

PUBLIC ART RESOURCE GUIDE FOR PRIVATE DEVELOPERS



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INTRODUCTION JACKSON HOLE DEFINES ITSELF BY THE PRISTINE LANDSCAPE THAT SURROUNDS IT, AND EXPECTS ITS PUBLIC SPACES TO CHANNEL THIS NATURAL BEAUTY.

New private developments therefore become opportunities to make new discoveries and interpretations of this singular place.

Public art can fulfill this community mandate by tapping inspiration found in nature and adding identity, character and value to the built environment. Public art invites discovery, promotes connections and forms memorable experiences.



Re: Construction: Downtown Dogs 2011, Malin Abramhamsson
Photo: Alliance for Downtown New York, 2011



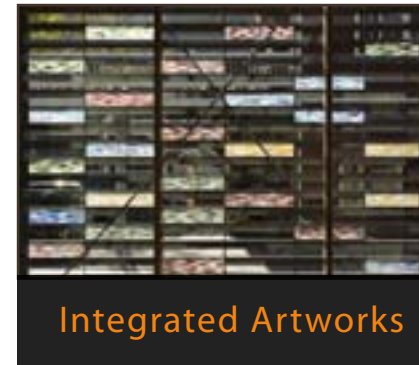
Aspen Gateway (2011) Don Rambadt
North Highway 89 Pathway Underpass

The Town of Jackson encourages developers to integrate creative elements into their designs of public spaces; the **LAND DEVELOPMENT REGULATIONS** even allow for Art in Lieu of Landscaping in some town developments.

JACKSON HOLE PUBLIC ART provides consulting services for private developers wishing to enhance projects with creative elements. We facilitate the process of integrating art into any environment: Pocket Parks, Restaurants, Hotel Rooms, Free Standing, Rotating Installations or printed on construction fences.

Work with us and your project will gain a unique identity celebrated by visitors and residents.

TYPES OF PUBLIC ART



Integrated Artworks

Strands, 2012, John Frechette
Carney Logan Burke Architects, Home
Ranch Welcome Center

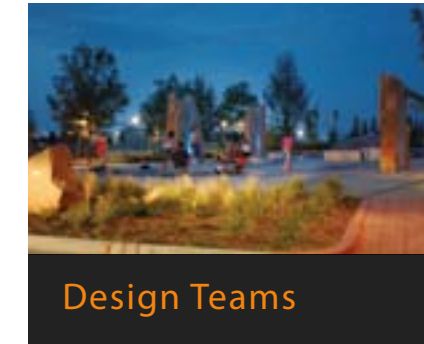


Artist Made

The Four Elements, 2010
Owen Smith, Ceramic tile mosaic
Photo: Bruce Damonte

These types of public art projects don't sit on pedestals: they are seamlessly integrated into the surrounding environment. When you bring an artist into a project early in the design process, the work of art can be built into construction documents, which can save time and money from a separate art installation. In many cases, the general contractor can perform some of the fabrication or installation, with the artist or fabrication specialist needed only for specific components.

Why buy a ubiquitous building part from a catalogue when you can have it made by an artist? Artist made building parts add character and beauty to function. These types of artworks can cost the same as catalogue purchases when an artist is given a budget and specifications to work toward. Oneway of funding these projects is to identify an item already in the design, such as benches or landscaping, and enable an artist to deliver those services. The artist designed project can have the same budget as the line item, or it can be enhanced with additional sources of funding. They can be delivered to the job site and installed by the contractor or the artist.



Design Teams

Chevro Studios, Andy Dufford
West Crescent Plaza

When an artist is included as a member of the design team with an architect, landscape architect, or engineer, they work together and heighten the creativity, surprise, beauty, or whimsy of a place.

These types of projects work best when all members of the team are selected at the same time, they are given equal power and control over aesthetics, and each member has a clearly defined project role from the beginning.



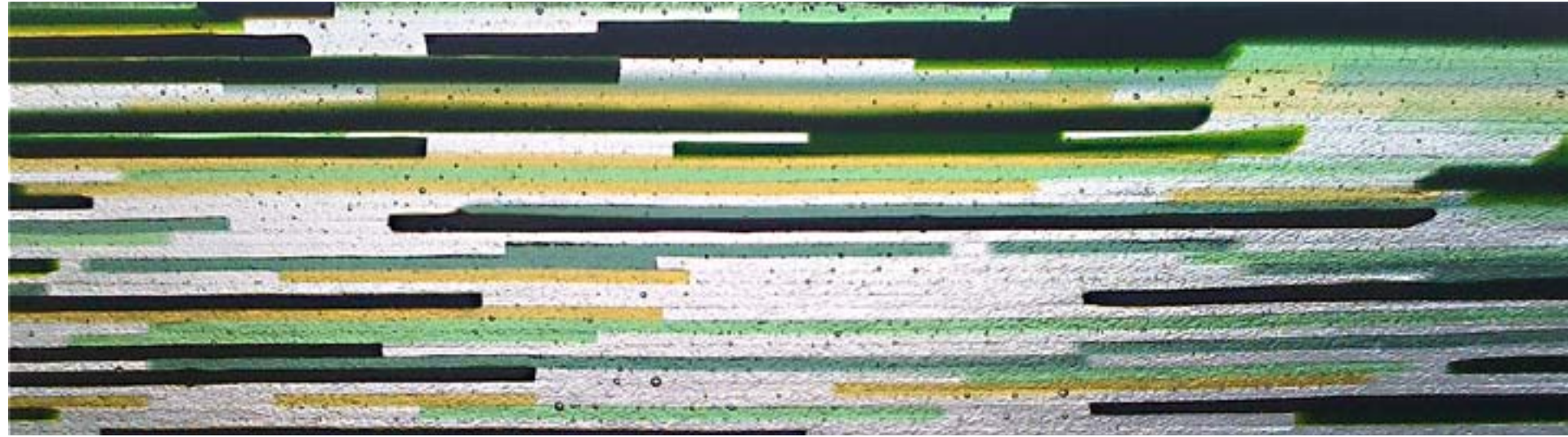
Free Standing

Windswept, 2006, Barbara Grygutis
Bellevue, Washington
Photo: Spike Mafford

When design and construction are complete and there are no opportunities to integrate an artwork into a site, commissioning or purchasing a freestanding work of art is an option to explore. In addition to sculpture, works that can be applied to a site, such as mosaics, can be considered.

From Add Value, Add Art: A Public Art Resource Guide for Developers. Pittsburgh, PA: of Public Art (a partnership between the Greater Pittsburgh Arts Council and the City of Pittsburgh Department of City Planning), 2010.

BEST PRACTICES FOR PUBLIC ART



Strands, 2012, John Frechette & Carney Logan Burke Architects
Home Ranch Welcome Center

Budgets

Budgets for commissioning or purchasing a work of art are established before an artist is selected. Benchmarking similar types of projects can be helpful in establishing a budget range. Factors that contribute to determining a budget include the type of project, materials, career status of the artist, and project management fees.

Artists should be notified of a project budget from the beginning of the project, and the amount should be all-inclusive of the project scope. The work of art budget should include: artist fees, fabrication, materials, installation, transportation, construction documents, approvals and reviews by other design professionals, and insurance required of the artist. Budgets should also be established for future maintenance and management of the artwork.

Artist Selection

Artist Selection Methods for artist selection include an open-call process by RFP or RFQ, invitationals where small groups of artists are pre-qualified for the project, or directly approaching a specific artist for a proposal. Artists are

generally selected or pre-qualified by a curator, public art consultant, or group of art advisors for a project. In general, selecting an artist without guidance by an arts professional who has experience with public art projects is not advised.

Artist Fees

Artist Fees Artists must be paid for their work at every stage of a project. When proposals are being solicited, artists are paid a fee to develop their ideas. Once an artist has been selected for a commission, the standard fee for design and project management is 20% of the art project budget. If an artist is fabricating all or parts of a work of art, they will also receive payment for their materials and labor.

Contracts

Contracts Like other design professionals and trades working on a construction project, a contract is needed for the artist that outlines all of the expectations for products, services, and responsibilities. Obtaining a specific contract for commissioning or purchasing works of art is advised.

Design Development Review

The contract for the work of art should include milestones for the owner to review the progress of the design, fabrication, and installation of the work of art. Often, these milestones are attached to the release of payment. For example, when the owner approves of a proposal for a work of art, a portion of the budget is released and the artist is given notice to begin fabrication.

It is suggested that the owner contact the Town of Jackson Planning Department during the proposal stage of the artwork to learn of any review bodies, commissions, or community organizations that may need to approve or review the overall development project or work of art.

Maintenance and Conservation

A plan that outlines what maintenance is needed, how much it will cost, and who will perform the work should be submitted by the artist as part of their contract requirements. It is recommended that the artist consult with a professional conservator during the proposal stage of the artwork to determine what maintenance will be needed. When a work of art is damaged, only the

artist who created it, a fabricator approved by the artist, or a professional conservator should be retained to repair or restore the work of art.

Public Art Consultants

The field of public art is highly specialized, sometimes combining the work of curators, arts administrators, planners, designers, community organizers, and construction managers. Advice from a public art consultant can help develop the framework for a project, and contracting with a consultant for project management can help the process of an art commission run smoothly. The public art consultant acts as an advocate for both the artists and the owners, ensuring that the intentions for a project and professional standards are met.

Art Plans

An art plan is an excellent tool for sites that will have more than one work of art. Created by an art consultant or artist, they can outline locations, themes, budgets, materials, and methods for all of the works of art at a site. Public Art by the Book, which is detailed in Section III of this document, offers an excellent chapter on public art planning.



Bike Racks , 2011, Ben Roth



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Connecting art to every day!

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Strands, 2012, John Frechette & Carney Logan Burke Architects
Home Ranch Welcome Center

Public Art Resources

- Americans for the Arts, Public Art Network
- Portland Regional Arts & Culture Council
- 4 Culture
- Office of Public Art, Pittsburgh, PA
- Public Art by the Book*, Edited by Barbara Goldstein
- Wyoming Arts Council Artist Registry

