

# Agenda Report

January 12, 2004

**TO:** CITY COUNCIL

**FROM:** CITY MANAGER

**SUBJECT:** AUTHORIZATION TO ENTER INTO A CONTRACT EXTENSION WITH ARTIST WAYNE HEALY IN AN AMOUNT NOT TO EXCEED \$94,000 TO FABRICATE AND INSTALL 24 ARTWORKS IN THE PLAYHOUSE DISTRICT.

**RECOMMENDATION:**

It is recommended that the City Council:

- 1) Appropriate \$42,000 from the Capital Public Art Fund, thereby leaving a fund balance of \$8,700, to the Playhouse District Public Art project #72800;
- 2) Recognize and appropriate \$42,000 from the Playhouse Management District to the Playhouse District Public Art project #72800;
- 3) Authorize an amendment to contract number 20089 with artist Wayne Healy to create a total of 24 public art works for the Playhouse District and increasing the not-to-exceed amount from \$10,000 to \$94,000.

**RECOMMENDATION OF CITY ADVISORY BODY:**

On September 10 the Arts Commission approved the Final Art Plan and recommended entering into a contract extension with artist Wayne Healy in an amount not to exceed \$85,000 to fabricate and install 24 artworks in the Playhouse District. Mr. Healy's original \$10,000 public art contract resulted from a competitive selection process.

**BACKGROUND:**

In the late 1990s, as part of the City's public art program for capital improvement projects, Playhouse District improvements generated a public art requirement. After considerable consultation with the Playhouse District Public Art Committee, Cultural Affairs issued a Request for Qualifications (RFQ). Outreach efforts included notification to more than 40 arts organizations and community-based arts organizations and direct mailing to approximately 2000 local and national visual artists. A panel that consisted of an artist, public art administrator and three representatives from the Playhouse District reviewed more than 20 responses. This selection panel chose and subsequently interviewed two finalists, recommending artist Wayne Healy of East Los Streetscapes to the Arts Commission.

On June 13, 2001, the Arts Commission approved Mr. Healy's proposed concept of four sculptural elements to be affixed to extant district light poles as district markers and a contract was subsequently approved. During the following 16 months the proposed project was so well received by the Playhouse District board that the scope of work was expanded to include 24 art elements each with solar lighting. That board enthusiastically endorsed the plan with a pledge to provide one-half the cost of the new budget (\$42,000).

**Concept and Artist:** Artist Wayne Healy, well-known muralist and public artist, adapted the original concept published in the 2001 RFQ to create a far more impactful art project than was originally envisioned.

By choosing to incorporate extant light poles into the project, the artist eliminated the need to fabricate and install a separate footing, which considerably expands the original budget. As a licensed engineer, the artist collaborated with a solar lighting company to design a special lighting system for the artworks, thereby eliminating electrical expense. Finally, Mr. Healy was able to achieve economies of scale when expanding the number of artworks from four to twenty-four.

Each sculpture will be fabricated from an octagonal steel cylinder that is powder coated with contrasting colors to engage the eye and distinguish the design from the color field. The work, entitled "Harlequinade," references the harlequin diamond used as a marketing icon by the Playhouse District. Each panel of the steel octagon will have several harlequin diamond shapes (elongated vertical diamonds) as cutouts, disrupting the image to reveal the interior color and, at night, lighting.

Developed to relate to the cultural activities and history of the Playhouse District and Pasadena, the images will include a dragon, astronomer, pianist, designer, zoot suit character, chef, dancer and trombone player. Each image will be fabricated in editions of three, but with different color pairs, thus making each piece unique. The expanded number of works will more adequately cover the expanse of the District, thereby reinforcing its identity.

The images have been designed to wrap around the octagon form, deliberately obscuring the full image. Pedestrians will be engaged and challenged to walk around the entire piece to see the full design. Vehicular traffic will be intrigued by the size, scale and color field. Only by returning on foot will one be able to discern the entire design.

The solar-source lighting is intended to create a different ambience for the sculptures at night. Two lights will be placed inside the wrapped metal, visible through the harlequin diamond negative spaces. The interior of each sculpture will have different contrasting colors that will glow to add another aesthetic dimension to the works.

The sculptures will be installed 10-15 feet from ground level and will measure ten feet from bottom to top. Each will be mounted to an existing cement light pole with an artist-designed bracket to accommodate the weight of the artwork.

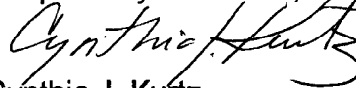
A 20-watt solar panel will be installed within the artwork cylinder with a collector box at the top of the light pole. Six light fixtures will be installed and 42 LED (light emitting diodes) will provide the electrical source.

**Maintenance:** All maintenance to the sculpture and accompanying solar lighting system will be borne by the Playhouse District. The choice of LED lighting will provide considerable cost savings by eliminating the cost of electricity and reducing the frequency of need to replace the light fixtures. Each sculpture will be graffiti coated and mounted well above human scale as a graffiti deterrent and for pedestrian safety. Each light and solar panel system will be secured to the poles. As a City Capital Public Art project, the City will be responsible for major conservation work, funded through the annual general fund allocation.

**FISCAL IMPACT:**


Artist Wayne Healy's current contract #20089 requires the production of 4-6 artworks for a total of \$10,000. The expanded contract for a total of \$94,000 will provide 24 artworks with lighting. The City's Playhouse District Public Art project #72800 and the Playhouse District Association will fund the cost of the expanded scope of work by each providing \$42,000. With the proposed action, sufficient funds will be available in project #72800 to fund the City portion of the expanded Playhouse Public Art project. Following this action, there will be \$8,700 remaining in the Capital Public Art Fund unappropriated fund balance. Additional funding will be deposited into this fund from other qualified city projects, including the recent Power Plant upgrade.

Respectfully submitted,



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