

# **CULTURAL STRATEGIST PUBLIC ART WORKSHOP #3**

**ABG ART GROUP**

# **APPLYING TO PROJECTS**

**CITY, PUBLIC AND PRIVATE**

**The Basics: Past Work (most relevant to the project), Bio, CV**

**Know your audience**

**Artist Statement or LOI (Letter of Interest), general pool or call**

**Artist Statement or LOI, project specific**

**Packaging it together, make it easy to share, compress a single PDF if possible**

**Follow the instructions!**

**Everything is relevant to you as a business entity, your impression of professionalism starts in the application**

**Partners, illustrate your team and their value**



Artist: Johanna Poethig, *Rainbow Power*,

## RAINBOW RECREATION CENTER PUBLIC ART PROJECT

**The Panel will have 30-45 minutes with each artist.** You are asked to prepare a 15-20 minute presentation **including preliminary proposal concepts** based on the following questions, using examples of past work to illustrate your answers where appropriate. The balance of the interview will consist of discussion with the panel.

**1) Project Vision:** What interests you about this project and this site? Please describe your vision. If selected, how do you envision your concept would reflect and compliment the center, the other on-site art and neighborhood identity?

**2) Working Style:** Talk about your work style and how you would approach this project. If you are an artist team, how would you work together – roles, design, fabrication, etc.?

**3) Past Experience:** What is your experience in dealing with the unexpected, e.g. schedule delays or accelerations, unanticipated cost increases, etc.? Can you give examples?

**4) Design Development and Community Engagement:** Given the project timeframe, what kind of input would you seek from stakeholders? How would you develop your concept(s) to create artwork that is responsive to the project constraints, while engaging community/project stakeholders of various backgrounds? **Please provide examples of your past experience.**

**5) Schedule & Availability:** Schedule is a crucial component of this project. Per the current expedited project schedule, the City would like to complete this project by the end of 2018. **What is your availability to design, fabricate and facilitate installation of this work, in collaboration with a licensed general contractor, within the project schedule?** Will you be available to develop a completed design for review by City staff, and advisory committees, in the fall of 2018?

**6) Materials & Maintenance:** What materials would you propose to work with for this project? If and where you lack experience in your proposed medium or application, how do you propose to procure the expertise of other professionals?

Please address the properties of your proposed materials that make them durable, requiring minimal maintenance, and resistant to vandalism. What is your past experience with these materials? What ongoing maintenance costs (e.g. materials replacement; specialized cleaning) can you foresee?

**7) Budget:** The budget for this project is \$100,000 all-inclusive of design, fabrication and associated costs including community outreach, insurance, subcontractors and professional consultants, with an estimated reserve of \$38,000 for installation by licensed contractors and a project contingency. How does this compare to your previous projects?

**8) Questions:** The panel is composed of community representatives from the Rainbow neighborhood. Do you have any questions for the panel? Is there anything else you would like to draw to the attention of the selection panel?

Thank you!

# **BUILDING A TEAM**

## **STRENGTH IN NUMBERS**

**Team Value, you may not be enough alone**

**Artist : the vision**

**Consultant/project manager : your main partner in all the details, legal and production support**

**Fabrication : production partner**

**Installation**

# **PUBLIC ART CONSULTANTS/PROJECT MANAGERS**

**NOT REQUIRED FOR CITY FUNDED PROJECTS, YOU MAY WANT THEIR SUPPORT IN A PROJECT**

**Local consultants that have worked on city projects, including but not limited to:**

**ABG Art Group**

**Art Source**

**Chandra Cerrito**

**Slate Contemporary**

**Civic Design Studio, Tommy Wong**

**Karen Eichler**

**\*Deka/Local Language**

**-There are many, do your research!**

# **LOCAL FABRICATORS**

**TO NAME A FEW, INCLUDING BUT NOT LIMITED TO:**

**Artworks Foundry, sculpture and fabrication, bronze etc**

**Lenehan Glass, Glass (it can do alot more than you think)**

**Magnolia Editions, Printing on multiple surfaces, tiles etc**

**Deka , Metal, gates etc**

**Local Language, multiple mediums, C&C etc**

**Mosaic, mostly international or out of area**

# Fabrication

No matter how challenging your fabrication project is, Artworks Foundry will use the latest technologies available to ensure the integrity, quality and longevity of each piece.

We offer a variety of fabrication services, such as plasma and laser cutting, metal fitting, welding and soldering. Our team has over a century of experience in welding metals of all shapes and sizes. We also construct sculpture bases, support systems and structures to serve our clients' needs.



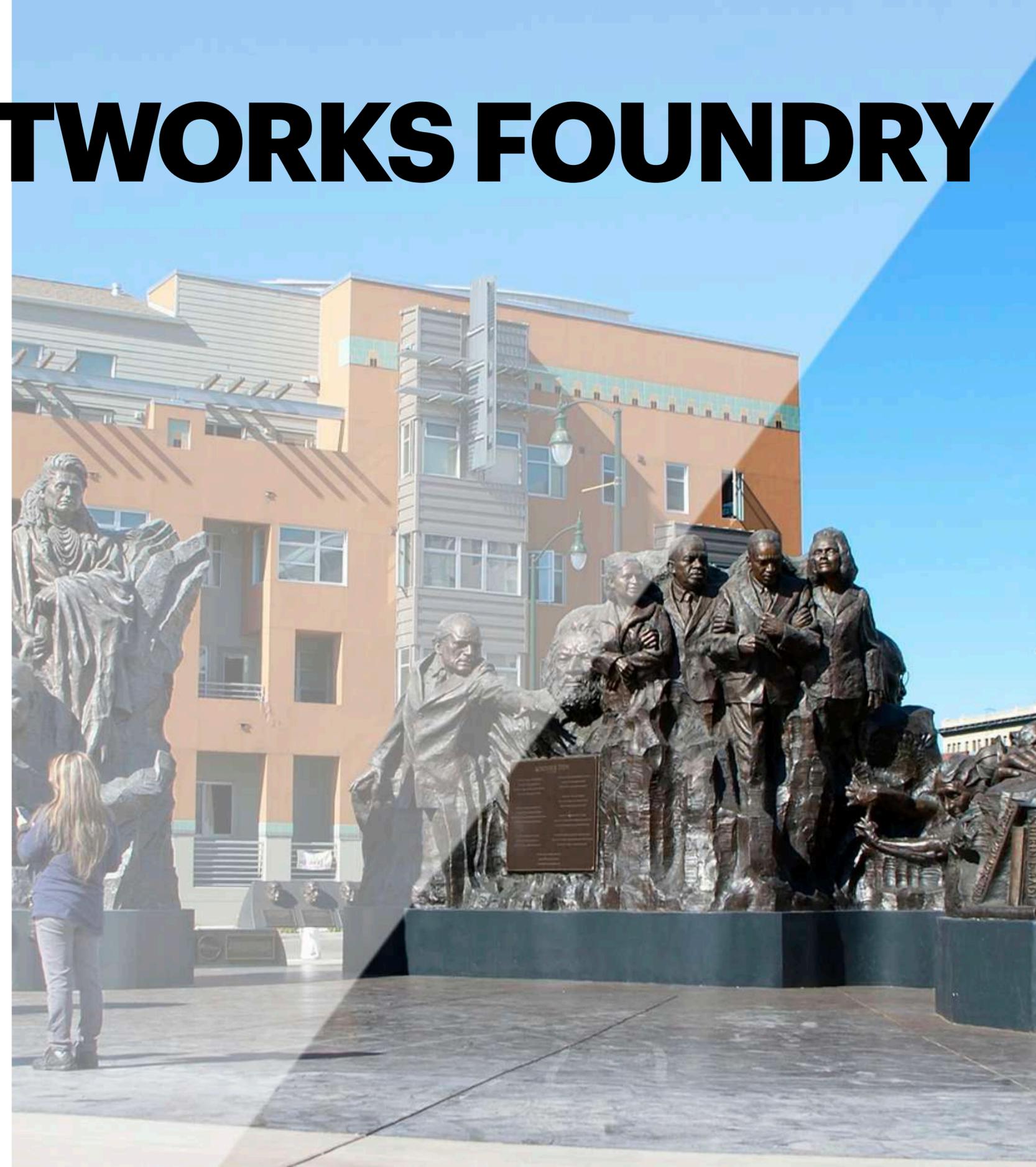
Patina is the application of oxidizing chemicals to bronze which react to the metal and achieves different colors and textures. Our patina department offers a wide list of colors, patterns and effects that can be applied to the sculptures, giving them a unique character.

We also encourage our clients to observe and consult with our patineurs while the patina is being created in order to achieve the perfect finish to their piece. Once the patina application is finished, the sculpture is carefully waxed to protect and enhance the newly-minted sculpture.

Please, click [here](#) to see our patina samples.

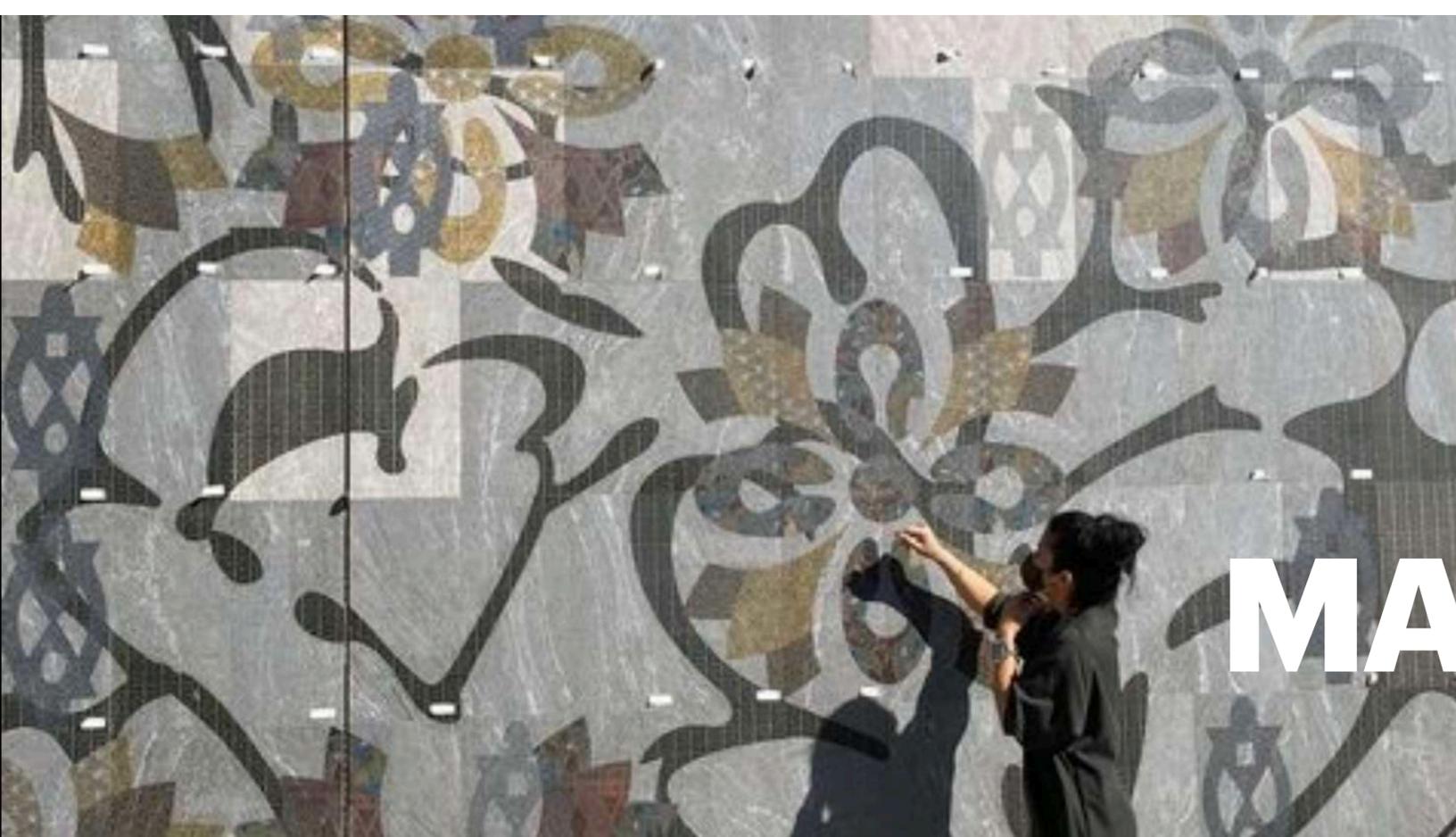


# ARTWORKS FOUNDRY

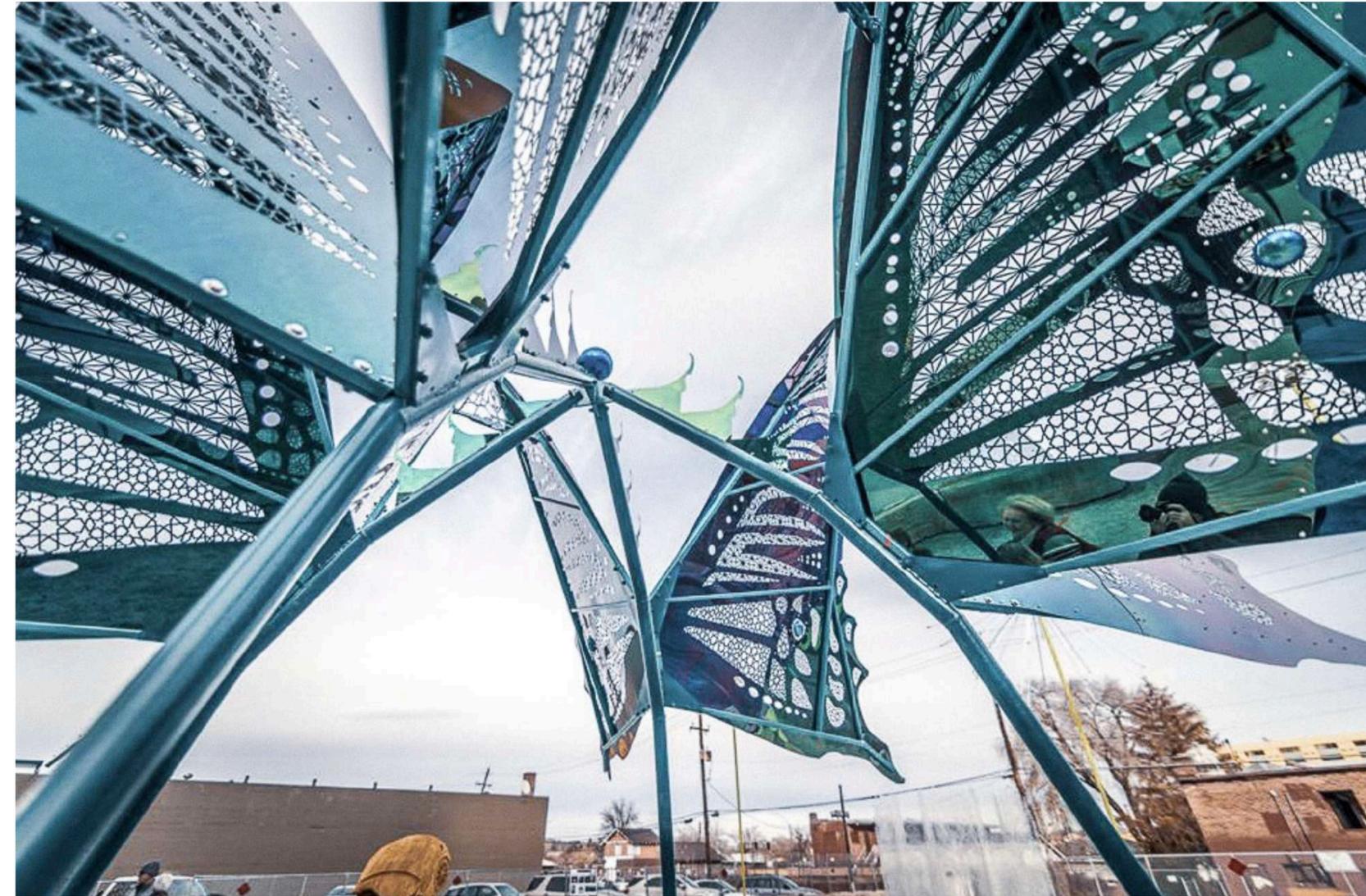
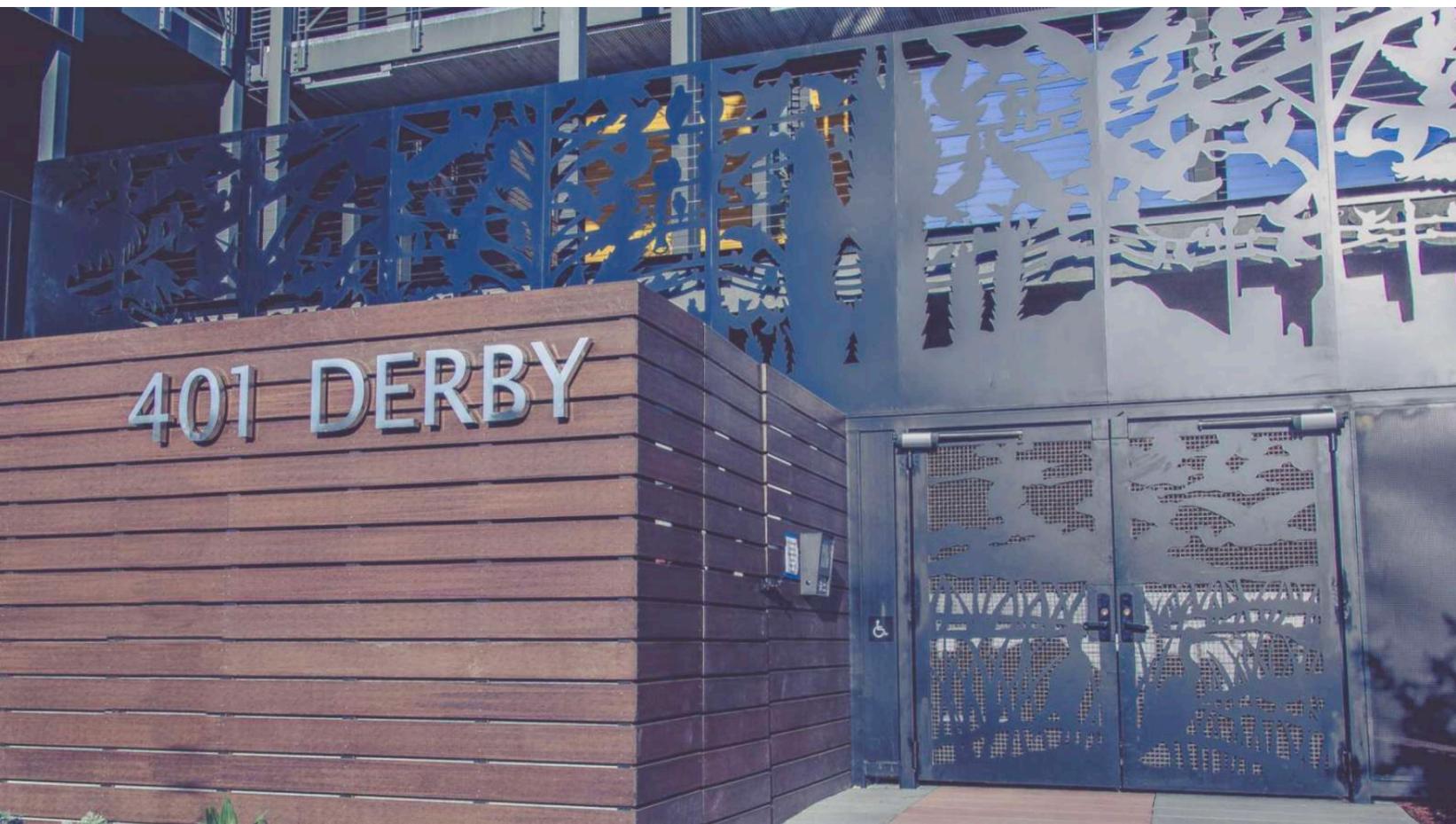
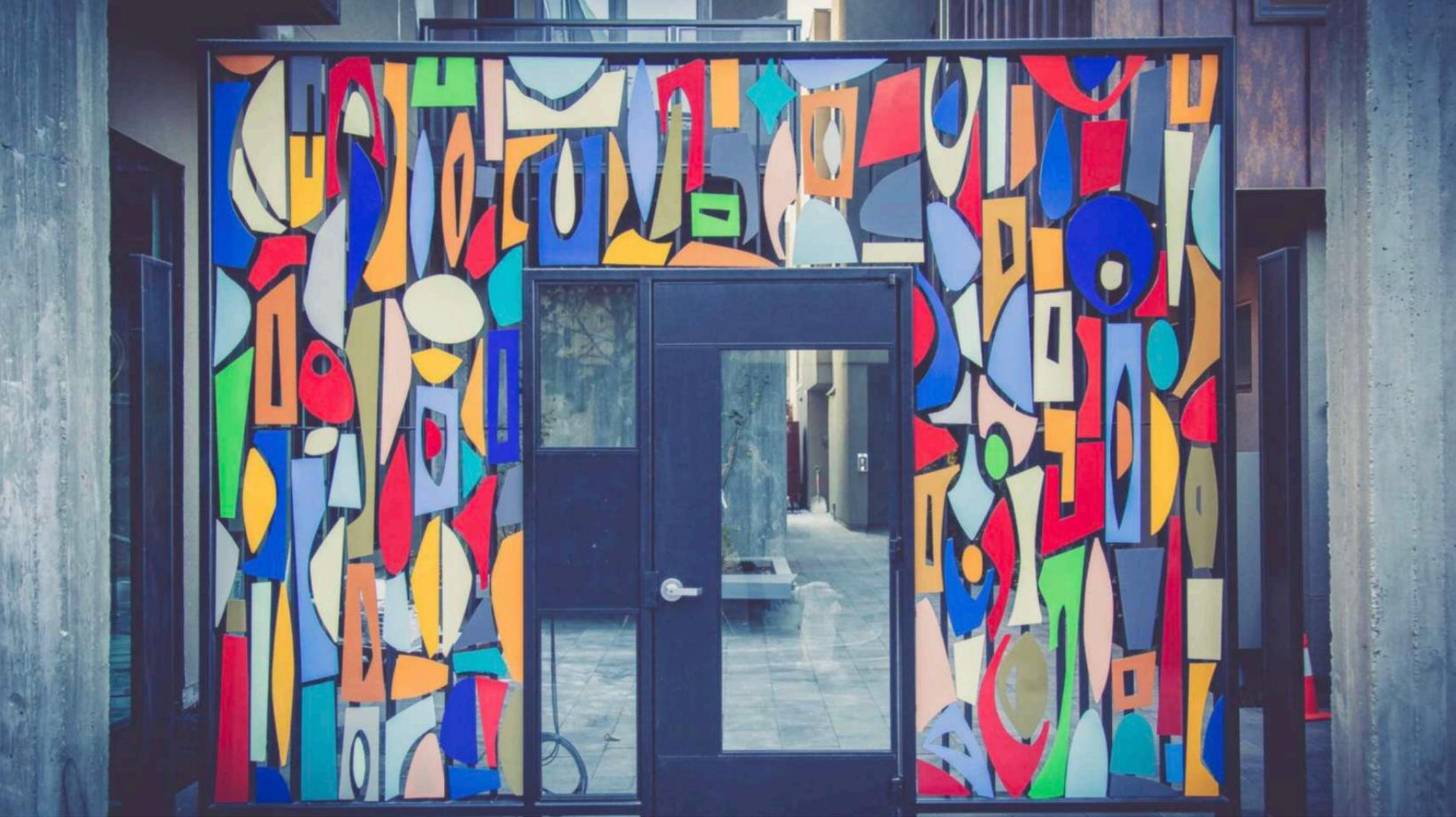




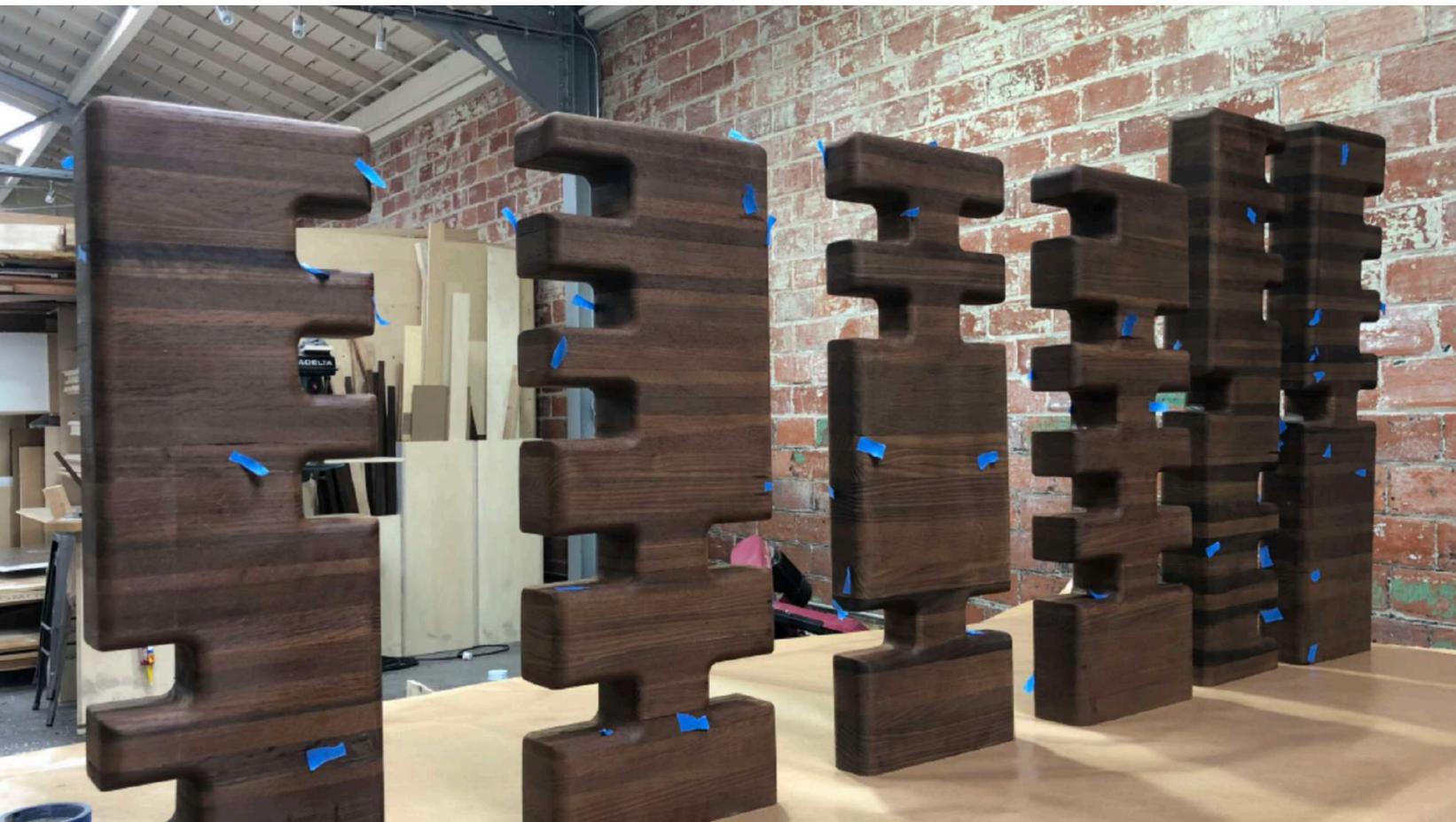
# LENEHAN GLASS



**MAGNOLIA EDITIONS**



**DEKA**





**MOSAICS**



**MOSAICS**

# RESOURCES

A few local artists that have completed projects for the City of Oakland:

Joaquin Newman <http://www.forrealism.com/murals-public-art>

Johanna Poethig <https://johannapoethig.com/public-art-projects/rainbow-rec-center/>

Laurel True: <https://www.truemosaics.com/generations-mural>

Trust Your Struggle: <https://www.trustyourstruggle.org/portfoliopublicart/generationsofhope-zpl3d>

Wowhaus: [https://www.thewowhaus.com/#public\\_art](https://www.thewowhaus.com/#public_art) – Snow Park

<https://www.codaworx.com/projects/quercus-holland-partner-group/>

Public Art Advisory Committee (PAAC) Meeting documents, examples:

<https://cao-94612.s3.amazonaws.com/documents/PAAC-9-17-18-Agenda-Packet.pdf>

Example of muralist proposal:

<https://cao-94612.s3.amazonaws.com/documents/10-1-18-PAAC-Agenda-Packet.pdf>

Fabricators:

Deka <https://dekafab.com/work/>

Artworks Foundry <https://www.artworksfoundry.com/showcase> and <https://www.artworksfoundry.com/services>

Lenehan Glass [https://www.instagram.com/lag\\_inc/?hl=en](https://www.instagram.com/lag_inc/?hl=en)

Magnolia Editions <https://www.instagram.com/magnoliaeditions/>

Local Language <https://www.locallanguageart.com/>

Out of state mosaics:

<https://artaic.com/commercial/mosaic-applications/public-art-installations/>

<https://mosaika.com/projects/>

<https://miottomosaicartstudios.com/projects/>

Mosaic fabricator feature:

[https://artaic.com/news\\_stories/artaics-collaboration-with-johanna-poethig-featured-on-commarch/](https://artaic.com/news_stories/artaics-collaboration-with-johanna-poethig-featured-on-commarch/)

# **HOMework**

**DUE MONDAY APRIL 10TH**

**ANALYZE LOCAL FABRICATORS**

**WHO WOULD YOU LIKE TO WORK WITH ON A PROJECT?**

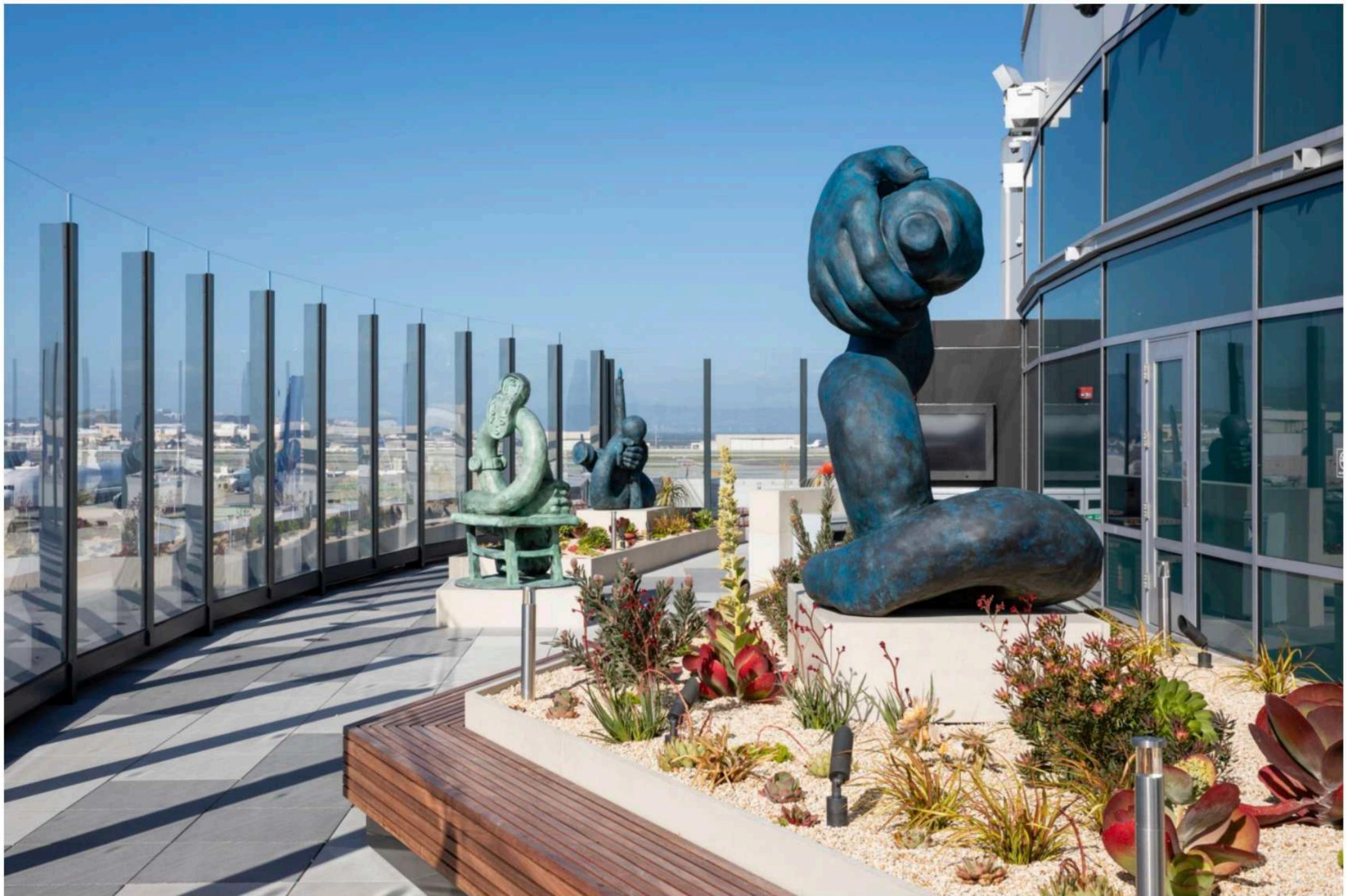
**GIVE US YOUR TOP 2 CHOICES, SO WE CAN ORGANIZE FIELD TRIPS AND VISIT FABRICATORS**

**BOOK YOUR ONE ON ONE SESSION WITH ABG**

**WOODY DE OTHELLO**

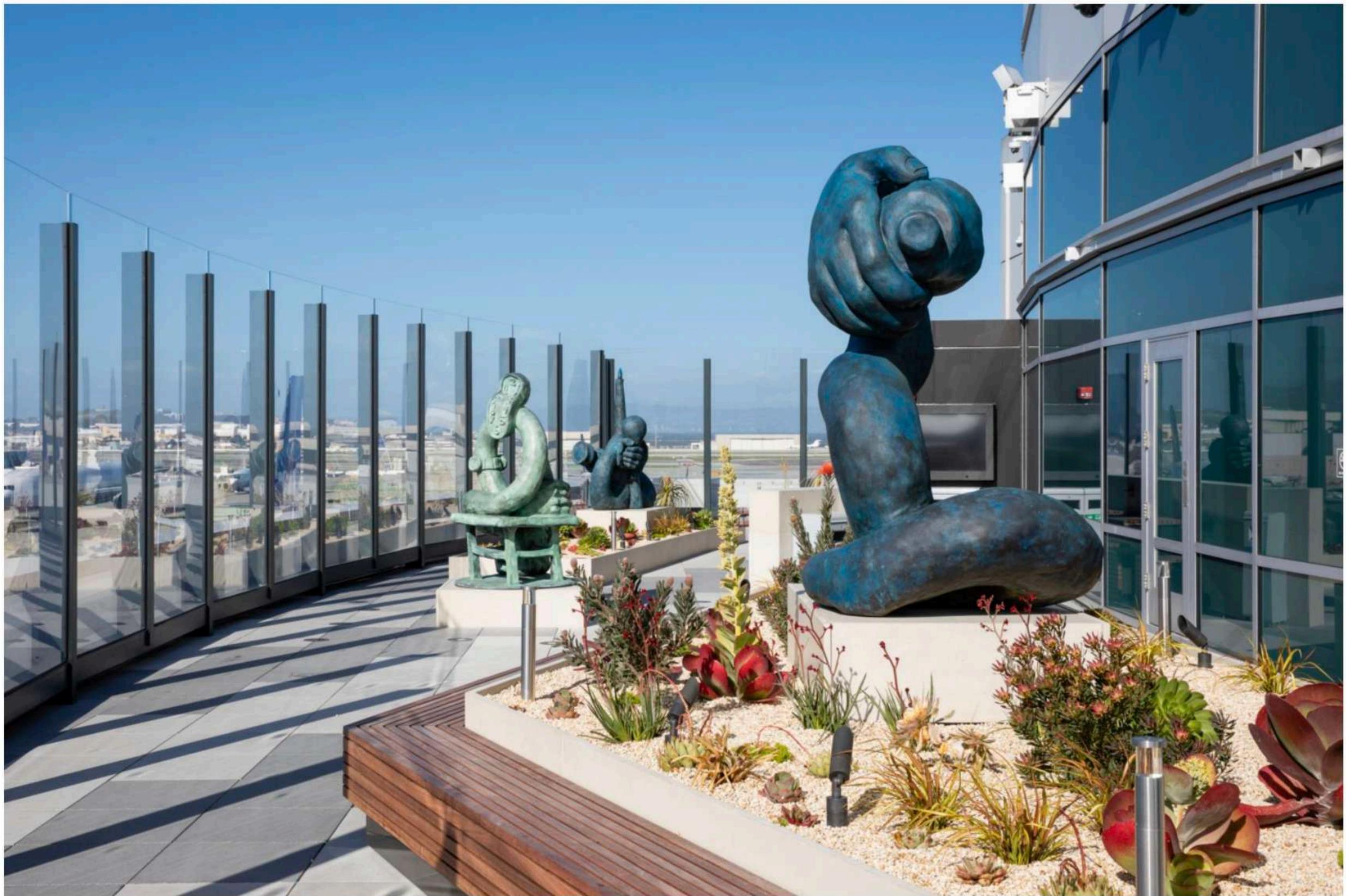






*Time, Turn, and Light*, 2019. Collection of the City and County of San Francisco. Photo courtesy of San Francisco Arts Commission by Ethan Kaplan Photography.





*Time, Turn, and Light*, 2019. Collection of the City and County of San Francisco. Photo courtesy of San Francisco Arts Commission by Ethan Kaplan Photography.



