



City of Emeryville

CALIFORNIA

MEMORANDUM

DATE: October 18, 2016

TO: Carolyn Lehr, City Manager

FROM: Charles S. Bryant, Community Development Director

SUBJECT: **Resolution Of The City Council Of The City Of Emeryville Approving Artists Mari Andrews, Sofia Cordova, Heather Deyling, Joseph Kosdrosky, Tatiana Mak And Kevin Wickham, And Alternate Artists Kim Harrington And Christina Aguila For The Bus Shelter Temporary Art Program – Phase IV And Authorizing The City Manager To Execute Agreements With The Approved Artists For Final Design Of The Art Works In Amounts Not To Exceed \$4,000 For Each Artist**

STAFF RECOMMENDATION

Staff recommends that the City Council adopt the attached resolution approving artists Mari Andrews, Sofia Cordova, Heather Deyling, Joseph Kosdrosky, Tatiana Mak and Kevin Wickham, and alternate artists Kim Harrington and Christina Aguila for the Bus Shelter Temporary Art Program – Phase IV and authorizing the City Manager to execute Agreements with the approved artists for final design of the art works in amounts not to exceed \$4,000 for each artist.

BACKGROUND

In 2009 the City Council authorized a temporary public art program to place two-dimensional works by local artists in four bus shelters throughout the City (the “Bus Shelter Temporary Art Program”). That year, nine artists’ works were selected for exhibition. In 2012 a second phase added six artists whose art works were exhibited on a rotating basis from 2012 to 2014. In 2014 a new group of six artists was selected to participate in Phase III of the Bus Shelter Temporary Art Program, resulting in the exhibition of 24 works of art placed in bus shelters over a two-year period.

On July 19, 2016 the City Council approved the 2017-2021 Capital Improvement Program (CIP) and allocated \$75,000 for the execution of Phase IV of the Bus Shelter Temporary Art Program, which will commission works from six artists whose work will be on display from January 2017 through December 2018.

In June and July 2016, staff and consultant Regina Almaguer, with support from Sharon Wilchar of the Emeryville Celebration of the Arts (and Public Art Committee [PAC] Chair) distributed a Request for Proposals (RFP) for Phase IV of the Bus Shelter Temporary Art Program. Distribution of the RFP included an announcement in the

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Citywide Activity Guide, direct mailing of post card announcements, web posting and email distribution. Artists were required to submit their proposals by 5:00 p.m. on September 2, 2016.

Phase IV of the Bus Shelter Temporary Art Program follows the intent of the original program goal to create a venue for public art in the city at four bus shelters, and to continue the program theme of “Flora and Fauna,” with an extended interpretation that expresses a more expansive view of flora and fauna. The expanded concept may include images related to local or regional ecological systems and biodiversity, human impact on the environment, ecosystems related to our regional shoreline, science and genetics, etc., as well as more traditional interpretations.

Artist Eligibility

The Bus Shelter Temporary Art Program competition was open to both emerging and professional artists 18 years of age and older who reside or work in Emeryville. Students 18 years of age or older who attend a school or an educational training institution in Emeryville were also eligible to submit. Artists who were selected and participated in the first, second and third phases of the program were eligible to apply if they teamed with another artist or professional in another discipline for a substantially different proposal.

Project Goals

The goals of the Bus Shelter Temporary Art Program are to:

- Support the design, fabrication, and installation of outdoor public art works in the city of a temporary, rather than permanent, nature.
- Enhance the aesthetics and quality of the bus shelters in the city, thereby enlivening the experience for transit riders and others, as well as to encourage the use of public transportation through the installation of public art works within bus shelters.
- Broaden viewers’ perspectives of the opportunities created through the installation of public art.
- Support the theme of the Call for Entries, “Flora and Fauna”, to include images and themes related to local ecology, biodiversity, shoreline habitats and ecosystems, and other expressions of the natural environment.
- Encourage a variety of art forms and increase the understanding and enjoyment of public art by Emeryville residents and employees.
- Stimulate critical thinking by viewers and artists by selecting art works with an evocative and compelling theme that will be displayed on a rotating basis.

DISCUSSION

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On September 7, 2016 a five-member Selection Panel reviewed the 15 artist proposals that had been received by the September 2, 2016 deadline. The Selection Panel was made up of two PAC members, one community member, one outside arts professional and one City staff member. The Selection Panel membership consisted of Lauren Merker and Camille Hamilton, representing the Public Art Committee; Kristen Peterson, representing the community; Zoe Taleporos, arts professional; and Diana Keena, representing City staff.

During the first round of reviews, the Selection Panel reviewed the artists' submissions according to the following evaluation criteria:

- a. The creativity, innovation, and professional quality of the artists' submittals.
- b. The relevance and appropriateness of the images in support of the theme "Flora and Fauna", including images that relate to local or regional ecological systems and biodiversity, human impact on the environment, ecosystems related to our regional shoreline, science and genetics, etc., as well as more traditional interpretations.
- c. The potential of the proposed images to fit within the guidelines and specifications for the bus shelter art work. Each image will be reproduced as a high-quality print measuring 69" high x 48" wide (view area: 60" high by 45" wide) for installation in a bus shelter. The artists' submissions and/or overall aesthetic must fit within the required area, be able to be reproduced at the indicated scale, and maintain its aesthetic integrity and interest in that scale.

After individually reviewing the applications, the Selection Panelists were asked to give a "yes" or "no" vote indicating whether they wanted an artist to remain under consideration or to be eliminated from further review. After the first round of voting, eight artists were shortlisted and remained under consideration while seven were eliminated from further review.

The Selection Panel then collectively discussed the shortlisted artists' submittals. Following a thorough review and discussion, the Selection Panel selected six artists as finalists and two artists as alternates. The finalist artists are: Mari Andrews, Sofia Cordova, Heather Deyling, Joseph Kosdrosky, Tatiana Mak and Kevin Wickham, with alternate artists Kim Harrington and Christina Aguila.

The finalists may be asked to modify their proposals based on the Selection Panel's comments and recommendations. In some cases, the Selection Panel selected artists based on their relevant portfolios or on their written concepts for the project rather than on specific images. In such cases, the artists will work with staff to develop and submit final images for the project. Each artist will have their work displayed for four months, with scheduling based on the order in which the artists provide final images and written content.

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At its meeting of September 8, 2016, the PAC voted unanimously to accept the Selection Panel's recommendations for the project finalist and alternate artists.

Next Steps

Upon Council approval, the City Manager will execute agreements with the six artists for the final design and production of the art work. Production of the art work selected for Phase IV will begin in Fall 2016. Phase IV installations will be scheduled as follows:

First Artist	January – April 2017
Second Artist	May – August 2017
Third Artist	September – December 2017
Fourth Artist	January – April 2018
Fifth Artist	May – August 2018
Sixth Artist	September – December 2018

FISCAL IMPACT

The City's current CIP budget of \$75,000 for Bus Shelter Temporary Art Program Phase IV (Project 17243002) was developed in anticipation of providing each selected artist \$1,000 per image plus other associated costs, consistent with prior phases of the Bus Shelter Temporary Art Program. The total artists' fees will be \$24,000 (six artists at four images each).

The artist fees, production and printing of final art work will be allocated from the Public Art Fund (Fund 243). The estimated total costs of the Bus Shelter Temporary Art Program Phase IV are \$75,000, as follows:

Costs	Budget
Artist fees (\$1,000/image [4 images/6 artists])	\$24,000
Printing and Production of Posters	\$20,000
Administrative Support	\$7,500
Design Layout	\$4,200
Printing Postcard for the Call for Entries,	\$1,500
Jury Stipend	\$300
Publicity (bookmark announcing winners)	\$5,500
Framing	\$10,000
Contingency	\$2,000
Total	\$75,000

LEGAL CONSIDERATIONS

The City Attorney has reviewed and approved as to form the attached resolution and this staff report.

ADVISORY BODY RECOMMENDATIONS

On September 8, 2016, the PAC unanimously accepted the Selection Panel's recommendation and approved a motion recommending that the City Council authorize the City Manager to execute Agreements with artists Mari Andrews, Sofia Cordova, Heather Deyling, Joseph Kosdrosky, Tatiana Mak and Kevin Wickham, with alternates Kim Harrington and Christina Aguila for the Bus Shelter Temporary Art Program Phase IV.

PREPARED BY: Amber Evans
Community and Economic Development Coordinator II

REVIEWED BY: Chadrick Smalley
Economic Development and Housing Manager

APPROVED AND FORWARDED TO THE CITY COUNCIL OF THE CITY OF EMERYVILLE:



Carolyn Lehr, City Manager

Attachments:

1. Resolution
2. Art Work Imagery by Proposed Artists:
 - A. Mari Andrews
 - B. Sofia Cordova
 - C. Heather Deyling
 - D. Joseph Kosdrosky
 - E. Tatiana Mak
 - F. Kevin Wickham
 - G. Kim Harrington (alternate)
 - H. Christina Aguila (alternate)