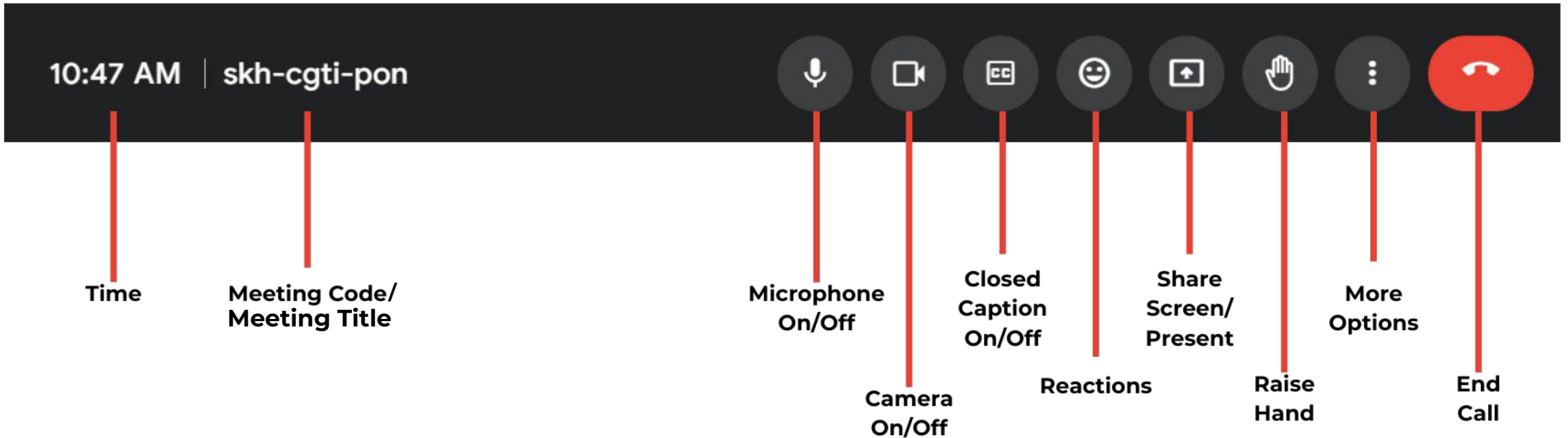# A Guide to Selecting Artists for Public Art
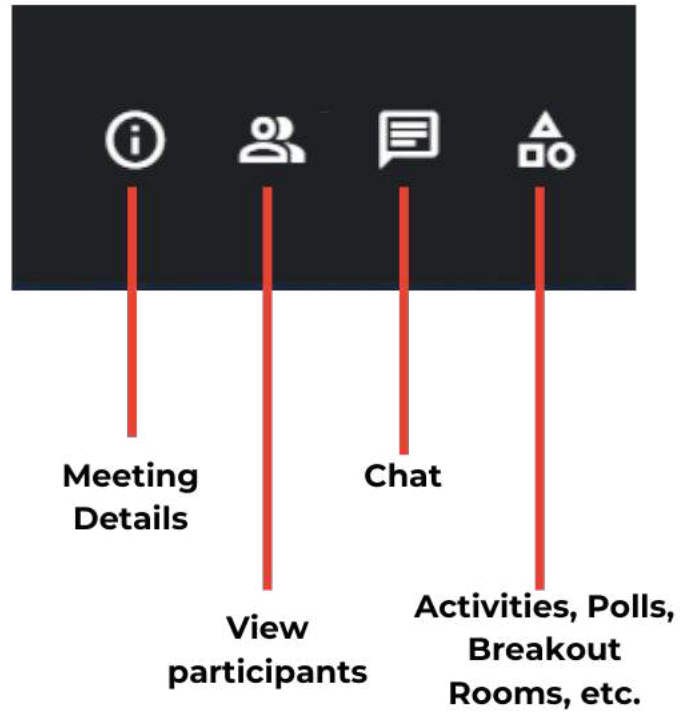
Public Art Across Maryland

Hosted by:
Nora Howell, Public Art Project Manager

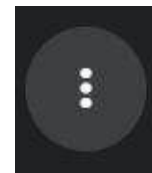# Reference Shot of Features (1 of 2)

Reference Shot of Features (2 of 2)

Meeting Details

View participants

Chat

Activities, Polls, Breakout Rooms, etc.

In "More Options"

Change layout

Full screen

Open picture-in-picture

Apply visual effects

Turn on captions

Use a phone for audio

Report a problem

Report abuse

Troubleshooting & help

Settings

Land Acknowledgement Statement

We acknowledge the lands and waters now known as Maryland are the home of its first peoples: the Accohannock Indian Tribe, Assateague People's Tribe, Cedarville Band of Piscataway Indians, Choptico Band of Indians, Lenape Tribe, Nanticoke Tribe, Nause-Waiwash Band of Indians, Piscataway Conoy Tribe, Piscataway Indian Nation, Pocomoke Indian Nation, Susquehannock Indians, Youghiogheny River Band of Shawnee, and tribes in the Chesapeake watershed who have seemingly vanished since the coming of colonialism. We acknowledge that this land is now home to other tribal peoples living here in diaspora. We acknowledge the forced removal of many from the lands and waterways that nurtured them as kin. We acknowledge the degradation that continues to be wrought on the land and waters in pursuit of resources. We acknowledge the right of the land and waterways to heal so that they can continue to provide food and medicine for all. We acknowledge that it is our collective obligation to pursue policies and practices that respect the land and waters so that our reciprocal relationship with them can be fully restored.

Equity and Justice Statement

The arts celebrate our state's diversity, connect our shared humanity, and transform individuals and communities. The Maryland State Arts Council (MSAC) and its supporting collaborators are committed to advancing and modeling equity, diversity, accessibility, and inclusion in all aspects of our organizations and across communities of our state.

MSAC and its grantees are committed to embracing equity and non-discrimination regardless of race, religious creed, color, age, gender expression, sexual orientation, class, language, and/or ability.

Vision

The Maryland State Arts Council plays an essential role ensuring every person has access to the transformative power of the arts.

Mission

Maryland State Arts Council advances the arts in our state by providing leadership that champions creative expression, diverse programming, equitable access, lifelong learning, and the arts as a celebrated contributor to the quality of life for all the people of Maryland.

Goal 1. Increase Participation: Broaden MSAC's constituency, providing avenues designed to increase pathways to engagement

Goal 2. Provide Intentional Support: Embrace thoughtful and targeted approaches to serving known and yet to be known MSAC constituents

Goal 3. Build Capacity: Work strategically to further build organizational and governance capacity to ensure that MSAC is capable of vigorously delivering on its mission

Goal 4. Leverage Connections: Further enhance current relationships and involve additional partners, collaborators, and constituents who will benefit from and advance the work of MSAC

Goal 5. Bolster Maryland Arts: Showcase the high caliber, diverse and relevant work of Maryland's artists and arts organizations; their contributions to community vitality and MSAC's role as a catalyst

Creative Meeting Actions

Celebrate being in the space with other creative people.
Engage with everyone's presence as a gift.
Acknowledge that together we know a lot.
Enter the conversation with curiosity and inquiry.
Share your idea and trust that it will be heard.
Use "I" statements.
Focus your language on the task at hand.
Hold one another accountable with care.
Apply "Yes, and!" - "I hear your idea and I'm going to add to it!"
Balance speaking and listening.

Agenda:

- Key Decisions for Selection Strategy

- Selection Process Methods:

- Example

- Discussion - Share your project for feedback!

- Q&A

These slides and webinar recording will be posted on our website within 7 days
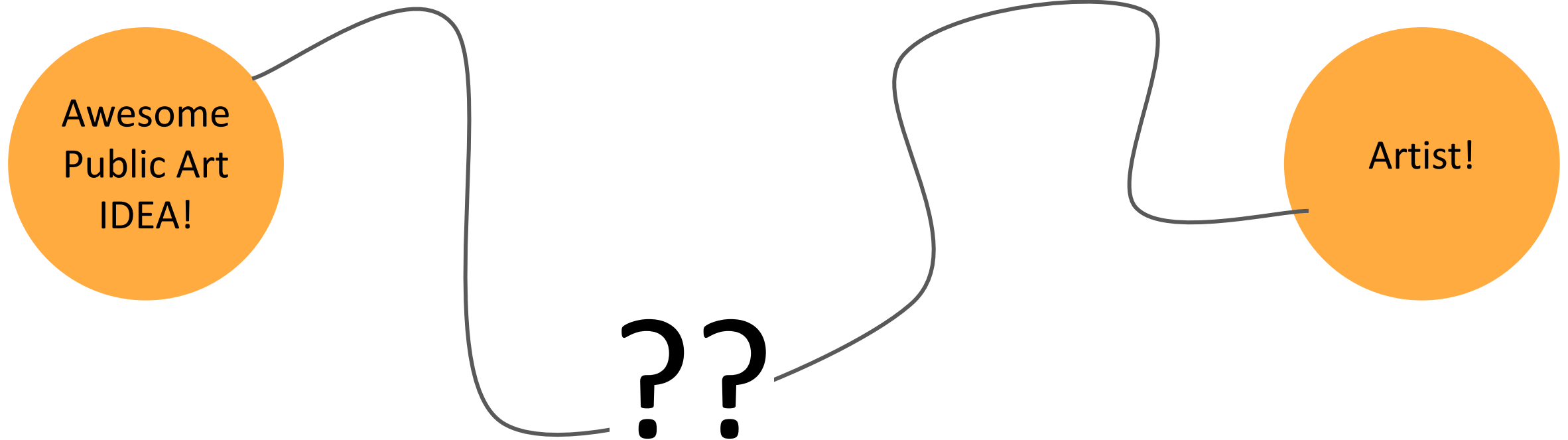
Public Art Across Maryland (Due 12/19):

For anyone applying to the public art grant -

it's up to you how you select an artists!

You must explain your process

in the grant application.

Angel of the Battlefield

CLARA BARTON

How do you select an artist for Public Art?

Awesome Public Art IDEA!

??

Artist!

How do you select an artist for Public Art?

Awesome Public Art IDEA!
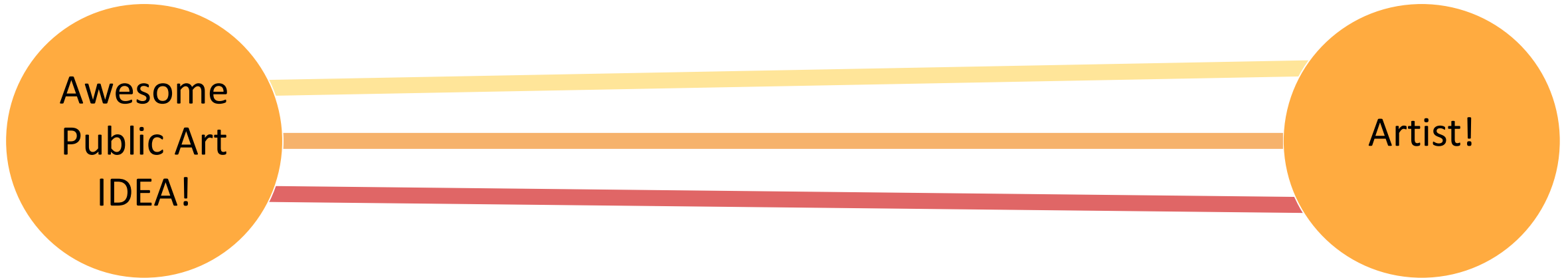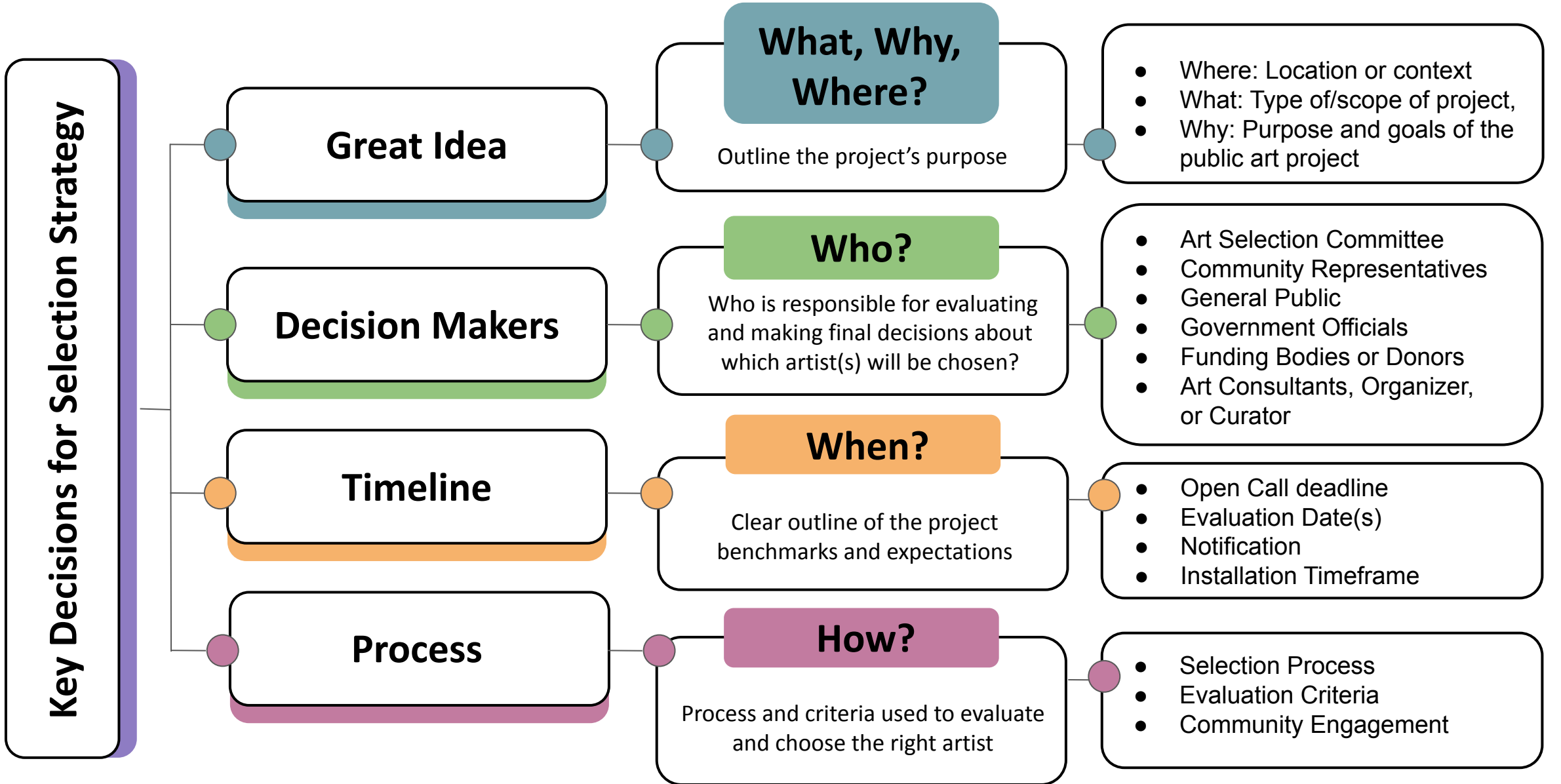
Artist!

There are many ways to select an artists!

Today I will describe some of the primary ways to select an artists

Which method works for your project?

Key Decisions for Selection Strategy

Great Idea

What, Why, Where?

Outline the project's purpose

- Where: Location or context
- What: Type of/scope of project,
- Why: Purpose and goals of the public art project

Decision Makers

Who?

Who is responsible for evaluating and making final decisions about which artist(s) will be chosen?

- Art Selection Committee
- Community Representatives
- General Public
- Government Officials
- Funding Bodies or Donors
- Art Consultants, Organizer, or Curator

Timeline

When?

Clear outline of the project benchmarks and expectations

- Open Call deadline
- Evaluation Date(s)
- Notification
- Installation Timeframe

Process

How?

Process and criteria used to evaluate and choose the right artist

- Selection Process
- Evaluation Criteria
- Community Engagement

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Great Idea

What, Why, Where?

Outline the project's purpose

- Where:

- What:

- Why:

For Example…

Great Idea

- Where:

- What:

- Why:

  ○ Highlight stories of local community residents within the sculpture design
  ○ Attract visitors
  ○ Interactive Play,

Decision Makers

Who?

Who is responsible for evaluating and making final decisions about which artist(s) will be chosen?

- Art Selection Committee
  - Stakeholders Representatives

- Community Representatives/General Public
  - Any interested participants

- Government Officials

- Funding Bodies or Donors

- Art Consultants, Organizer, or Curator

For Example…

Decision Makers

- Art Selection Committee
  - Stakeholders Representatives

Who are the Stakeholders?
- Residents, families
- Local Govt - local council person
- Land owner- local Govt
- Park users
- Local business owners

For Example…

Timeline

- **Open Call deadline:** July 1 - August 30

- **Artist Selection:** Sept. 1 - November 15

- **Notification:** November 20

- **Installation Timeframe:** June 1

- **Celebration:** June 15

Process

How?

Process and criteria used to evaluate and choose the right artist

- **Selection Process**
  - Organizer's Pick
  - Request for Proposals
  - Request for Qualifications
  - Invitational Call

- Evaluation Criteria

- Community Engagement

Selection Process Methods:

Organizer's Pick

Typically one person selects an artist(s) based on their research, network, and or referrals

Selection Process Methods:

Organizer's Pick

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Request for Proposals

Open Call for Artists to submit artwork designs for review

Selection Process Methods:

Organizer's Pick

Typically one person selects an artist(s) based on their research, network, and or referrals

Request for Proposals

Open Call for Artists to submit artwork designs for review

Request for Qualifications

Open Call for Artists to submit examples of past artworks for review

Selection Process Methods:

Organizer's Pick	Request for Proposals	Request for Qualifications	Invitational Call
Typically one person selects an artist(s) based on their research, network, and or referrals	Open Call for Artists to submit artwork designs for review	Open Call for Artists to submit examples of past artworks for review	Selected artists are invited to submit materials for review

Selection Process Methods:

Organizer's Pick

Typically one person selects an artist(s) based on their research, network, and or referrals

Pros

- Expertise and Experience:
- Relationship based
- Streamlined Process
- Can build on previous projects/ partnerships

Cons

- Potential Bias
- Limited Community Input
- Exclusivity
- Subjectivity

Selection Process Methods:

Request for Proposals

Open Call for Artists to submit artwork designs for review

Pros

- Open call
- Artists to present their creative ideas and concepts upfront
- Clear Expectations
- Artists direct response to the call specifications

Cons

- High Burden on Artists:
- Potential for Misalignment w/o opportunity for revisions/community input
- Artists may incur costs (e.g., materials, time) to prepare detailed proposals without any guarantee of compensation, which can be a barrier

Selection Process Methods:

Request for Qualifications

Open Call for Artists to submit examples of past artworks for review

Pros

- Diverse Applicant Pool
- Focus on Experience
- Minimal time commitment for artists
- More opportunities for community engagement & revisions
- Open call
- Artists commit time post-contract, with guaranteed payment

Cons

- Greater risk for decision makers
- Less Artistic Vision Upfront - Artist selected based on style and past work, with no explicit artwork design of the project's final outcome
- Potential for large quantity of applications

Selection Process Methods:

Invitational Call

Selected artists are invited to submit materials for review

Pros

- Quality Control
- Reduced Volume of applications
- Targeted Selection
- Can build upon established relationships
- Can streamline process

Cons

- Limited Diversity
- Perceived Exclusivity/Less Transparency
- Potential Bias

For Example!

Request for Qualifications, with an artist selection committee

Publish Request for Qualifications (RFQ)

- Create RFQ
- Circulate the Opportunity through all channels

Accept Applications

- Artists submit their qualifications

Round 1 Review

Committee evaluates the eligible applications based on predefined scoring criteria

Round 2 Review

committee convened to discuss applicants and narrows the list to 3-4 semi-finalists

Finalist Interviews

After the committee evaluates their responses and selects one finalist for the project. Artists can be paid for interview.

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Publish (RFQ) → Accept Applications → Round 1 Review → Round 2 Review → Finalist Interviews

Publish Request for Qualifications (RFQ)

Request for Qualification Should Include:

- Deadline
- Artist Eligibility
- Selection Criteria
- Project Description
- Budget
- Timeline
- Artwork Goals
- Artwork Location
- Site History or Description`
- Application Requirements
- Selection Process

How To Apply:

Application Requirements:

- Contact information
- Lead artist
- Resume/CV

Five pages max. If applying as an artist team, combine all into one PDF

- Ten (10) artwork samples

Must include <u>metadata</u> with <u>all</u> relevant information: one sentence description, scale/dimensions, materials, year completed, artwork budget, location, commissioning organization, etc…, include any collaborators, fabricators

How To Apply:

Application Requirements:

- Statement of interest

  This is an opportunity to address the artist's personal connection to this particular commission opportunity and why their experience and background aligns with the public park water feature sculpture project.

Publish (RFQ) → **Accept Applications** → **Round 1 Review** → **Round 2 Review** → **Finalist Interviews**

Accept Applications

Resources for Accepting Applications:

- PublicArtist.org
- Submittable
- SlideRoom
- CallforEntry (CaF'E)
- Google Forms and other form building tools can receive artist's submissions online but does not calculate scoring by the artist selection committee

Publish (RFQ) → **Accept Applications** → **Round 1 Review** → **Round 2 Review** → **Finalist Interviews**

Round 1 review

By: Artist Selection Committee

- The committee evaluates the eligible applications based on predefined scoring criteria. Each committee member scores the artists independently.

Publish (RFQ) → Accept Applications → Round 1 Review → Round 2 Review → Finalist Interviews

Round 1 review

By: Artist Selection Committee

Selection Criteria

- Demonstrated **experience** through past works reflect originality, technical skill, knowledge/experience of materials and fabrication methods suitable for a permanent and interactive installation in a public park.

- **Statement of Interest** demonstrates a personal connection connecting with the local residents stories and creating an interactive water feature sculpture.

Round 1 review

By: Artist Selection Committee

Rubric Scoring Criteria

Question 1: Experience (50%)

- **Demonstrated experience through past works reflect originality, technical skill, knowledge/experience of materials and fabrication methods suitable for a permanent and interactive installation in a public park.**

❏ Excellent (100%)

❏ Good (80%)

❏ Satisfactory (60%)

❏ Marginal (40%)

❏ Not Present (0%)

Publish (RFQ) → Accept Applications → Round 1 Review → Round 2 Review → Finalist Interviews

Round 1 review

By: Artist Selection Committee

Rubric Scoring Criteria

Question 2: Statement of Interest (50%)

- **Statement of Interest demonstrates a personal connection connecting with the local residents stories and creating an interactive water feature sculpture.**

- ❏ Excellent (100%)
- ❏ Good (80%)
- ❏ Satisfactory (60%)
- ❏ Marginal (40%)
- ❏ Not Present (0%)

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Publish (RFQ) → Accept Applications → Round 1 Review → Round 2 Review → Finalist Interviews

Round 2 review

By: Artist Selection Committee

- Based on Round 1 scores, the committee convenes to discuss the evaluations and collectively narrow the list to a select group of semi-finalists
- Narrow the list through pre-established criteria - typically the same criteria as in Round 1 and consensus among the committee.

![MSAC Maryland State Arts Council - Department of Commerce]

Publish (RFQ) → **Accept Applications** → **Round 1 Review** → **Round 2 Review** → **Finalist Interviews**

Final Interviews

By: Artist Selection Committee

- Schedule interviews with the semi-finalists to discuss their qualifications, proposed concepts, and vision for the project.
- Use pre-established criteria to evaluate interviews.
- Recommend sharing interview questions in advance
- After the interviews, the committee evaluates their responses and selects one finalist for the project.

Publish (RFQ)

Accept Applications

Round 1 Review

Round 2 Review

Finalist Interviews

Final Interviews

By: Artist Selection Committee

Selection Criteria [1 finalist selected]

- **Artwork Portfolio**: Reflects original artwork, authenticity, evokes response or inquiry, addresses the artwork themes and goals in the RFQ, and appropriately considers siting, scale, materials, its relationship to the public park
- **Engagement:** The artist describes a plan for community engagement presentations
- **Feasibility**: Artists shares examples of past projects in which they were able to successful conduct a project on schedule and within budget.
- **Durability, Permanence, and Safety:** The artists as experience working with materials and strluctures that are, resistant to theft, vandalism and are durable. Artist is able produce work that is safe and adheres or adapt to ADA guidelines and applicable building code requirements.

Equity

Consider equity, inclusion, transparency throughout the process:
- Who should be included in this process?
- Does my committee, my method include all stakeholders?
- How does my committee represent the geographic and demographic diversity of the public area in which the artwork would be placed?
- Who is in the room? Who is NOT in the room?
- How is this projected being marketed?
- How can I be clear and transparent about the process to increase artist participation?

Training!

Consider:
- Implicit Bias
- Understanding the rubric
- Understanding the project scope and goals

Paying Artists for their Time and Creativity

Should you pay artist for…	YES - Always	Depends on project
To develop an unique artwork proposal	✓	
Community Engagement, Public Events, Listening Session	✓	
Travel to site for planning events, meetings	✓	
Artist is invited to interview for a project		✓
Artist Selection Committee Members		✓

Great Idea

What, Why, Where?

Outline the project's purpose

- Where:

- What:

- Why:

Decision Makers

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  - Invitational Call

- Evaluation Criteria

- Community Engagement

Webinars!

Tuesday, October 8, noon - 1 p.m.

Crafting Effective Community Engagement Strategies for Public Art: Exploration of the key aspects of successfully involving the community

Wednesday, November 6 . 12:00 – 1:00pm

Understanding Contracts in Public Art: Building Collaborations, Drafting Agreements, and Navigating Copyright

Tuesday, November 19, noon - 1 p.m.

Understanding the PAAM Grant Scoring Process

Tuesday, December 10, noon - 1 p.m.

5 Tips for Crafting a Strong PAAM Application + Q&A

Register!

Due:

December 19, 2024

Only one grant cycle in FY25!

Nut & Bolt at Mt. Royal Elementary School, Artist Arthur Benson

Questions

Thank You!

Join our mailing list!

tinyurl.com/MSACsMailingList