

A professional training series for artists seeking their first public art commissions

September 2009 – January 2010

NORTHERN CALIFORNIA



PUBLIC ART ACADEMY

APPLICATION PERIOD: July 20 – August 3, 2009

TRAINING PERIOD: September 2009 – January 2010

ELIGIBILITY: Artists, public art administrators and arts commissioners living or working in the counties of Alameda, Contra Costa, San Francisco, Santa Clara and Santa Cruz. (Preference will be given to artists.)

ABOUT

This six-session training guides professional artists through the public art process, from inspiration to selection to fabrication. The training is intended for artists interested in entering the field, with little or no public art experience. Upon completion, participants will have developed tools for gaining and successfully fulfilling public art commissions.

WHAT / WHEN / WHERE

- Six Saturday morning classroom sessions
- Three afternoon guided bus tours
- Held in different cities throughout the Bay Area, close to public transportation
- Led by leading Bay Area public artists, architects and public art administrators

CURRICULUM

All sessions are scheduled 10 – 12pm except the first session which will run from 10am – 1pm. Afternoon tours are optional.

Session 1: Making the Transition from Studio Artist to Public Artist

The differences and similarities between studio and public art practice; recognizing public art opportunities that are best suited to your skills, maintaining enthusiasm over the life of a project, taking responsibility for the life of your work.

Date: September 12, 2009

Location: San Jose

Presenters:

- Barbara Goldstein - Public Art Director, San Jose
- Joe Saxe – Public Art Project Manager/Artist
- Sam Rodriguez – Artist

Session 2: Applying for a Public Art Project

How to get the first project, understanding the difference between an RFP and RFQ, the power of images, writing a letter of intent, preparing for an interview.

Date: October 3, 2009

Location: Santa Cruz

Presenters:

- Jennifer Easton - Public Art Administrator, San Jose
- Rene Yung - Artist

Session 3: Concept Development

The nature of the design team environment, working with stakeholders, finding opportunities to integrate art, concept design phase case studies.

Date: October 24, 2009

Location: Oakland - to include afternoon bus tour

Presenters:

- Steven Huss - Public Art Director/Administrator, Oakland
- Amy Trachtenberg – Artist

Session 4: Schematic Design

How to read a set of drawings, working with architects, understanding the status of a project, how to talk with the rest of the team.

Date: November 14, 2009

Location: Oakland

Presenters:

- Robyn Burror - - Public Art Administrator/Consultant, Walnut Creek
- Roger White Stoller – Artist
- Brian Laczko – Architect / Public Art Consultant

Session 5: Design Development/Construction Documents

Building the bridge between design and fabrication.

Date: December 5, 2009

Location: San Jose – to include afternoon bus tour

Presenters:

- Barbara Goldstein – Public Art Director, San Jose
- Diana Pumpelly Bates – Artist
- Steve Petrushka – Industrial Designer

Session 6: Signing your Life Away: Contracts & Other Legalities

Insurance requirements, artists' rights, the meaning of indemnification, liquidated damages, artist's subcontracts and more.

Date: January 9, 2010

Location: San Francisco – to include afternoon bus tour

Presenters:

- Susan Pontious - Public Art Program Director, San Francisco Arts Commission
- Hilda Shum - Artist

REQUIREMENTS

- If selected, artists must commit to attending the entire six-session training
- Participation is limited to 50 registered participants
- Cost: \$150 per student

SELECTION PROCESS

Selection for this training will be juried. Enrollment preference will be given to professional artists. Public art administrators, graduate students, arts commissioners etc. are welcome to apply and will be accepted as space permits.

Portions of this training will be made available to the public online in 2010.

HOW TO APPLY

Artists

Applications must be submitted online through the CaFÉ™ website (www.callforentry.org). There is no application fee to apply or to use CaFÉ™. Only applications submitted through CaFÉ™ will be considered; no slides or hard copy materials will be accepted.

For complete entry requirements and instructions go to: www.callforentry.org, register a username and password if you are a new user, navigate to “Apply to Calls”, and search the list for “Northern California Public Art Academy”.

Applications must be received in CaFÉ™ by 11:00 pm PST August 3, 2009.

For technical assistance uploading images to CaFÉ™ contact Steve Petrushka at 510- 390 5138 or e-mail paimagehelp@gmail.com.

Assistance in using the CaFÉ™ system is also available during regular business hours by calling 303-629-1166 or 1-888-562-7232, or via email at Café@westaf.org.

The application must include the following:

- **Letter of intent:** Briefly describe your philosophy and approach to artmaking, your interest in public art, and how this training will further your goals for your career as an artist. One-page maximum.
- **Resume:** Current resume that outlines your professional accomplishments as an artist. Two-page maximum.
- **Images of Past Work:** Ten (10) portfolio images. Submissions shall be completed electronically through the CaFÉ™ system. (Instructions on how to format images to CaFÉ™ specifications can be found on the CaFÉ™ website under Image Prep.)
- **Image List:** Submit a list of the images, including title, date, media, dimensions and location details if site-specific.

Arts Commissioners / Administrators

Please email the following in PDF format to cbirns@ci.santa-cruz.ca.us:

- **Letter of Intent:** Briefly describe your interest in taking this training and past or current involvement with public art projects. One-page maximum.
- **Resume:** Current resume that outlines your professional accomplishments. Two-page maximum.

FOR MORE INFORMATION: contact Crystal Birns, City of Santa Cruz Arts Program Manager cbirns@ci.santa-cruz.ca.us.

A collaboration between the Public Art Programs of the cities of Oakland, San Francisco, San Jose, Santa Cruz, Walnut Creek and the Cultural Council of Santa Cruz County.

A project of the Northern California Public Art Administrators Network.