

Agenda Report

April 4, 2011

TO: Honorable Mayor and City Council

FROM: Planning Department

**SUBJECT: ROTATING PUBLIC ART EXHIBITION PROGRAM SELECTION PANEL
RECOMMENDATIONS**

RECOMMENDATION:

This is an information only report.

BACKGROUND:

The Rotating Public Art Exhibition Program was approved by City Council in July, 2010. At that time, staff committed to provide information and images of selected artworks to Council prior to review by the Arts and Culture Commission.

Artworks (attached) were chosen by a selection panel of arts professionals and community members and will be presented to the Arts and Culture Commission on April 13, 2011. This report is intended to inform the Council of the selection process and provide images of recommended artworks.

The impetus for a temporary public art program derives from Cultural Nexus, the City's Cultural Master Plan. The Nexus plan recommended the increased presence and awareness of public art throughout Pasadena through the development of opportunities for local artists, priority project placement in Northwest and East Pasadena neighborhoods, and a program of temporary public art projects on the grounds of libraries.

The Rotating Public Art Exhibition Program was developed by further refining these recommendations, vetting potential sites, outlining budget parameters, and modifying implementation procedures and timelines.

The Rotating Public Art Exhibition Program Selection Process

The Rotating Public Art Exhibition Program seeks to create an outdoor art gallery to enliven the urban landscape, provide a dynamic visual experience for residents and visitors, establish more venues for artwork in the City, increase exposure and

opportunities for artists who live and work in Pasadena, educate the public about public art by stimulating discussion, provide a cultural draw for tourists and provide entrée for artists new to public art.

The program has two components 1) a rotating exhibition of loaned existing sculptural works and 2) changing exhibitions of public artwork newly commissioned for specific sites. Nine public art projects will be installed in locations throughout Pasadena in three phases with emphasis placed on sites in Northwest and East Pasadena as priority areas identified in the Cultural Nexus Plan.

The rotating exhibition of existing sculpture will require the placement of cement pads or below-grade fixtures in most sites and solar lighting to secure and display the works.

Community Outreach

A Request for Proposals (RFP) was widely distributed to inform the community about the program and to solicit artist submissions. Five community public art meetings were held in various council districts in November and December 2010 and January 2011. Outreach was conducted to reach the general public, local arts community, and neighborhood residents to review the program, highlight specific locations for artwork, encourage applications, and explain the panel approval process. The RFP and community meeting flyer were noticed through numerous arts and community networks including:

- Cultural Affairs website
- LA Culture Net and Pasadena Culture Net listservs
- Cultural Affairs mailing list
- Los Angeles County Arts Commission mailing list
- Artist mailing list
- Public Art Coalition of Southern California
- Email distribution to the General Plan Update Advisory Committee, Arts and Culture, Design and Historic Preservation, and Planning Commissions' lists
- General press release

Artwork Selection Process

Twenty-nine responses were received by the January 12, 2011 deadline. According to the Public Art Guidelines for City Construction Projects, a panel of arts professionals and community stakeholders reviewed and selected final artworks. To ensure representation from every Council district, staff requested from Council members names of community representatives from their respective districts who would serve as voting members of the selection panel along with three public art professionals.

On February 28, 2011 the selection panel reviewed all artwork submissions and selected six loaned artworks and three site specific concepts as well as alternates for each of the nine locations. Scores were based on the selection criteria outlined in the RFP. Artists were selected based on votes by the entire panel, however, specific artworks were determined for specific sites by district representatives. All selected works scored in the top one third of all submissions.

The selection of artists to develop site specific projects included consideration of their past work and a review of proposal concepts. The types of works proposed range from mixed media to sculptural installations, some with sound components. Subjects include Pasadena's cultural and architectural history and the environment. These concepts will be further refined, and final projects will be reviewed by the Arts and Culture Commission.

The details of the selected concepts (site specific category) and artworks (loaned category) are as follows, and photographs are attached:

PANEL SELECTIONS: SITE SPECIFIC

Site	1st Choice	Alternate
Council District 2: 1985 E Walnut	Lazzari/Evans	Shin/Gray
Council District 6: 1199 S Fair Oaks	Newtown	Yosick
Council District 7: Bonnie Ave Pkwy/Del Mar	O'Brien	Lazzari/Evans

PANEL SELECTIONS: LOANED

Site	1st Choice	Alternate
Council District 1: Washington/Glen	Seeman: <i>Convergence</i>	Nybeck: <i>Stride</i>
Council District 3: Washington/Marengo	Mustardseed: <i>Timeless Joy</i>	Johnson: <i>Monet Our Visiting Artist</i>
Council District 3: Sunset/Mountain	Stern: <i>Handstand</i>	Johnson: <i>Monet Our Visiting Artist</i>
Council District 4: Sierra Madre Blvd.	Lueza: <i>Diversity</i>	Lueza: <i>Ascending II</i>
Council District 5: Catalina/Union	Beniston: <i>Topiaries</i>	Seeman: <i>On Spinning Axis</i>
Council District 7: S Lake Ave.	Carlson: <i>Phantasmagoria of Joy</i>	Seeman: <i>Ascending Cube</i>

Program Approval Process

Panel recommendations of the loaned artworks and site specific concepts to be developed will be made to the Arts and Culture Commission in April 2011. The site specific proposals will return to the Arts and Culture Commission in June and July 2011 for final approval of artworks and honorarium awards.

Proposed Sites

Sites were assessed and selected based on visibility (pedestrian and vehicular); available footprint for sculpture pad and solar lighting; neighborhood; plans for future site alteration or changes and budget. All proposed City sites have been vetted through the Departments of Public Works and Transportation.

Tentative Timeline

- April 2011 Selection Panel Recommendations Provided to Arts and Culture Commission for Approval
- April-May 2011 Contracting of Artists
- June-July 2011 Final Approval of Site Specific Concepts by Arts and Culture Commission
- June-August 2011 Estimated Completion of Stage 1 Installation
- September-October 2011 Estimated Completion of Stage 2 Installation
- November-December 2011 Estimated Completion of Stage 3 Installation

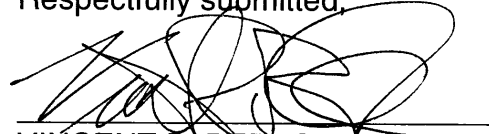
Public Art Master Plan

Temporary public art continues to emerge as an important theme throughout the public art master plan process as evidenced in numerous stakeholder interviews, community and advisory group meetings. Temporary public art will be explored and developed in the future Public Art Master Plan recommendations. The Rotating Public Art Exhibition Program will be incorporated into and become an integral component of the Public Art Master Plan when complete.

FISCAL IMPACT:

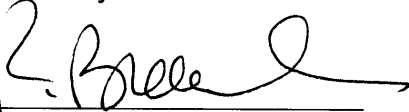
\$125,000 funding from the Cultural Trust Fund was approved for this program by City Council on July 19, 2010.

Respectfully submitted,



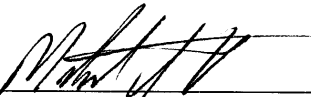
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Approved by:



MICHAEL J. BECK
City Manager

Attachments:

- Attachment A - Artwork and Concept Selections
- Attachment B - Artwork and Concept Alternates
- Attachment C - Map of Program Sites