



CITY OF
**PALO
ALTO**

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PUBLIC ART COMMISSION

Thursday, March 20, 2014

Palo Alto Civic Center
Council Conference Room
250 Hamilton Avenue

7:00 p.m.

AGENDA

ROLL CALL

AGENDA CHANGES, REQUESTS, DELETIONS

ORAL COMMUNICATIONS

(Members of the public are invited to address the commission on any subject not on the agenda. A reasonable time restriction may be imposed at the discretion of the Chair.)

Materials related to an item on this agenda submitted to the Public Art Commission after distribution of the agenda packet are available for public inspection in the front office of the Lucie Stern Community Center during normal business hours

APPROVAL OF MINUTES - February 20, 2014

FINANCIAL REPORT - CIP BUDGET MAINTENANCE BUDGET

STAFF COMMENTS

SPECIAL PRESENTATION

1. Our Palo Alto – Presentation by Claudia Keith, Chief Communications Officer for the City of Palo Alto. (15 minutes)

ACTION

2. Tony Discenza – approval of text for temporary installation downtown (tentative) (20 minutes)
3. Budget – Discussion led by Chair Kavanaugh regarding allocation of CIP funds for Master Planning. (10 minutes)

NON- ACTION

4. Joint Meeting with Council – Commission to discuss and plans for the meeting. (10 minutes)
ATTACHMENTS
5. City Hall New Media Artwork – Update by staff on the status of the project. (5 minutes)
6. Subcommittee Reports (20 minutes) ATTACHMENTS
7. Collection Database - Discussion and demonstration led by Chair Kavanaugh regarding items in the City Collection. (10 minutes)

ANNOUNCEMENTS

FOR YOUR CALENDAR

Next Meeting: Thursday, April 17, 2014, Council Conference Room

Joint Meeting with Council – Monday, April 7, Council Conference room

Women’s Club Painted Chairs Project, Friday, March 28, 5-7PM

ArtMRKT – May 15-18, San Francisco

Palo Alto Public Art Commission

Joint Meeting with Council

April 7, 2014

Council Conference Room

Since Our Last Meeting...

Percent for Art in Private Development Approved



Since Our Last Meeting...

Many Projects Completed and Installed:

- Hoover Park
- Juana Briones Park
- Mitchel Library & Community Center
- King Plaza Civic Center

Hoover Park

- ***Wild*** by Beth Nybeck



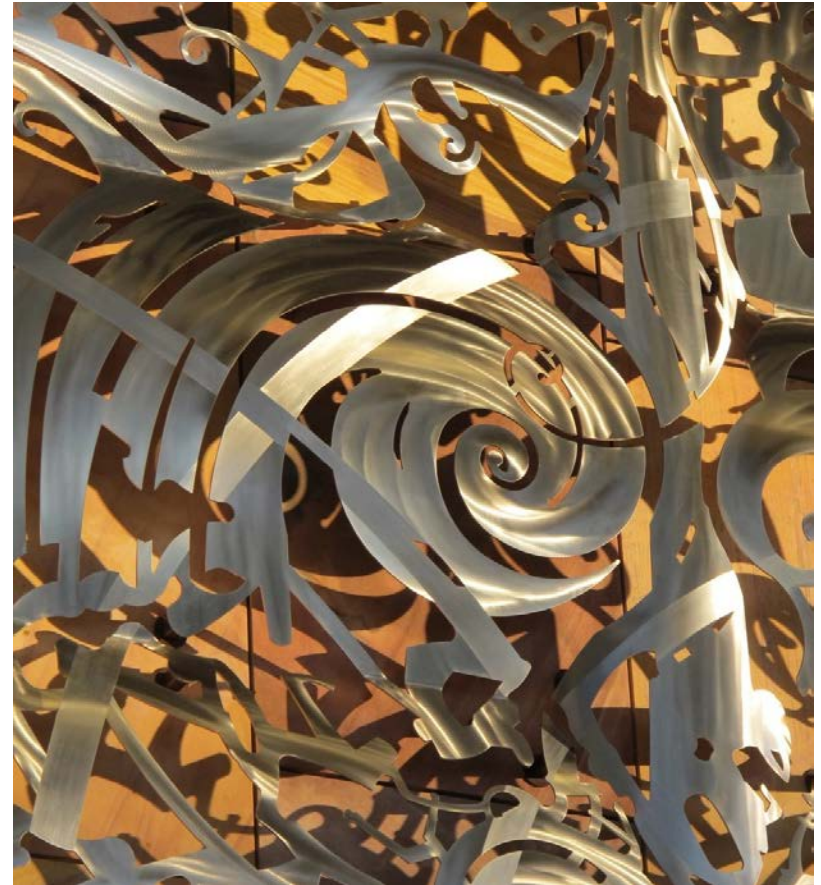
Mitchell Park Library & Community Center

- *Arpeggio V* by Bruce Beasley



Mitchell Park Library & Community Center

- *Cloud Forest* by
Roger Stoller



Mitchell Park Library & Community Center

- *Wise & Whimsy*
by Brad Oldham



Juana Briones Park

- ***Apricot Tree of Life***
by Morgan Bricca
and Jennifer
Schultz with the
Girl Scout Troop
61624



King Plaza – City Hall

- *Aurora* by Charles Gadeken



Image by Jason Chinn

Other Accomplishments This Year

- Governance Improvements: policies and procedures
- Significant Donations: *Universal Woman* by Nathan Oliveira and *Eastern Memories* by Bill Barrett
- Public Art Website / Database launch



Universal Woman, 2008 Nathan Oliveira

Currently Underway...

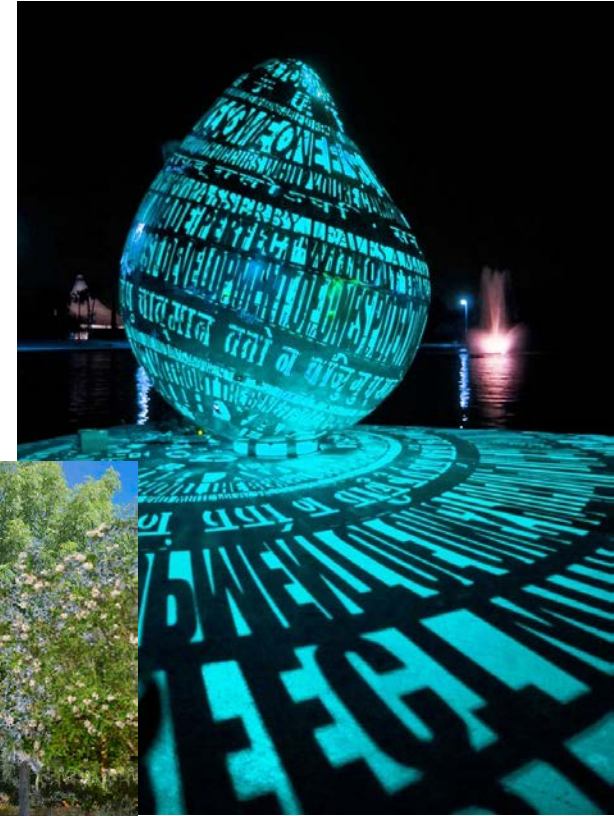
Permanently Sited Artworks:

- Palo Alto Municipal Golf Course
- City Hall Lobby New Media Artwork
- Magical Bridge Playground
- El Camino Park
- Newell Street Bridge

Currently Underway...

Permanently Sited Artworks:

- Main Library / Art Center
- California Avenue Fountain



Currently Underway...

Temporary Artworks:

- University Avenue Tunnels Project by Ala Ebtekar



Currently Underway...

Temporary Artworks:

- Street Sign Intervention Project by Anthony Discenza



Other Ongoing Projects

- Governance and Outreach Processes
- Refine % for Art Documents & Policies
- Continue Improvement of Website & Database

Looking Forward...

- Public Art Master Planning

Palo Alto Public Art Commission

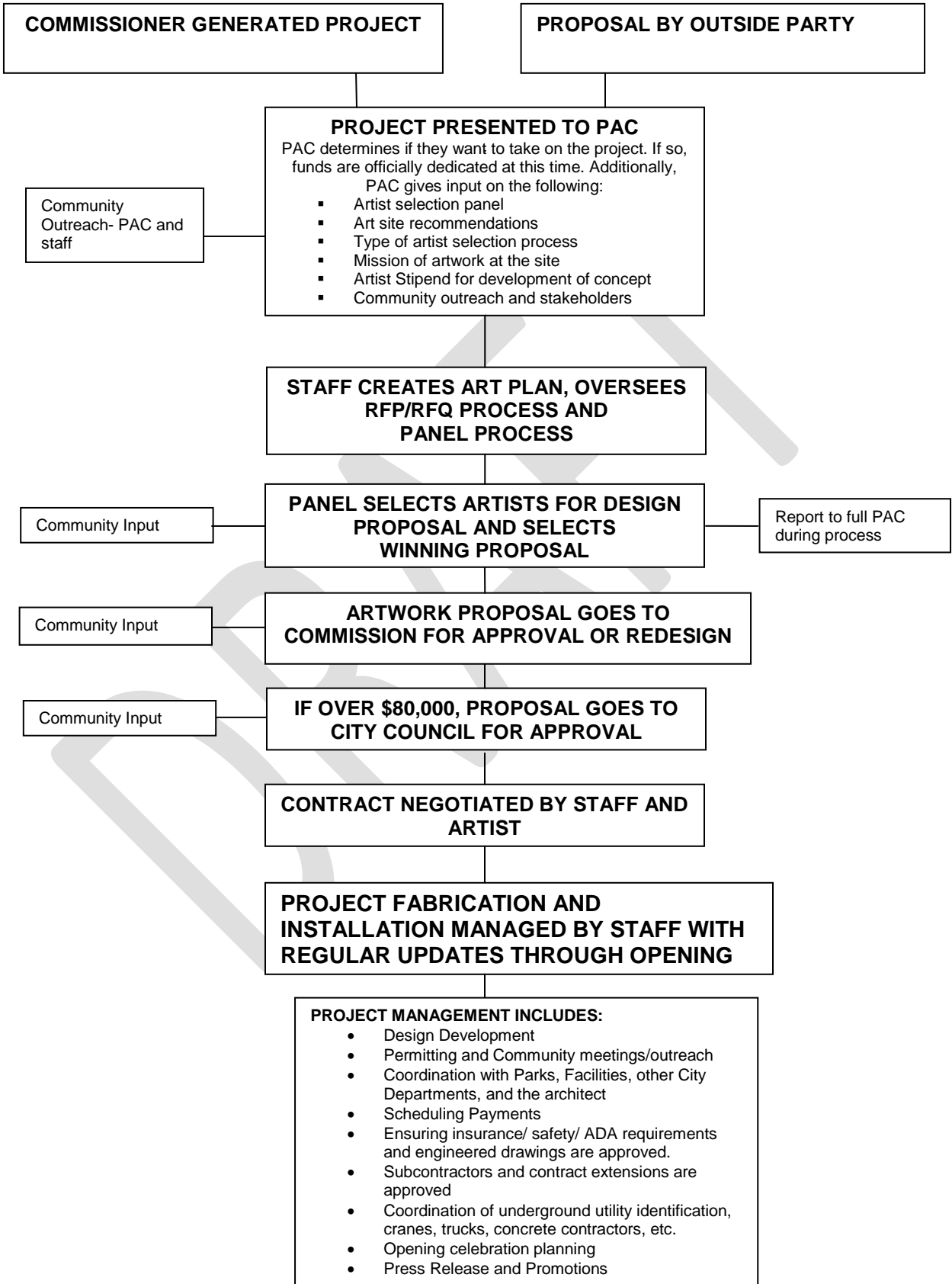
Joint Meeting with Council

April 7, 2014

Council Conference Room

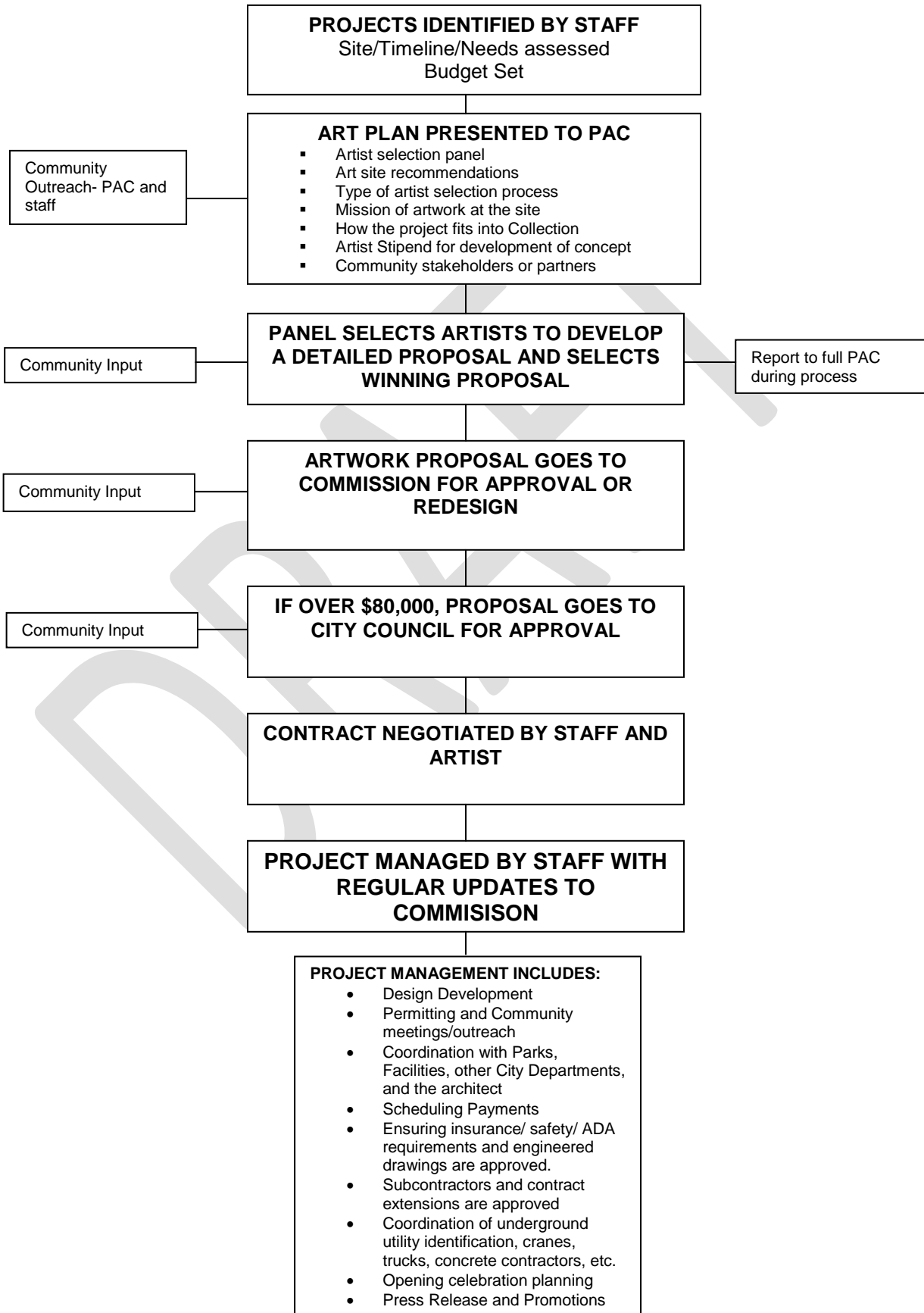
PUBLIC ART SELECTION AND APPROVAL PROCESS

Capital Improvement Project Budget



PUBLIC ART SELECTION AND APPROVAL PROCESS

Percent for Art in Municipal Projects



PUBLIC ART SELECTION AND APPROVAL PROCESS

Art in Private Development – if Developer Decides to Commission Art

STAFF MEETS WITH DEVELOPER

DEVELOPER SUBMITS APPLICATION FOR INITIAL REVIEW

Application Materials Sent to PAC in Advance of the Initial Review

INITIAL REVIEW BY PAC

Developer presents development plan to PAC
PAC recommends types of art, locations for artwork, themes, and any other pertinent recommendations

FINAL REVIEW BY THE PAC

Developer submits final art plan in advance of PAC meeting for approval, which includes:

- Art selection process
- Artist
- Proposed Artwork
- Budget
- Timeline for the project
- Maintenance Information
- Copy of signed contract with the artist

ISSUANCE OF BUILDING PERMIT

FINAL INSPECTION

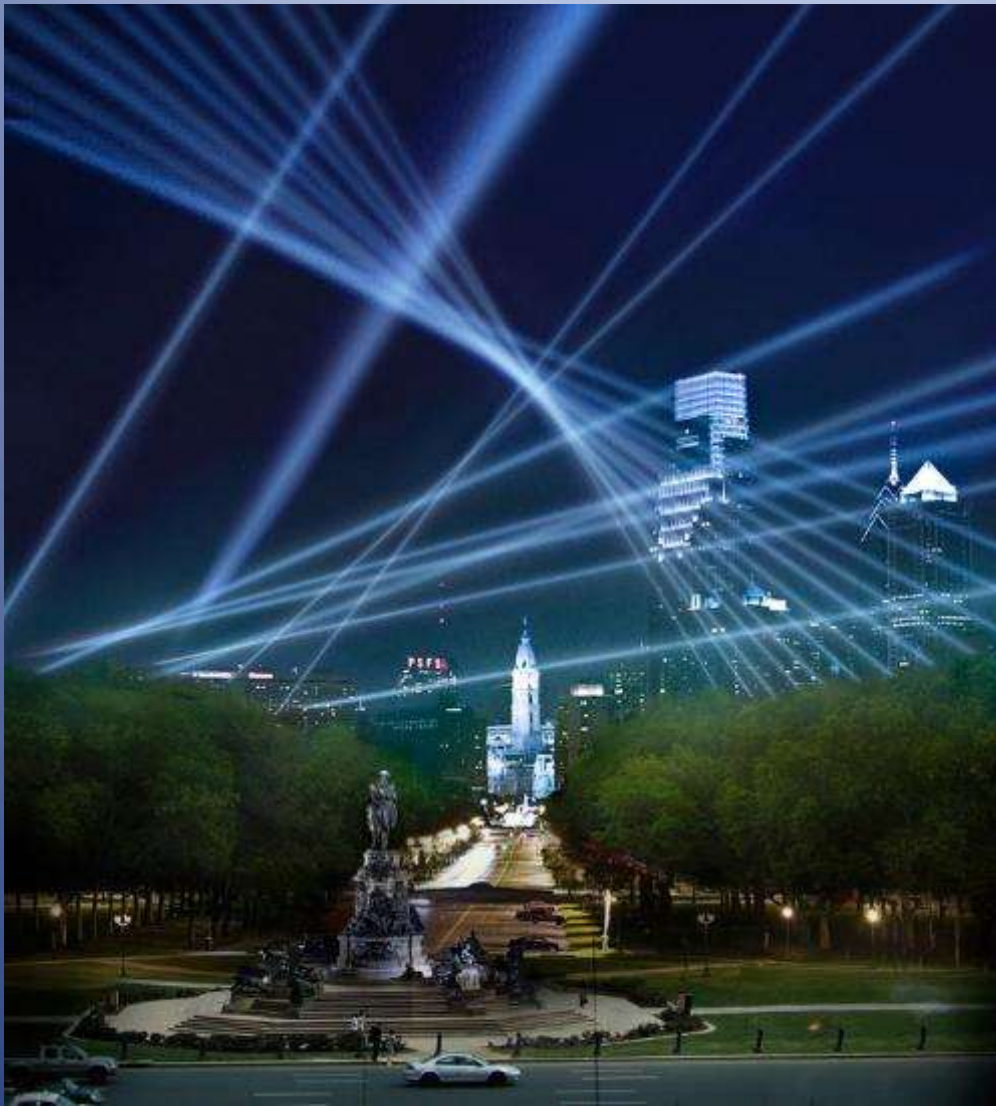
Public Art staff confirms that artwork is installed as approved by PAC prior to issuance of final Certificate of Occupancy. Staff will notify PAC of completion of installation.

Public Art Commission Subcommittees

Subcommittee	Commissioners
Governance	Larisa Usich; Kathleen Kavanaugh; Ben Miyaji
Outreach	Larisa Usich; Amanda Ross
Innovation	Vikki Tobak; Kathleen Kavanaugh;
Ad Hoc - University Ave tunnel	Vikki Tobak; Larisa Usich; Amanda Ross
Ad Hoc - Cal Ave underpass	Ben Miyaji, Trish Collins; Amanda Ross

Last Updated: 03/03/2014

DRAFT



Innovation in Public Art

Palo Alto Public Art Commission



New Media Art + Public Space

Interacting in Public Space: Palo Alto is a leader in new ideas and new technology

What do new media trends + public art mean for Palo Alto? Opportunities in commissioning projects such as the City Hall lobby project and University Ave. Tunnel Project



The Living City

"Temporary and interventionist art projects that employ "new media" have increasingly entered the urban realm. More and more cities and corporate businesses take advantage of the attention-grabbing qualities of new media-based public art and invest in projects with a clear social, community-building nature. Permanent or lasting public media art, however, is still something of a rarity and occurs in our cities mainly in the shape of media facades. Even rarer are examples of media facades that incorporate participation or interaction.

This situation provokes a question about the future of new media-based artworks: Can such art—which is often ongoing, changing, and processual, and which relies on a community of users—be maintained on a long-term basis? The city is a living organism shaped by both quick change and permanence. Processes inside this organism progress at different levels of speed and complexity. But even in times of growing mobility, one of the more permanent parts of this organism is the community that inhabits and uses an urban territory."

*Source: Forecast Public Art



New Media Art

Industry Leaders:

Organizations such as Rhizome (NYC) and Zero1

Galleries such as Bitforms Gallery and Catherine Clark

A new era of public art is emerging: cutting edge, innovative and interactive new forms of public art. The PAPAC should consider exploring the convergence of several of these trends emerging for artists working in the public sphere...

Themes:

- The relation of the individual to the community and to the built environment
- The ongoing miniaturization and increasing firepower of computing.
- The increasing ubiquity of robust network connectivity.
- The rise of locative services such as GPS and sensor networks monitoring the environment.
- Urban-scale displays, from large (enormous!) LED screens to multistory projections to media facades.
- Physical interfaces so that virtually any aspect of the built environment, from tables to sidewalks to bridges, can be interactive.



Site-Specific Public Art Installation By Pioneering New Media Artist Jim Campbell. Madison Square Park Conservancy presents Scattered Light, a new site-specific public art installation by pioneering new media artist Jim Campbell. Marking the artist's most ambitious public art project to date, Scattered Light features three installations of orchestrated light incorporating elements of computer programming and high-technology for a public art installation which literally lights up Madison Square Park.



Voice Tunnel was an interactive light and sound installation by Mexican-Canadian artist Rafael Lozano-Hemmer, transformed the 1,400 foot long Park Avenue Tunnel in NYC with 300 theatrical spotlights that produce glimmering arches of light along the tunnel's walls and ceiling. Participants were able to influence the intensity of each light by speaking into a special intercom at the tunnel's center which records their voice and loops it.





The Rose Kennedy Greenway is a 15 acre park that was created in 2008 when the main highway through Boston was put underground. In the middle of the Greenway, there is a fountain flanked by 12 steel light sculptures called the light blades. Public artist Dan Sternof Beyer makes the light blades controllable from anyone's cell phone via text message by allowing the public to text the name of a color to that number, and the blades will obey your command.

