Public Art Program established by Administrative Code in 1969:

- 2% of Construction Costs of all Capital Improvement Projects allocated for Art Enrichment
Public Art Program Goals

• Promote diverse and stimulating cultural environment to enrich the lives of residents, visitors and employees.

• Encourage the creative interaction of artists, designers, and community to develop public art that is specific and meaningful to the site and to the community.

Artist designed handrail, Laguna Honda Hospital
Project Specific Goals; the Right Response

• What is the overall mission of the facility?
• What project goals might the art program help support?
• Who is the audience?
• What are the constraints?
• What are the physical, social, cultural realities of the site?
Artist Selection Process

- Post RFQ on an online application system
- Artists apply with examples of past work
- Qualification and Selection panels review applicants
- Panel selects either finalists or makes direct selection
- Artist’s proposal(s) displayed in community for comment
- Arts Commission approves proposal and contract

All meetings of the panel and the Arts Commission are public meetings.
Selection Panel Members

- Arts Commissioner
- Client agency representative
- Community representatives
- Arts Professionals
- Project Architect (optional)

Artist designed gate, Visitacion Valley Clubhouse
Goals of the Artwork for Alameda Creek Watershed

• Artwork that highlights, illuminates or reveals something unique or hidden about the Alameda Creek Watershed, its natural resources or its role as part of the SFPUC water supply system.
• Artwork that connects with the history of the Sunol Valley
• Artwork that is a focal point, yet integrated with the site and surroundings
$440,000 for Artwork

- Including artist’s fee, design, materials, engineering, fabrication, transportation, installation, lighting, insurance and contingency.
Preliminary Timeline

- November, 20, 2013 – Arts Commission approval of Project Outline
- Early December 2013 - RFQ posted
- End of January 2014 - RFQ deadline
- February 2014 – Qualification and Selection Panels and Orientation
- April 2014 - Public Display of Proposals
- May 2014 - Final Selection Panel
- June 2014 - Arts Commission approval and artist under contract

Timeline subject to change.
Art Opportunities

Sculptural gateway piece at entryway
Art Opportunities

Sculptural opportunity or wall treatment at entrance to center and/or in entry lobby
Art Opportunities

Treatment on glass walls; seating elements
Examples
Gateways

Kidpower Park at Hoff Street, Amy Blackstone
Victoria Manalo Draves
Park at 1025 Folsom
Street, Irene Pijoan
Cayuga Playground, Eric Powell
S.F. Zoo, Gwynn Murrill
McLaren Park: *Philosopher’s Walk* by Peter Richards and Susan Schwartzzenberg
Watershed Museum

Cow Palace; Dr. Martin Luther King’s speech there
Ned Kahn; *Firefly*; 525 Golden Gate Ave.
Ned Kahn; *Rain Portal; 525 Golden Gate.*
Charles Sowers: *Windswept*; Randall Museum
Jud Fine and Barbara McCarren: Split Mound; S.F. Zoo
Details of Split Mound
Church and Duboce: Primitivo Suarez-Wolfe; Laguna Honda Hospital: Linea Glatt
SF Airport, Terminal 2: Walter Kitundu
Brightwater Treatment Facility,
Buster Simpson
Brightwater Treatment Facility, Ellen Sollod
Brightwater Treatment Facility,
Cris Bruch
Questions about the Public Art component or process?

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