

Public Art Indianapolis 2004-2005 Work Plan

Lead Partner: Arts Council of Indianapolis
Project Coordinator: Mindy Taylor Ross
Proposal for: Cultural Development Commission

Vision

Art, design and architecture are essential components of any great city. The Arts Council of Indianapolis, as the lead partner agency, is involved in working with the Cultural Development Commission, the City of Indianapolis, individual artists and arts organizations, and the community to continue developing a structured and funded Public Art Initiative.

The recently-completed Public Art Master Plan, developed by national consultants Freeman / Whitehurst Group, is helping to establish a vision for public art that will enhance the visual appearance of the city through art in public spaces and artists' involvement. The Master Plan has also outlined a series of action steps to begin implementation of the plan. Having begun a series of short-term action steps, we are now ready to continue with the next steps of the Initiative, as outlined below.

Proposal Summary

This proposal for next steps for the Public Art Initiative, managed by the Arts Council of Indianapolis, requests approval and funding for the following to facilitate public art in Indianapolis:

- Contract Mindy Taylor Ross as the Public Art Project Coordinator for the next 18 months along with a dedicated administrative assistant
- Establish Art Selection and Public Art Advisory Committees
- Fund a *Great Ideas Competition* for local artists and community groups
- Support through partial funding and facilitation services major public art initiatives with artists and arts organizations
- Initiate and partner in educational workshops for artists and patrons interested in working on public art projects

Goals

The Public Art Initiative will establish programs to facilitate art in public spaces. The Initiative furthers the implementation begun in the short-term action steps, will help focus and refine the recommendations of the Master Plan, and begin funding of public art projects.

In addition, this proposal helps address Goals I and III of the Indianapolis Cultural Development Initiative and also supports strategies in that plan such as “developing incentives for private sector installation of public art”.

The Public Art Initiative will benefit the community and its visitors. It will increase access to the arts while providing artists with training and opportunities that will expand their artistic practice and market. The Public Art Initiative’s commitment is to work with both emerging and established artists, galleries, and museums to produce art for neighborhoods throughout Indianapolis. A structured, funded Initiative will also help define a process for the selection and funding of a number of independent public art projects currently underway within the community.

Objectives

- Dedicate a knowledgeable team solely to the implementation of Public Art.
- Create opportunities and learning experiences to support and mentor local artists while also working to incorporate work by nationally and internationally recognized artists.
- Capitalize on the current interest in public art by encouraging and facilitating the incorporation of art in public spaces while advocating for long-term goals, such as a percent for art ordinance.
- Identify sites and initiate projects to incorporate art into prominent public spaces including those located within and partially funded by the private sector.
- Establish a standardization that can be used for public art projects in the city.
- Promote quality, creativity, and innovation.

Project Components

1. Secure the Public Art Coordinator.

Mindy Taylor Ross’ part-time contract with the Arts Council of Indianapolis (and part-time with the Herron School of Art) expires on July 2, 2004. This proposal is to engage her services as well as the services of an administrative assistant, contracted through the Arts Council of Indianapolis, for the next 18 months to continue work on the Public Art Initiative. The contract commitment is proposed through December 31, 2005 to maintain continuity and stability for the implementation of the Initiative.

Public Art Coordinator Scope of Services:

- Administer the programs set forth in this proposal:
 - i. Establish and manage the Art & Advisory Committees
 - ii. Great Ideas Competition
 - iii. Facilitate Major Public Art Initiatives selected by the Committee
 - iv. Partner in developing and implementing educational workshops & talks by other regional & national experts.
 - v. Speaking engagements and community outreach

- Continue Development & Administration of foundational tools:
 - o Identify and establish an archive of public art in Indianapolis
 - o Provide a map/self-guided tour of public art in Indianapolis
 - o Standardized contracts and processes
 - o Distribution of the brochure, PowerPoint, and note cards for community outreach
 - o Contact databases for artists and advocates
 - o E-News Blasts to that database
 - o Public Art component of the Arts Council's Visual Artist image library

- Consultation services on potential public art projects identified in the Master Plan.

- Consultation services on other Commission and City initiatives.

2. Establish the Art Selection and Public Art Advisory Committees.

As recommended in the Master Plan, this proposal establishes a 5- to 7-person *Art Selection Committee* comprised of arts professionals, architects, and historians. Rotating seats will be available for visual artists whose work is not under consideration, donors, and community stakeholders in the vicinity or neighborhood of a project's site. This Committee will be charged with selecting the projects that will be supported through the Public Art Initiative.

This proposal also establishes a *Public Art Advisory Committee*, which will include representatives from the Mayor's Office, Arts Council of Indianapolis, Cultural Development Commission, Department of Public Works, Department of Metropolitan Development, Parks Department, and others. These advisors will provide input on the Initiative's standardized guidelines and processes, location, delivery and installation of artwork, and maintenance of Initiative-supported projects.

3. Fund a *Great Ideas Competition*.

As recommended in the Freeman/Whitehurst Group's Public Art Master Plan, a biennial *Great Ideas Competition* will be established.

This competition will be open to artists living in the greater Indianapolis area only. Many of our local artists have not had the experience of working creatively on public art projects and this program will provide them the resources (funding, facilitation, and administration) to successfully complete a temporary public project. It will afford these local artists the experience necessary to compete for future public art projects in our city and beyond. They will be encouraged to partner with local galleries, neighborhoods, and citizen's groups to encourage greater community participation, education, and exposure.

The Art Selection Committee, with input from the Public Art Advisory Committee, will establish the guidelines and criteria for the selection artists and their projects.

An example of a potential timeline and budget for the *Competition* could be as follows: A Request for Qualifications will go out in the summer 2004. Up to ten artists will be selected by the Art Selection Committee and given \$1,000 each to make formal project proposals in the fall of 2004. Presentation and exhibition of proposals will happen in the winter of 2004. Up to three artists will be commissioned in the spring of 2005 and given \$20,000 each to fabricate their projects. Final projects will be installed and exhibited for one-year, from the summer of 2005 through the summer of 2006.

Corporate sponsorship will also be sought for this competition so that it can continue on a biennial basis as suggested in the Master Plan.

Note: This Competition as well as the program below will provide a platform to address the increased requests for funding of public art projects to both the Arts Council of Indianapolis and the Office of Cultural Tourism. They also provide opportunities for both temporary as well as permanent public art pieces so as to keep our city moving and changing.

4. Support major public art initiatives.

Major public art projects will be brought to the Art Selection committee and considered for funding and facilitation services. The Art Selection Committee, with input from the Public Art Advisory Committee, will establish guidelines and criteria for the submission, selection, and funding of major projects, including how many projects can be managed given the resources allocated to this Initiative.

This is a way to support artist collaborations with Indianapolis museums, galleries, and arts organizations to expand their reach beyond their gallery spaces and campuses. This may include local as well as national and international artists.

Public art projects developed under the Commission's new 2005 Cultural Convergence's Environmental WOW Committee should be brought to the Public Art Initiative's Art Selection Committee for selection and funding consideration. This will ensure an equitable process and standardized procedures.

5. Create educational workshops.

The Initiative will partner with museums and arts education organizations to offer educational talks and workshops specific to public art. Topics for artists' workshops may include addressing best practices when responding to Requests for Qualifications (RFQ) and Requests for Proposals (RFP), or how to create professional materials and presentations.

Regional and national speakers will be sought out to offer education and advise to local artists and advocates. They may include visiting artists, architects, engineers, and public art professionals who can talk to artists as well as the community-at-large about professional practices and the value of supporting high quality art by living artists.

These presentations are in addition to community outreach speaking engagements that will happen as part of the Public Art Project Coordinator's scope of services.