



Public Art 101 for Organizations

Hosted by:
Liesel Fenner
Public Art Program Director



Building Blocks
aka "Mural of Unusual Size"
By Hense (Alex Brewer)
Hagerstown Cultural Trail



Denton Sign
By Nicholas Tindall
Denton A&E District, MD

Webinar Agenda

1. MSAC Public Art Programs
2. Public Art Across Maryland Grant Program
 - a. Planning the project
 - b. How to select an artist (RFP/RFQs)
3. How-to-Apply: PAAM Application
 - Key information to include



MSAC Mission

The Maryland State Arts Council (MSAC) encourages and invests in the advancement of the arts for all Marylanders. Its grants and programs support artists and arts organizations in their pursuit of artistic excellence, ensure the accessibility of the arts to all citizens and promote statewide awareness of arts resources and opportunities.

Always Ready (digital mural)
By Mark Stutzman (2019)
Easton MD National Guard Readiness Center



MSAC Public Art Programs

- **Maryland Public Art Initiative (MPAI)**
 - **A Percent-for-Art program commissions artists to create public art for new or renovated State buildings**
- **Public Art Across Maryland (PAAM)**
 - **Grant program that supports communities planning and creating public art**

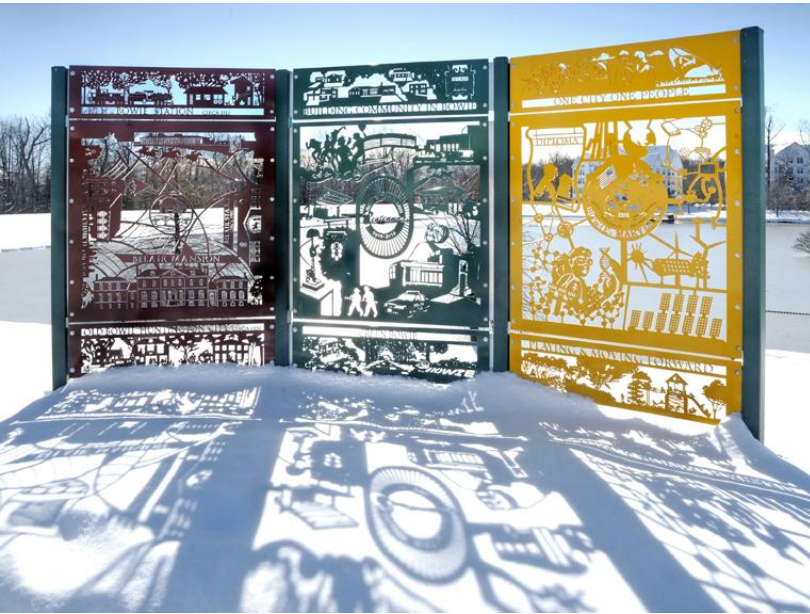
Public Art Across Maryland Grant Program



Supports communities planning and creating public art through support for community visioning activities and planning processes to develop a public art concept idea and funds to create the final artwork

Broad Reach
By David Hess
Chestertown Arts &
Entertainment District

What is Public Art?



Bowie Centennial
By Charles Bergen
Photo: Greg Staley

One (of many) Definition(s) of Public Art:

Accessible work of any kind that cares about, challenges, involves and consults the audience for or whom it is made, respecting community and environment.

Lucy Lippard



Public Art Examples



Trifecta of Oakdale
by Matthew Dehaemers
Arts and Humanities Center
Salina, KS



Public art key terms:

Artwork Type: Two-Dimensional (2D)

Site*: The artwork location - Outdoor, River

Temporary: public art is installed for a period of time such as a festival, season or couple of years

Materials: Artwork was required to float. Artist chose foam swimming pool 'noodles' cut and pieced together

*All Public Art Must Be Publicly Accessible



Public Art Examples



Artwork Type: Three dimensional

Site: Outdoor, Bridge - gateway

Permanent

Materials: Metal (steel)

Indian Creek Gateway
Caldwell, Idaho



Public Art Examples



Artwork Type: Two and three dimensional

Site: Indoor, Public School

Permanent

Materials: mixed media, a term that includes multiple materials the artist chose such as paint, metal, glass, plastic, suspension wires...

Luce et Vita Universae

By Lori Nozick

Atrium Lobby, P.S 58, Staten Island, NY. NYC Percent For Art Public Art In Public Schools/SITES Program, NYC

Public Art Across Maryland Grant Program

Planning Grants

Awards of \$2500 support the community visioning process including:

- Developing artwork goals & themes
- Identifying artwork site location(s)
- Administering a Call-to-Artists to select artist(s)
- Awarding artist honorarium(s)

Planning grants may also support a public art master plan (of any scale) before identification of site(s) and selection of artist(s).

Example master plans:

[Hagerstown Cultural Trail](#)

[Frederick Public Art Master Plan](#)



Glide
by Scott Cawood
Great Allegheny
Passage Trail,
Frostburg, MD

Public Art Across Maryland Grant Program



Take My Hand
by Michael Rosato
Harriet Tubman Museum and Educational Center
Cambridge, MD
With Dorchester County Arts Council

Implementation Grants

Awards of up to \$10,000 may support:

- Fabrication
- Installation
- Artist(s) Fees
- Site-preparation
- Administration/Consultancy Fees

To be eligible to apply:

1. Artwork proposal must be fully developed including -
2. Artist(s) must be selected who will implement the work

Before applying to the PAAM program



The 5x5 Project, 14th & Colorado Streets NW, Washington, DC by Rebar Studios, Artist: John Bela with the community

- Review the PAAM Program Guidelines on our [website](#)
- Determine who will apply for the grant
 - Must be a non-profit organization or city/county agency. Individuals may not apply - instead partner with an organization
- Set up a [Smart Simple](#)* account and review the application questions for the type of grant you're interested in
 - Planning or
 - Implementation

*must be registered as an organization to view application



Planning to Plan

To apply for a PAAM Planning Grant it is not necessary to have figured out:

- Who - artist does not have to be selected
- What - type of artwork, 2D or 3D, nor the materials
- Where - the artwork will be located
- When - temporary or permanent; this year? next?
- Why - the artwork goals & themes

The Planning Grant supports the administrative time and community process to answer these questions

C&O Canal Trail Mural
By Parris Ashley
Cumberland, MD

Planning to Plan

Primary applicant may apply with a project partner

Perhaps there is an arts organization or a City or County agency that would be helpful in developing the public art project

Research if your [town/city/county](#) has a public art program. Are there Guidelines? Agency reviews, or permits required?

Ripple (Water Pollution Control Plant Fence Enhancement), 2015
Artists: Tejo Remy and Rene Veenhuizen
Arlington County Public Art, VA





Planning Grant Application Questions

1. Description of proposed public art planning process including community engagement and the artist selection process
2. Planning Timeline
3. Planning Budget



Dekumstruction, custom bike rack at cafe
Recycled barrels harvest stormwater
Artists: Buster Simpson, Peg Butler
Portland, OR



Reverberations Crosswalks
by Graham Coreil-Allen
Margaret Brent Elementary/Middle
School, the Harwood Community
Association, the Charles Village
Civic Association, and Baltimore
City Department of Transportation
(DOT)

1. Establish Committee(s)

Project Committee will manage the project from planning, through artist selection, to installation and dedication

Members may include: site owner or those responsible for maintaining the artwork, stakeholder, neighborhood representative, art professional/artist*, to name a few

*Art professional could include member of the [County Arts Council](#) or [Arts & Entertainment District](#). Artist(s) participating on Committee cannot apply, nor be selected for the public art opportunity due to conflict of interest.



Soul Queen
By Megan Lewis
w/Jache Haynie &
Art@Work apprentices
Baltimore, MD

2. Establish Committee(s)

Artist Selection Committee selects the artist. Members of the Project Committee might serve on both. The Artist Selection Committee only meet 2-3 meetings.

You may opt to have one committee. The Project Committee and Artist Selection Committee can be one in the same.



Moon Dance by Martha Jackson Jarvis
Silver Spring, MD
Commissioned by RST Development

PAAM Grant Review Process

Planning and Implementation grant applications are reviewed and scored by a review panel.

PAAM Review Panel meetings are open to the public

Applicants are then notified of their grant status

If the grant request is approved, Grantee must sign and submit a Grant Agreement Form for funds to be issued

For Planning Grants: Upon signing, \$2500 is issued in full (allow two months)

With a PAAM Planning Grant

Selecting an artist to develop the artwork proposal



Types of artist selection processes:

1. Open Call-to-Artists

- Request for Proposals (RFPs)
- Request for Qualifications (RFQs)

2. Curated (direct selection)

3. Pre-qualified list or registry

Play in Color basketball courts
Artist: Shelton Hawkins
Idlywild Park, Easton, MD



Art on the Waterfront 2019
by Paul Daniels
Baltimore City, MD
Baltimore Office of Promotion
and the Arts (BOPA)

1. Request for Proposals (RFPs)

Artists respond to the Call-to-Artists by developing and submitting:

- Public art proposal (*artwork proposal requirements slide 33*)
- Letter of Interest
- Resume
- Examples of Artwork (*documentation*)
- References



From the Heron's Eye
by Parran Collery
Caroline County Council of the Arts
Denton, MD

Request for Proposals Process

Example A

- Artist Selection Committee review and score the applications based on review criteria published in the RFP
- Proposals may also be presented & exhibited for community input. Then Committee scores.
- One artist is selected to implement the public art project and enters into a contract with the agency/organization

Request for Proposals Process

Example B



- Artist Selection Committee review and score the applications based on evaluation criteria published in the RFP
- 3-4 semi-finalist artists are selected to interview with the Committee and receive honorariums
- Semi-finalists may also present to community
- Artist Selection Committee score the artists
- One artist is selected and enters into a contract with the agency/organization

From the Heron's Eye
by Parran Collery
Caroline County Council of the Arts
Denton, MD

2. Request for Qualifications (RFQs)



Artists submit information about their background experience

- Resume
- Examples of Artwork (*documentation*)
- Letter of Interest
- References

Play in Color basketball courts
Artist: Shelton Hawkins
Idlywild Park, Easton, MD

No Artwork Proposal ideas submitted



Great Blue Heron by Virginia Sperry at Piney Run Park, Carroll County, MD. Carroll County Arts Council, Carroll County Recreation and Parks

Request for Qualifications (RFQs)

- Artist Selection Committee reviews and scores the applications based on evaluation criteria published in RFQ
- 3-4 semi-finalists are selected for in-person interviews* with the artist selection panel
- Artist may present to the community as well
- One artist is selected to develop the design for the public art project and enters into a contract with the agency/organization. The artist may also contract to fabricate the artwork.

**Artists are reimbursed for travel expenses*



3. Request for Qualifications (RFQ) + Proposal



American Veterans Disabled for Life Memorial
by Larry Kirkland
Washington, D.C

- Artist Selection Committee review and score the applications based on evaluation criteria published in the RFQ
- 3-4 semi-finalists are selected and receive honorariums to develop a proposal. Artist interviews scheduled with artist selection panel
- One artist is selected to develop the design for the public art project and enters into a contract with the agency/organization. The artist may also contract to fabricate the artwork.

Information to include in your RFP or RFQ



Dawn & Dusk
New Carrollton, MD
Metro-Amtrak-Regional Transportation Hub
By Heidi Lippman

- **Project Title** ex. Riverway Artwork, Anytown, MD
- **Budget:** Amount the finalist artist will be awarded to create the artwork including their fee.
 - If awarding honorarium(s) list the fee
- **Description:** Project Goals, Theme(s) for the Artwork, Community, Site Location and History, Environment...
- **Eligibility:** Geographic restrictions (local? regional? statewide?)
 - **PAAM grants are restricted to artists *living in Maryland*. Artist must be a resident.**
- **Artist Selection Criteria:**
Artist experience? Community involvement? Artwork fulfills the project goals? Appropriateness to site/community? Durability?



Information to include in your RFP or RFQ:

Timeline

1. Public Art Planning Phase (month, year - month, year)
2. Application Submission Deadline (date)
3. Artist Selection Panel Reviews Applications: (month-month)
4. Artist Selection Panel Meets to Select Finalist(s) (date)
5. Artist Notification of Application Status (date)

If applicable to your process:

6. Semi-finalist Artists Site Visit, perhaps also a Community Meeting (date)
7. Semi-finalist Artists Present Proposal(s) (typ 6-8 weeks from site visit date)
8. Proposals might be exhibited for community viewing (date-date)
9. Artist Selection Committee meets and selects finalist artist (date)

Timeline cont.

8. Contract signing (date)
9. Design development (month -month)
10. Installation/Fabrication Phase
(month, year - month, year)
11. Completion/Dedication (month, year)
Plan to celebrate the completion,
and invite MSAC!



Bike Racks & Tree Guard
by Richard Duca
Allston Library, Boston

Information to include in your RFP or RFQ:

Suggested Artwork Proposal Requirements

Artist submits the following:

- **Drawings & Renderings** to fully communicate the proposed work. This includes artwork dimensions, materials, colors, finishes...
- **Project Description** the artwork concept & meaning, how does the artwork meet the project goals, artwork fabrication process, community engagement process
- **Project Budget**
- **Project Timeline** *(in alignment with timeline in the RFP/Q)*



Waterlight Graffiti
by Antonin Fourneau
Light City Festival,
Baltimore Office of Promotion
& The Arts (BOPA)

This proposal information is critical for YOU - the organization - to apply for a PAAM Implementation Grant



A note about public art fabrication

1. Artist may create the artwork themselves

OR



Fabrication Notes:

2. Artist(s) may lead and direct the overall vision, creating the artwork with the community

OR...

Augment led by artist Nick Cave
And artists L'Merchie Frazier, Barrington Edwards,
Destiny Polk, Wilton Tejada, with community participation
Upham's Corner, Boston. By Now & There



Contracted welder



Fabrication Notes:

3. Artist may design the artwork then contract with a fabricator to create the work

An excellent process for artists to realize ideas, without being an expert in the material, nor having to purchase the tools necessary to create the artwork

Gateway for Unity Healthcare, Ward 7
DC Commission on the Arts & Humanities
By Washington Glass, Mt. Rainier, MD

With your artist selected and project proposal complete

Applying for a PAAM Implementation Grant



Implementation Grant Application Questions

1. Artist Name *(if you have not identified an artist to implement the project you are not eligible to apply for an Implementation Grant)*
2. Additional artists partnered on the project
3. Identify final owner of the project and who is responsible for maintenance
4. Project Description including goals and relevance of project

Underpass public artwork
Seattle, WA
By Claudia Reisenberger &
Franka Diehnelt

Implementation Grant Application Questions cont.



This Little Light of Mine
By Eric B Ricks
Hagerstown City Plaza

5. Project Timeline

Also include your Interim Report
Deadline - at 50% project completion

6. Describe the community
engagement process for how the
project concept was planned and
developed including artist selection.
Include organizations, community
groups, and local government
agencies that support the proposed
project.

Implementation Grant Application Questions cont.

7. Describe the experience of the applicant organization and selected artist that demonstrates their ability to successfully execute the project



Tyson's Tiles
By Julia Vogel and community
Greensboro Green Park, Tysons, VA



Implementation Grant Attachments

Proposed Project Plans and Renderings

Drawings must include artwork dimensions, materials, colors, finishes, details to communicate the artwork

Artist Background Artwork

Documentation communicating the artist's experience

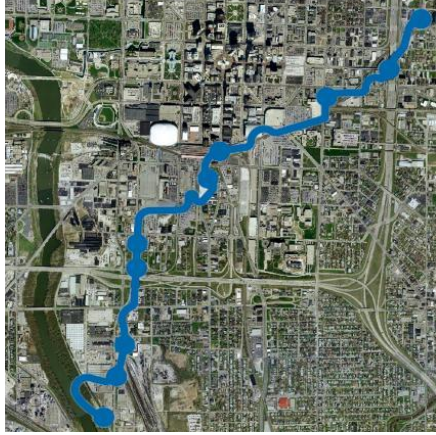
Project Budget

Implementation Grants require a 1:1 match

1/3 of the match may be in-kind donations such as materials, services...

It is not required the match be raised by PAAM deadline submission

W9 Form (available in Smart Simple)



Charting Pogue's Run
By Sean Derry
Indianapolis, Indiana



PAAM Grant Review Process

- Planning and Implementation grants are reviewed and scored by a review panel
- PAAM Review Panel meetings are open to the public
- Applicants are notified of their grant status
- If grant request is approved, Grantee must sign and submit a Grant Agreement Form for funds to be issued
- Upon receipt of signed form, we submit a check request (allow two months)



Fools Gold
by John McEnroe
TriMet Light Rail Station
Portland, OR



PAAM Grant Notes

For Implementation Grants: 50% of the grant award amount is issued. Following submission of project Interim Report, remaining 50% is issued.

PAAM does not fund the purchase, lease, or exhibition of **pre-existing** artwork or editions, or any ongoing operational expenses of the applicant organization or partner



Fiscal Year 2020

PAAM Application Deadlines:

- February 12
- May 12

More application opportunities in Fiscal Year 2021: July 1, 2020- June 30, 2021. Check back on our website.



*Bitmap Fence
Newsreaders by
Christian Moeller
Seattle bus depot*

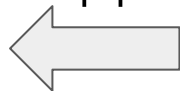
Note: An applicant may receive a Planning Grant and Implementation Grant in the same fiscal year. Applicant cannot receive two Planning or two Implementation Grants in the same fiscal year.



To Apply:

Download the Program Guidelines on our [website](#)

Set up an account and start a 'Draft' application in SmartSimple,
<https://marylandarts.smartsimple.com>



This link is on our website!

Questions about PAAM:

liesel.fenner@maryland.gov

Questions about SmartSimple:

tammy.oppel@maryland.gov

Got ideas? Invite us out for a site visit!



Thank You!

Liesel Fenner
Public Art Program Director
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RedBall Project
By Kurt Perschke
Portland, OR + other sites

