**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.

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. One way 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.

**Types of Public Art**

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.

**Types of Public Art**

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.

**Design Teams**

When an artist is included as a member of the design team with an architect, landscape architect, or the 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.

**Types of Public Art**

**Artist Made**

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.

**Free Standing**

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.

**Design Teams**


**Integrates Artworks**

When an artist is included as a member of the design team with an architect, landscape architect, or the 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.

**Types of Public Art**

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.

**Types of Public Art**

When an artist is included as a member of the design team with an architect, landscape architect, or the 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.

**Types of Public Art**

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.

**Types of Public Art**

When an artist is included as a member of the design team with an architect, landscape architect, or the 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.

**Types of Public Art**

When an artist is included as a member of the design team with an architect, landscape architect, or the 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.

**Types of Public Art**

When an artist is included as a member of the design team with an architect, landscape architect, or the 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.
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 organizations, 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.
Carrie Geraci / Director
Center for the Arts
240 South Glenwood
P.O. Box 1416
Jackson, Wyoming 83001
307-413-1474
cgeraci@gmail.com
jhpublicart.org

Special Thanks: Best Practices and Types of Art descriptions were generously provided by: Add Value Add Art was created for the Urban Redevelopment Authority of Pittsburgh by the Office of Public Art, a Partnership of the City of Pittsburgh Department of City Planning and the Office of Public Art, www.publicartpittsburgh.org.

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