



ARTS COUNCIL OF
INDIANAPOLIS

Public Art Indianapolis

The 2004-2005 Public Art Great Ideas Competition

Guidelines & Procedures

Funding provided by:

Indianapolis Cultural Development Commission

Efroymson Fund of the Central Indiana Community Foundation

Starbucks Coffee



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About the Arts Council of Indianapolis

The mission of the Arts Council of Indianapolis is to build the community through the arts by developing visibility, funding, audiences, information, and partnerships. The Arts Council is a private non-profit organization that provides public and private grants, programs, marketing, technical assistance, information and referral, and other services to the Indianapolis community. The Arts Council's goals are:

- To promote, educate, and create awareness for the arts;
- To develop and increase the market for the arts;
- To facilitate and convene partnerships and collaborations in the arts;
- To develop and allocate cultural funding; and
- To develop and distribute research to stimulate new thinking about the arts.

About Public Art Indianapolis

By bringing art outside the traditional context of museums and galleries, Public Art Indianapolis will benefit the community and its visitors by increasing access to art, extending our cultural institutions' reach beyond their campuses, and providing artists with opportunities to expand their artistic practice and market. Our commitment is to work with both emerging and established artists, galleries, and museums to produce high quality, innovative, and creative displays of art throughout Indianapolis.

Goals:

- Dedicate a knowledgeable team solely to the implementation of public art projects.
- Establish a standardized process that can be used for public art projects in the city.
- Create a more vibrant city for residents and visitors by incorporating artists and historians into the way the city is built and experienced.
- Initiate and support projects that incorporate art in prominent public spaces.
- Create and support opportunities for local artists, while also working to incorporate work by nationally and internationally recognized artists.
- Advocate for long-term goals, such as a percent for art ordinance.
- Collaborate with and generate funding for public art from a variety of sources including individual, corporate, philanthropic, and governmental entities.
- Promote quality, creativity, and innovation.

Public Art Indianapolis is managed by the Arts Council of Indianapolis and funded by the Cultural Development Commission. To learn more about the Commission visit www.culturalindy.com.

What is a Public Art Project?

A public art project is defined as a project conceptualized by an artist for a public space.

Historically, art that is accessible to the public has been in the form of freestanding pieces of work or objects that occupy a public space, such as sculptures or memorials, or architectural embellishments such as carved facades. Functional objects such as benches, trail markers, tree guards, or manhole covers may be commissioned works by artists. And now, in a growing number of cities, artists are working with architects, engineers, and landscape designers to create visually rich public spaces. These include pedestrian and vehicular bridges, streetscapes, and canal banks. All of these forms of public art make cities more interesting and unique places to live, work, and visit.

A public space is defined as a site that experiences a high level of pedestrian and/or vehicular traffic and is easily visible. A public art project may anchor and activate its site, enhance the overall environment, create a place of congregation and activity, or establish a new landmark and/or neighborhood gateway. A project may be displayed in an interior site but should be accessible to the public during normal building operating hours *without* the need to obtain a special permit, pass, or ticket. Exterior projects should be publicly accessible 24 hours a day or if in a park setting should be accessible during the normal hours of that sites operation.

Projects may be **temporary or permanent** installations. They may be multi-disciplinary, multi-media, and/or collaborative. It may involve movement, sound, light, technology, and/or be multi-sensory, as long as it does not pose a threat to public safety. Prior to final funding the project must adhere to all relevant city permitting processes and ordinances.

Projects should clearly demonstrate the ability to involve and impact the City of Indianapolis, its residents and visitors, and demonstrate some level of public input and support.

Competition Overview

The purpose of the Great Ideas Competition is to give artists living in the state of Indiana an opportunity to undertake the challenge of creating a work of art in a public space within Marion County. With the support of the **Indianapolis Cultural Development Commission, the Efroymsen Fund of the Central Indiana Community Foundation, and Starbucks Coffee we have \$105,000** allocated to the 2004-2005 competition and one or more projects will be funded. There are three phases in the competition process.

In Phase 1, interested artists submit their qualifications for consideration.

In Phase 2, up to 10 finalists will be chosen by the Public Art Selection Committee and each will be given \$1,000 to develop a formal proposal for a public art project in Marion County. Artists in Phase 2 will be required to work with the Public Art Project Coordinator to identify potential project sites and partnership organizations.

In Phase 3, projects will be put on public display and formally adjudicated by the Public Art Selection Committee. Based on the provided selection criteria, available funding, and final project budgets, one or more projects will be selected and funded for fabrication and installation.

The competition is designed to encourage innovative and experimental public projects by Indiana artists for realization in the state's capitol. Artists are encouraged to investigate the physical, social and psychological nature of the environment throughout the diverse areas of Indianapolis developing projects that engage neighborhoods, community groups, and local businesses, and are relevant to the selected project site. **Previous experience of working in public spaces is not essential for selection in this competition.**

Eligibility Requirements

Age & Residency:

- Over 18 years of age.
- A resident of the State of Indiana.

Final Projects *must*:

- Be exhibited within Marion County.
- Be completed by either Spring 2005 or Fall 2005.
- Be exhibited in a public space with great accessibility to a broad spectrum of the public.
- Demonstrate consideration of the diversity of Indianapolis' residents and visitors with specific sensitivity to the audience that surrounds the selected project site.
- Demonstrate a level of public involvement in the project's development process.

Selection Process

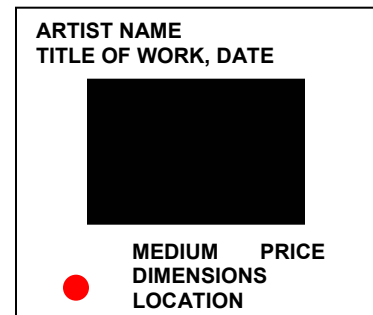
Phase 1 – Artist Submissions

This will be a request for qualifications (RFQ), not proposals. Artists can submit in two ways:

1. As a participant in the **Arts Council's Visual Artist Database**, artists may submit:
 - a. A cover letter asking for their file to be pulled for consideration.
 - b. Statement of interest (up to 300 typed words). The Selection Committee will be looking for why the artist is interested in creating a public art project in Indianapolis and why they should be selected as a finalist. **DO NOT** submit a formal project proposal.
2. If not a participant in the Arts Council's Visual Artist Database, artists must submit the following:
 - a. Up to 20 35mm slides or **jpeg** images saved on CD for PC viewing.

–Or video artists may submit one VHS tape or DVD. The Selection Committee will view up to 3 minutes therefore the tape should be cued to play the segment you wish them to see.
 - b. Corresponding image description list including title, date of execution, medium, and dimensions.
 - c. Current resume.
 - d. Name and contact information of 3 professional references.
 - e. Statement of interest (up to 300 typed words). The Selection Committee will be looking for why the artist is interested in creating a public art project in Indianapolis and why they should be selected as a finalist. **DO NOT** submit a formal project proposal.
 - f. A completed Arts Council Visual Artists Database/Public Art Database form so materials can be kept on file. **-Or** a self-addressed stamped return envelope for those not wishing to participate in the database (*materials will not be returned unless an envelope with proper postage is provided*).

How to Label Slides:



Directions: Label your slides clearly with as much of the above information as possible including name, title, date of execution, and dimensions. Place a red dot in the lower left hand corner of the slide mount to ensure correct orientation for viewing. Use permanent stick labels or marker to avoid peeling, lost slides and jammed projectors.

Phase 2 – Qualification Review – Select artists to create formal proposals

1. Submissions will be reviewed by the Public Art Selection Committee and up to 10 finalists selected and awarded \$1,000 each to make formal project proposals.
2. Finalists will work with the Public Art Project Coordinator to identify a project site(s) and relevant community partnerships.
3. Finalists will develop a project narrative, working drawings, a maquette (*if applicable*), and present an accurate budget for the proposed project.

Phase 3 – Proposal Review – Commission projects.

1. Finalists will present their project proposals to the Art Selection & Advisory Committees.
2. Proposals will be exhibited in the Indianapolis Artsgarden for public review and comment.
3. The Selection Committee will formally adjudicate finalist project proposals and one or more artists will be commissioned.

Great Ideas Exhibition

1. Final projects must be completed and exhibited in either Spring 2005 or Fall 2005.

Selection Criteria

Qualification Review:

- Artist demonstrates a history of high quality, creative, and innovative work and the potential to work in a public environment.
- Strength and clarity of the artist's statement of interest.

Proposal Review:

- Illustrates a high quality, innovative and creative art project that will enhance efforts to further art and culture within Indianapolis.
- Exhibits the ability to create a feasible project, taking into consideration issues of budget, public safety, maintenance, and conservation.
- Demonstrates public involvement, accessibility, and a positive impact to the project's site.
- Establishes that stakeholders, community groups, and/or neighborhoods immediately surrounding the project site are supportive of having the project in their area.
- Provides an accurate and feasible budget.
- Establishes a realistic plan for maintenance and conservation.

Final Project Determination

Artist qualifications and project proposals will be reviewed by a conflict-free Public Art Selection Committee. This 5-7 member panel will be comprised of Indianapolis area visual art curators, artists, art administrators, museum professionals, art collectors, architects or other qualified art and design professionals.

Submissions will be scored on a 10-point scale. The total score from the panel along with other panel recommendations will determine final project selection and total budget allocation.

Commissioning and Payment Schedule:

All artists who are selected will be required to sign a standardized contract outlining the Commission Agreement. Payment schedules will be determined after the project budget has been finalized.

Timeline:

Artists' Submissions of Qualifications are due by **5pm on Friday, October 8th, 2004** to the Arts Council's office at 20 N. Meridian Street, Suite 500, Indianapolis, IN 46204-3040. *Faxed or emailed submissions will not be accepted.*

Phase 1:

October 8, 2004: Deadline for Artists' Submissions of Qualifications

Phase 2:

Mid-October 2004: Public Art Selection Committee adjudicates qualifications

Early November 2004: Notification of finalists

Nov. thru Mid-Dec. 2004: Preparation of public art project proposals

Phase 3:

Mid-December 2004: Presentation of proposals to PA Selection & Advisory Committees

Late- Dec. 2004 – Early Jan. 2005: Public display of proposals in the Indianapolis Artsgarden

Mid-January 2005: PA Selection Committee adjudicates proposals

Late January 2005: Notification of finalist(s) that their project has been selected for commission

Exhibitions:

Final projects are to be completed and exhibited in either Spring 2005 or Fall 2005.

Contact Information:

If you have a question concerning Public Art Indianapolis or The 2004-2005 Great Ideas Competition contact the Consultant on this project:

Mindy Taylor Ross, Art Strategies, LLC

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