

Library Entry: Artist Contract

Beautification, Arts and Sciences

Eliza Kretzmann, Jana Weldon





Agenda



- **New Public Art Processes – Eliza Kretzmann**

- Artist Selection Panels include more community members
- Bringing in Artist as Part of Design Team

- **Library Entry Artist Contract – Jana Weldon**

- Background of the Downtown Library Entry Project
- Integrating the Artist into the Design Team and Contract Amount
- Artist Selection made by the Community Selection Panel
- Recommended Action

New Public Art Processes

**Eliza Kretzmann, Beautification, Arts
and Sciences Manager**





New Public Art Processes



- Adding artists to design teams early on
- Increased public participation in selection panels
- Alignment with current best practices in public art
- This project is a great example of these new processes





Artists as Part of Design Teams

- Having an artist on the design team allows for integrated artwork and beautification items, resulting in stronger pieces and designs.
- This is especially appropriate for items funded by Beautification, Arts and Sciences – a portion of the BBB tourism tax.
- Artists are selected based on past work examples, not specific proposals for the site.



Selection Panels

Why include more community on selection panels?

- Selection panels now include community members and experts, such as people impacted by the project.
- Panels are a working group of the Beautification and Public Art Commission (BPAC).



Downtown Library Entry Project: Artist Contract

**Jana Weldon, Beautification, Arts
and Sciences Project Administrator**





Background of Library Entry Project

Desire to enhance the entry plaza and bring the ramp into ADA compliance



Initial direction from early stakeholder discussions is:

- to create a handicap accessible design that **highlights the building** and its entry, creation of **outdoor seating** for library programming;
- develop a **donor recognition** opportunity;
- and **artwork** that reflects what a library represents.



Background of Library Entry Project



Contract is for an artist to **work with a design team** to create art that integrates with the new re-design of the library entry.

Direction for the public art :

- to successfully contextualized the art within the plaza;
- to have the artist determine type of artwork;
- to amplify the programming of the plaza to the greatest extent possible;
- to create, fabricate and install artwork that exemplifies the possibilities a library represents, e.g., imagination, excavation of ideas, seeking, exploration, learning, community enrichment, community bonds



Integrating the Public into the Design Team



Imagine the ideal library: In a paragraph, tell the artist about it. How does it feel to go there, what do you see, what sounds do you hear? How do you navigate it? What are the people like there? Is there something that stands out in your mind about this library?

Community input will be gathered to inform the artist's direction at the start; and public comment will be sought on the preliminary concept before moving to design development.



Selection Process



Artist is recommended by a diverse selection panel that included

- Vice Chair of BPAC
- Commissioner BPAC
- Chief Librarian City of Flagstaff
- Friends of the Library Board Member
- Library Foundation Board member and Lowell Librarian/Archivist
- Artist, Co-owner of a downtown business



Selection Process



The Selection Panel Recommendation was approved by the Beautification and Public Art Commission



Seeking Approval for Artist Contract

- Contract Includes:
 - Participation in design team to integrate beautification and art elements;
 - Public Outreach; and
 - Design, fabrication and installation of elements.
- Contract Total: \$75,000
 - Funded by the approved allocation of the BBB to support Arts, Culture and Science in Flagstaff, which is protected by ordinance.
 - The project that the artwork is a part of, the library entry plaza, is a Beautification Capital Project and is similarly funded by a BBB revenue fund called out by ordinance.



Seeking Approval for Artist Contract

Selection by Panel: Jones Studio Inc. with principal Artist Maria Salenger



Maria works to provide a forum to strengthen diverse voices, ideas, and actions in design practice, making an impact to better the built environment.



Selected Applicant

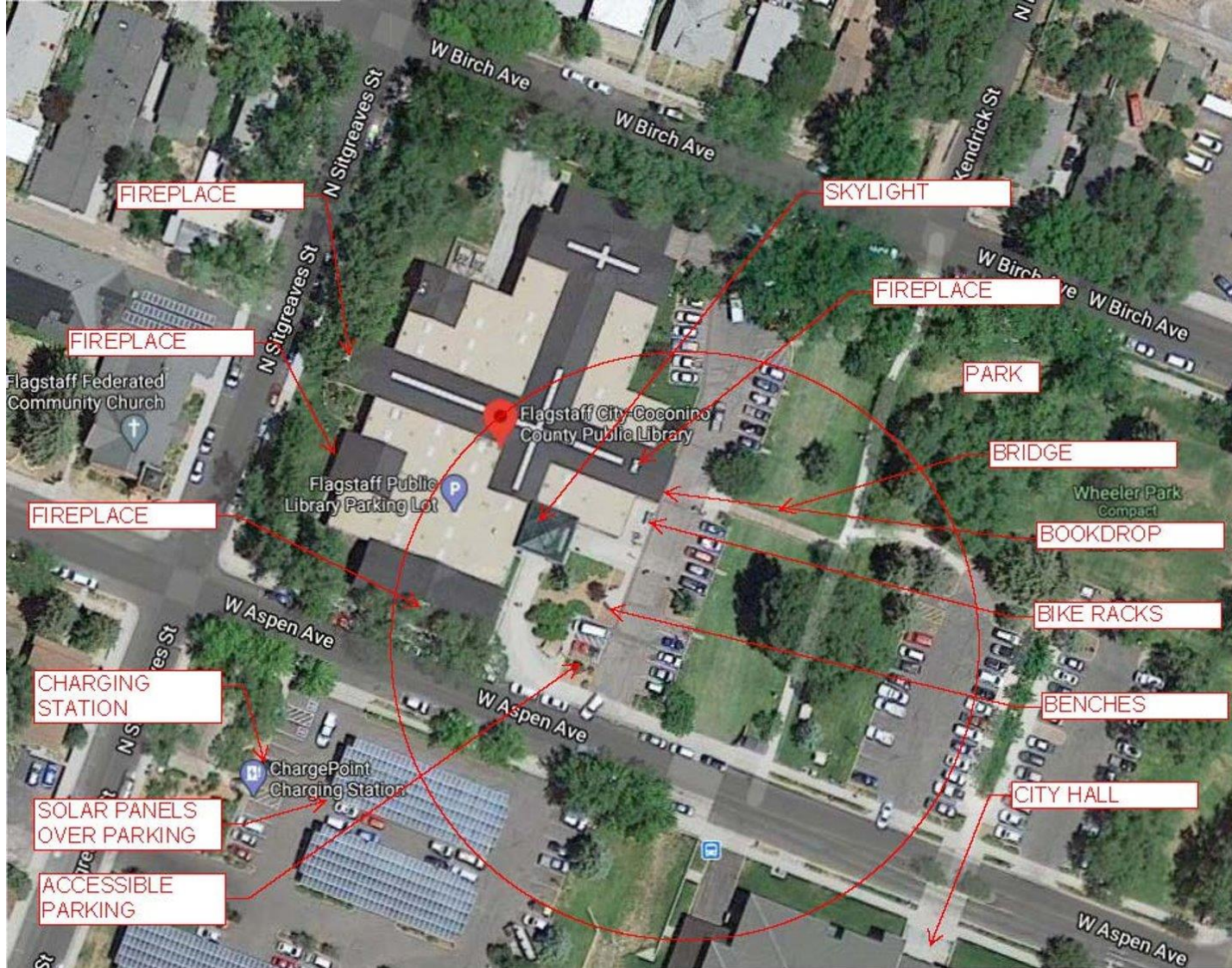


Jones Group Inc. and Maria Salenger took into account the larger context, environment and culture of Flagstaff.





Selected Applicant



The applicant also thought carefully about the site, the immediate concept of the design, and the importance of the library itself to our community.



Selected Applicant: Past Projects

Additionally, materials showed a strong record of projects, aesthetic sensibility, and working well with the public.

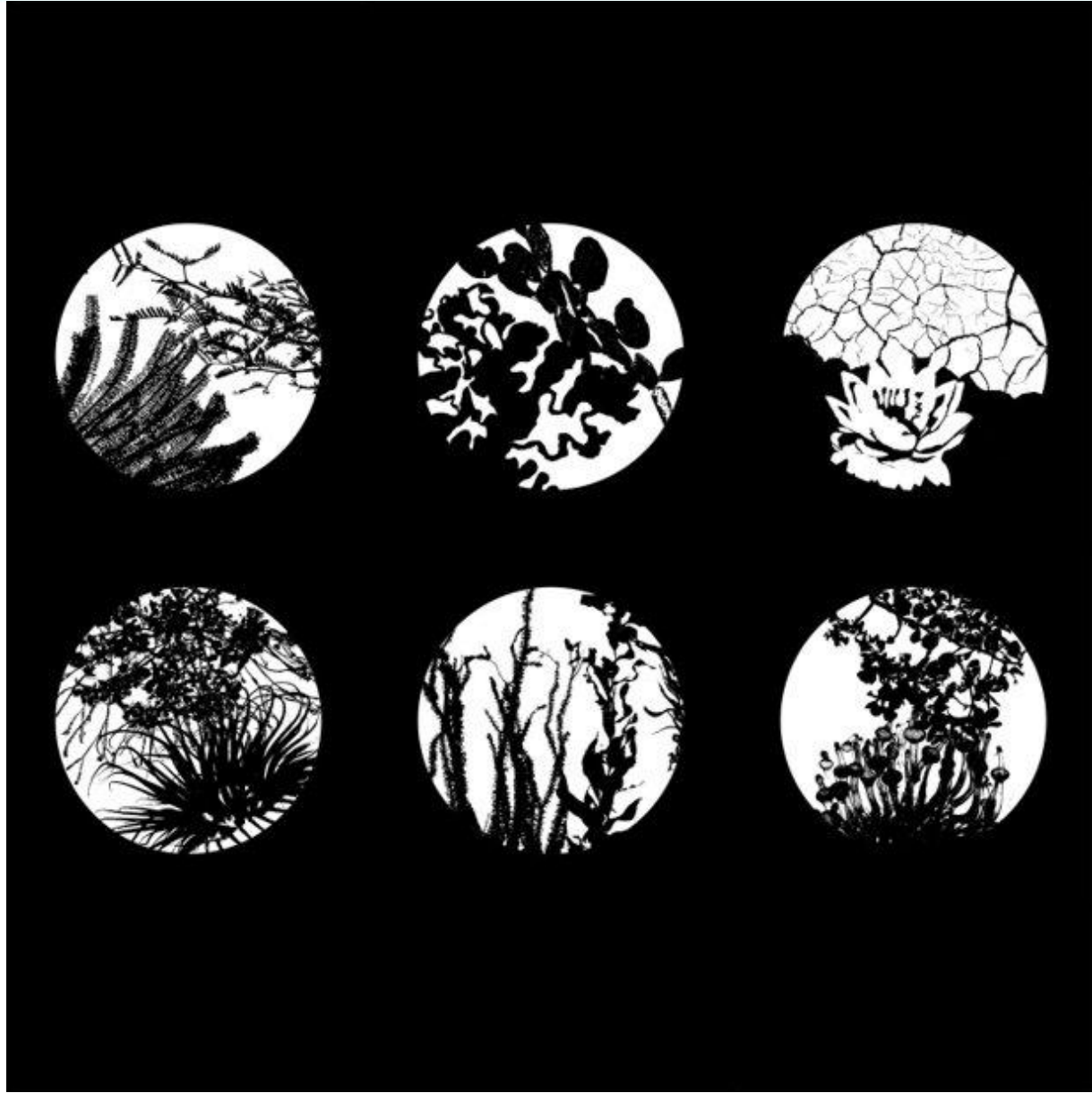
Coconino
Community College





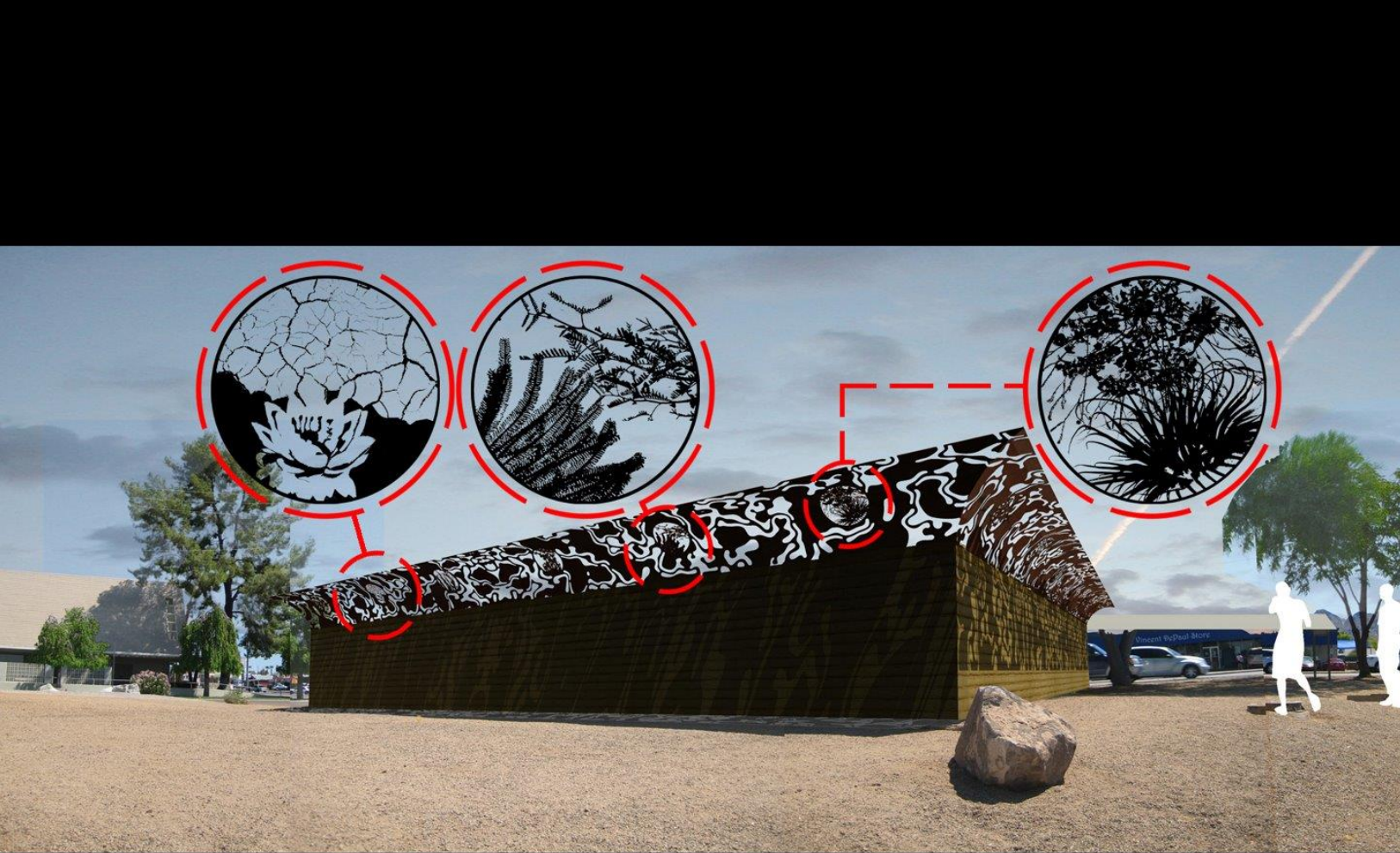
Selected Applicant: Past Projects

Examples of past projects included in application or presentation materials, starting with the inspiration for *High Brow*.



A seemingly banal lift station is transformed through the addition of a water-jet-cut steel cornice. With the art the station broadcasts valued use to its community.

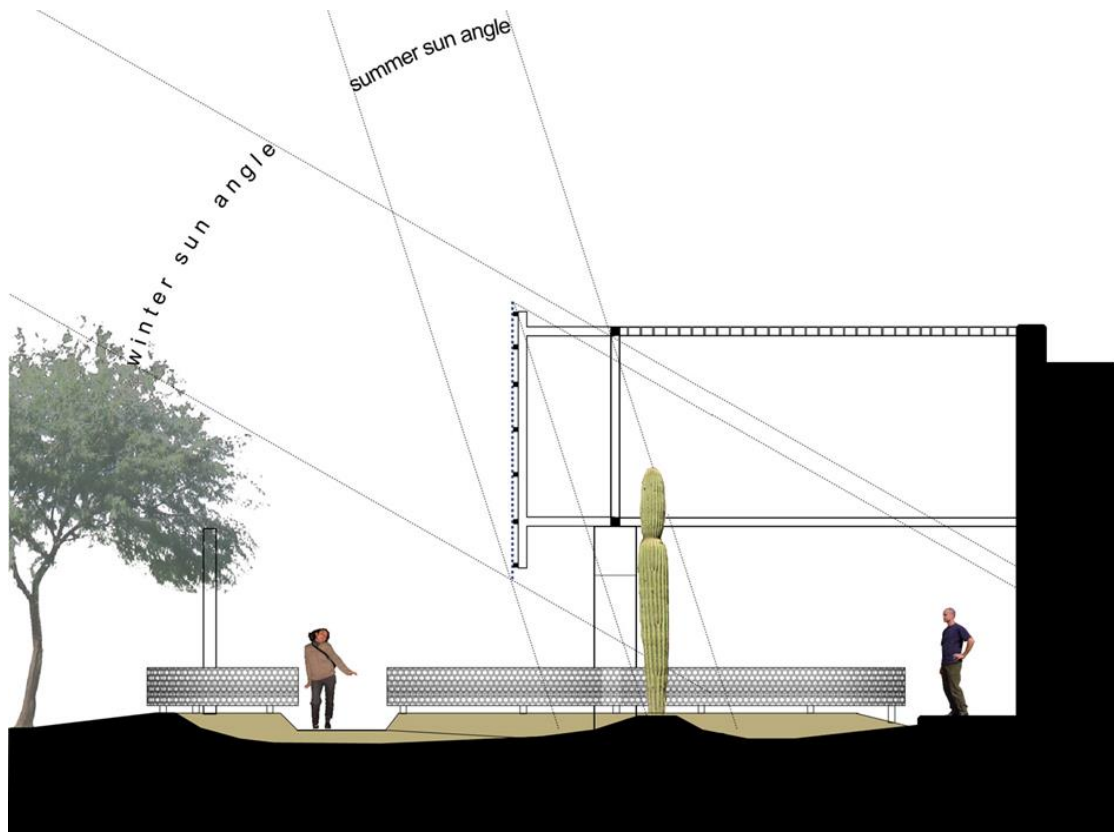
The cornice is comprised of patterns derived from water, as well as imagery comparing desert and water-based flora, that will cast shadows along the walls throughout the day.

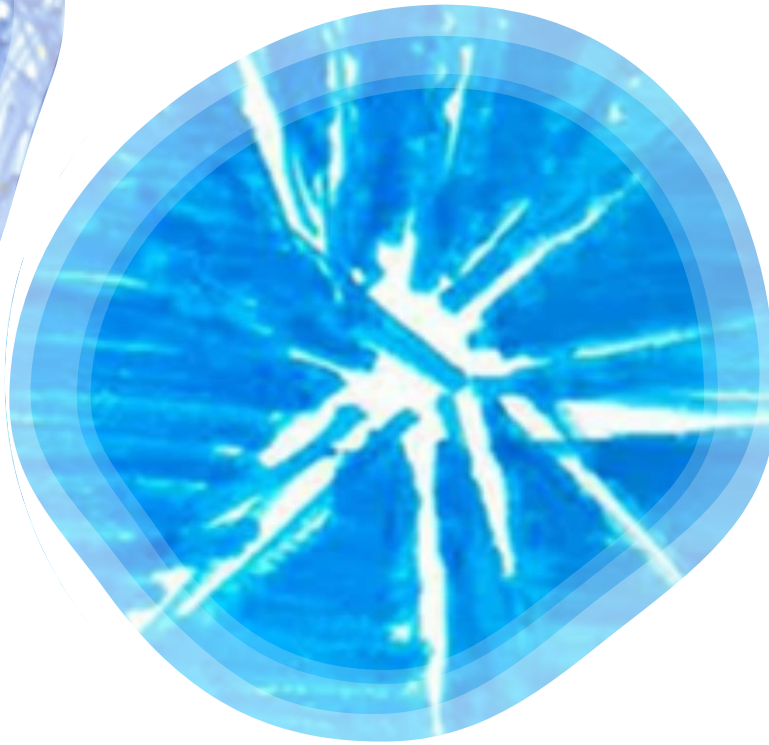


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These constantly changing shapes will change hour to hour, day to day, to create an ever-changing artistic display. At night, eight LED lights cast patterns on the slump walls in the dark.



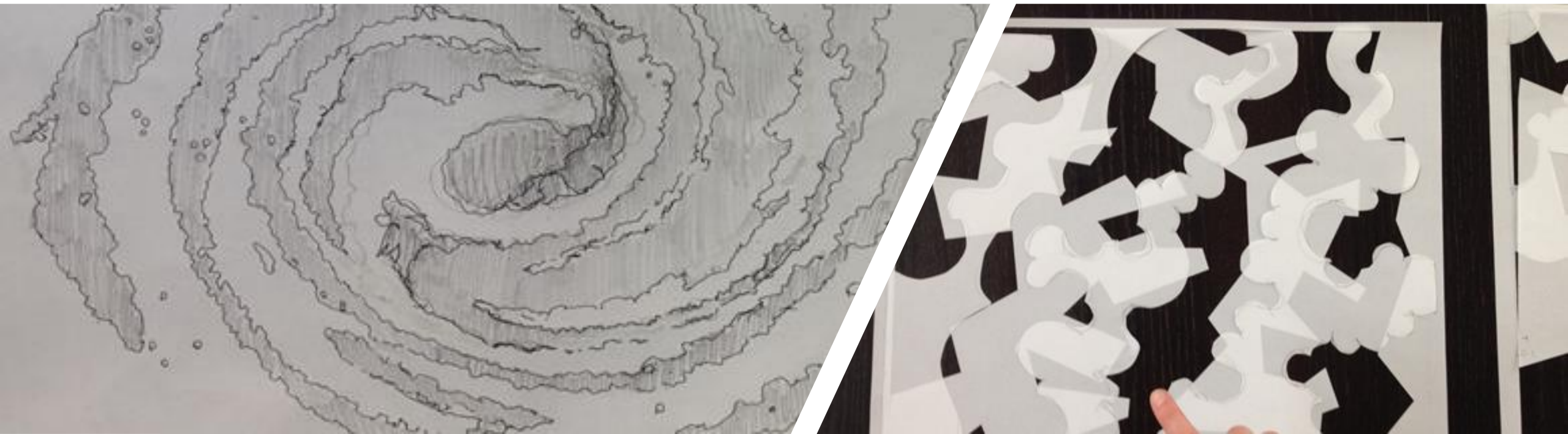




My
thing
flower



For a transit stop...in artist-led workshops
community shared things they love.



Contrasting the smallest and largest objects, shade panels of the transit shelter display positive and negative components of flower and galaxy images. Integrated poetry connects things of beauty in art and utility, small and large scale, near and far relationships.





Design Will be Site Specific for the Library Entry

- Firm and artist will create specific designs and work for Flagstaff and the Library Entry;
- There will be a public input process before Artist designs for a full understanding of the strong place the library has in this community;
- Artist will amplify the programming of the entry plaza;
- Artist will create, fabricate and install artwork that exemplifies the possibilities a library represents, e.g., imagination, excavation of ideas, seeking, exploration, learning, community enrichment, community bonds.



Review of the Concepts that Come Forward



- Concepts will be brought before Council again in a work session;
- Public comment will be solicited and integrated;
- Concepts will need to be approved by the Beautification and Public Art Commission;
- The contract can be terminated if not passed by BPAC.



Staff Recommended Action

Approve the \$75,000 contract to Jones Studio Inc., the successful applicant selected by the Artist Selection Panel and approved by the Beautification and Public Art Commission, to provide integrated art and beautification design to the re-design of the new downtown library entry.