represents military service and sacrifice.
- The bridge symbolizes transition, healing, resilience, and growth.
- The other side represents home, family, community, and belonging.

The concept should communicate that Ogallala is a place where veterans are welcomed home, supported, and valued throughout their lives.

Community Story
The memorial should reflect what makes Ogallala unique:

- Veterans from nearly every major conflict—from World War II and Vietnam to post-9/11 service—live within the community.
- All branches of military service are represented.
- Many local families have multi-generational military traditions, including second-, third-, and fourth-generation veterans.
- Ogallala is recognized as a supportive and welcoming place for veterans to return to and build their lives.

The memorial should tell a collective story rather than focus on any single war, generation, or branch of service. 10/10 veterans interviewed indicated a strong preference for a sculpture rather than a mural.

Themes to Consider
Artists may draw inspiration from values veterans identified through service:

- Discipline
- Respect
- Vigilance
- Adaptability
- Service to community

Artist Opportunity

Artists are encouraged to interpret these themes creatively while considering a design that is timeless, inclusive, and potentially adaptable for future generations of veterans. The final memorial should be unique to Ogallala and provide a meaningful place of remembrance and belonging. The artist will propose the final title for the work.

IF YOU WANT TO INCLUDE INDIVIDUAL NAMES AS PART OF THE MURAL (of community veterans past, present and future):

Future Considerations

Artists are encouraged to consider whether the memorial can evolve over time. Potential considerations include:

- A regenerative or expandable design that allows future recognition of veterans.
- How they can names be added respectfully as generations continue to serve.
- Long-term durability and relevance for future community members.