

Public Art 101: *Identifying Opportunities & Application and Proposal Tips*

Denver Public Art Program



Constant Research

- ❑ **ARTISTS**
- ❑ **ART ADMINISTRATORS**
- ❑ MAILING LISTS!
 - ❑ State Organizations
- ❑ E-Zines
- ❑ Social Networking
- ❑ Americans for the Arts: Public Art Network
 - ❑ www.artsusa.org
 - ❑ Click on Networks for PAN
 - ❑ Membership benefits
- ❑ Art Consultants / Brokers
- ❑ Artist Registries
- ❑ Web resources:
 - ❑ <http://artisthelpnetwork.com/>

Web-based Opportunities

- ❑ PAN Listserv
- ❑ www.CallforEntry.org (CaFÉ)
- ❑ <http://www.cac.ca.gov/artistcall>
- ❑ www.calpaa.com
- ❑ www.Artsopportunities.org
- ❑ www.Artcalendar.com
- ❑ www.Artdeadline.com
- ❑ www.4Culture.org
- ❑ Municipal & State Websites
 - ❑ <http://www.lvartscommission.com>
 - ❑ <http://www.land-studio.org/>
 - ❑ www.Phoenix.gov/arts
 - ❑ <http://chicagoartistsresource.org/>
- ❑ www.ArtJob.org (Jobs, not calls to artists)



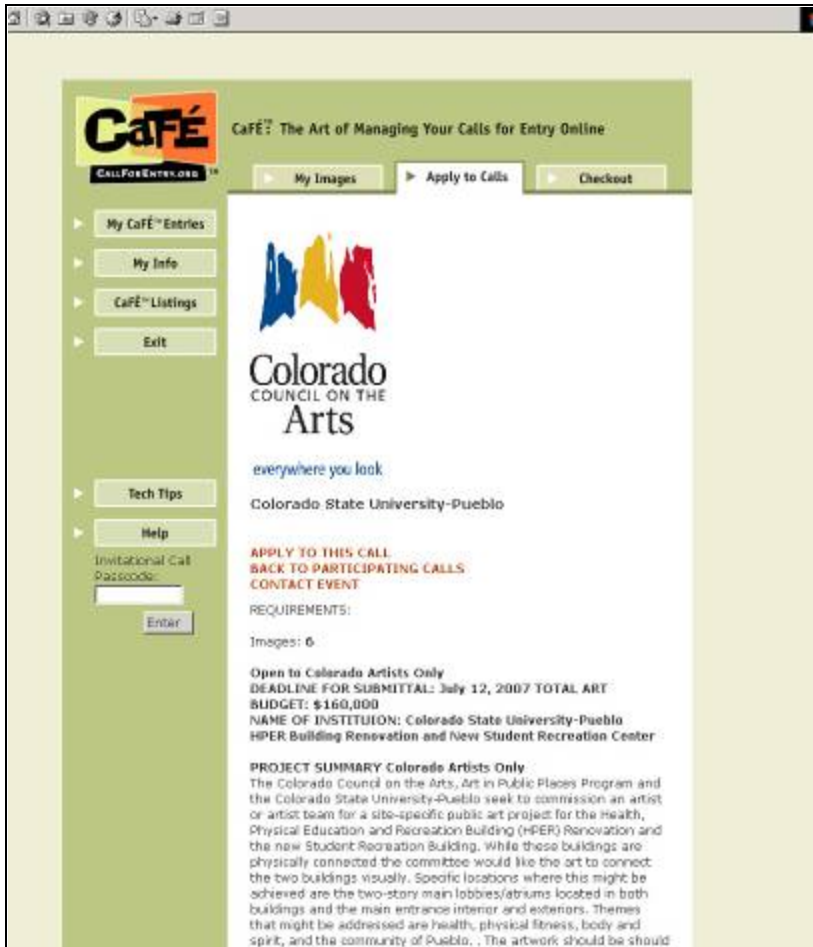
Applying to a Call



CaFÉ: Callforentry.org

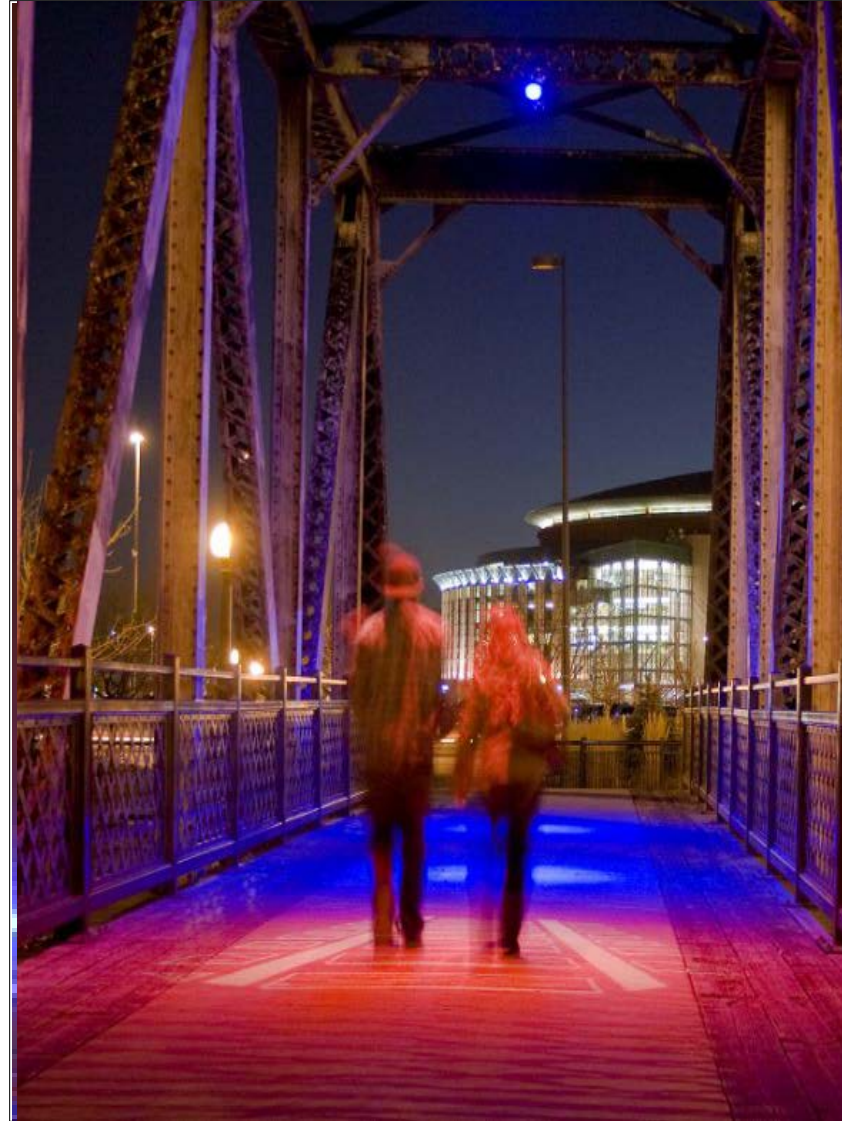


- CaFÉ™ enables artists to apply online to multiple calls for entry through a central Web site at no cost to the artist.
- CaFÉ™ allows for artists images to be submitted digitally and ensures a consistent high resolution quality.
- WESTAF representatives are accessible for assistance cafe@westaf.org



The Application

- Read the Call to Artists. Read carefully.
- Does your artwork fits the parameters of the call?
- Contact administrator with questions.
- Don't apply blindly.
- Calls are just like job applications –be professional



Images...

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- ❑ Images are the most important part of your application.
- ❑ Thumbnails may be the largest image panel reviews
- ❑ Make it POP. (Use professional photographers, if needed.)
- ❑ Do not put your name, branding or text on the images.
- ❑ Make sure to show more than one project.
- ❑ One to two shots per image (details)
- ❑ Keep video / audio files small (see application parameters)
- ❑ Include a description of images, budget, materials, etc...
- ❑ Relevance
- ❑ ARTIST TEAMS...?

Don't Forget:

- ❑ Make sure you answer questions carefully.
- ❑ Check for typos and grammar.
- ❑ Read statement out loud.
- ❑ Follow the directions.
- ❑ Connect with the project (make your app stand out)
- ❑ Expose yourself
- ❑ Include your website



Try... Try... Try Again

- If you are not getting in to the Semi Finalist round on any calls you have applied to..... call the Administrator





So You're Shortlisted!

Understand the Site

Site Visit

Drawings/videos

Q & A with project representatives

Follow rules established by Project Manager

(don't take anything for granted)

Who is your audience?

Don't "phone it in"



Proposals

Proposals can come in all forms

PowerPoint, etc.

Maquettes

Storyboards or posters

Material Samples

Video & Web-based proposals

Presentation Day



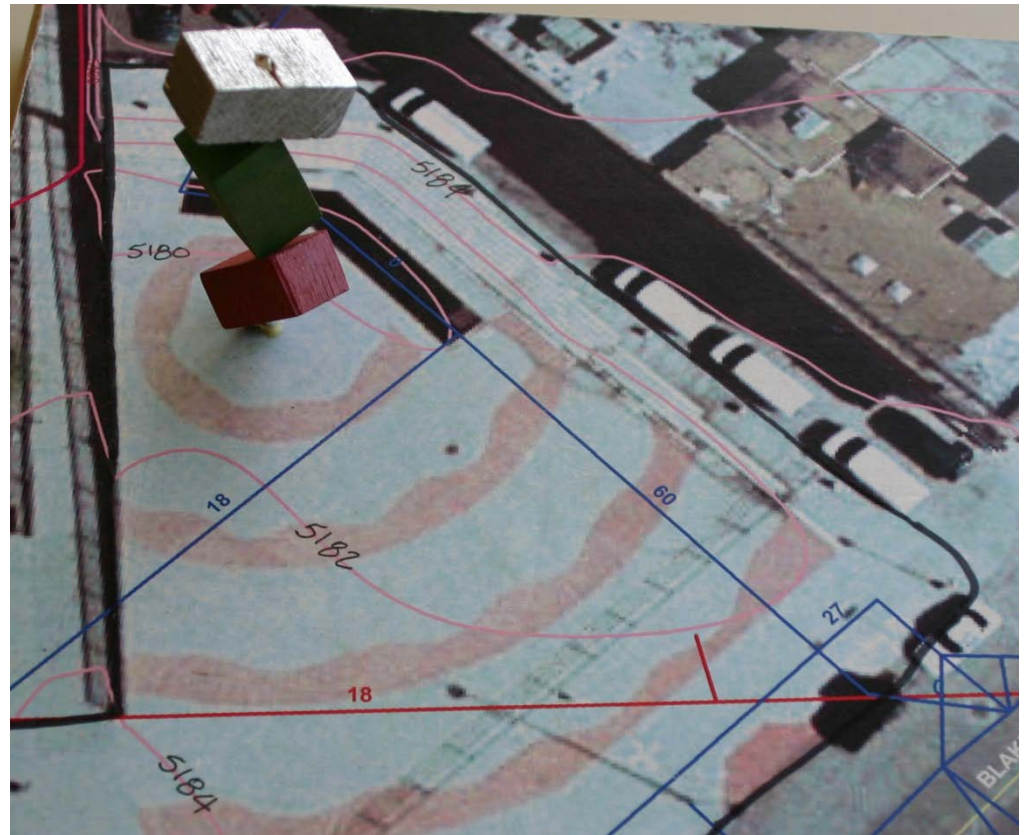
Presentation Tips

- Arrive on time
- Be prepared for disasters: bring doubles
- Be organized; use time wisely
- Briefly show past works
- Describe your process
- Bring samples/materials/drawings/maquettes
- Make connection with the site
- Put yourself in a juror's shoes
- Stick to your guns
- Smile and look panelists in the eye



Be prepared for....

- Standard jury questions:
 - ▣ Maintenance & durability
 - ▣ Graffiti
 - ▣ Safety
 - ▣ What is the connection to the site?
 - ▣ Can you make this/that change?
- Back up for your budget



Presentation Don'ts



- Don't worry about being nervous
- Don't call panel members prior to proposal unless PA administrator gives permission
- Don't dispute the commission amount or ask for more money
- Don't over-propose
- Don't be argumentative
- Don't be wishy-washy

It may sound obvious but...

A few pointers...

- Proofread
- Include all items requested
- Budget (as real as possible!)
- Contact and work with representatives from the institution



CONTRACTS (they're good for you)

United States, its territories and possessions, all the rights and obligations which are imposed upon, users of said works in accordance with the provisions of Section 115 of the Copyright Act after the expiration of the term of copyright in the United States by the authority of the copyright owner, for album disc phonorecords and all configurations of prerecorded tape phonorecords; and such phonorecords thereof made and distributed by Licensee.

Licensee shall pay to Licensor royalties equal to the statutory rate for the phonorecords are made. The rate on the date above is 1.75¢ per minute over five minutes, the statutory rate is 1.75¢ per minute. Licensee shall pay on the basis of 100% of the phonorecords made and distributed by Licensee, excluding a reasonable number of promotional copies. Licensee, independently of any sale of the same or any other copies, shall not be deemed to have waived the provisions of Section 115(c)(1) hereof.

Licensee shall keep complete books and records reflecting the sales of the phonorecords and Licensee shall render to Licensor quarterly accounting statements within 45 days after March 31, June 30, September 30, and December 31 of each year for which any royalties accrue hereunder. Licensee shall make available to Licensor, at reasonable times by representatives chosen by Licensor, for audit and extracts of all books and records maintained by Licensee relating to matters hereunder. If Licensor audit discloses an error in favor of Licensee for any quarter, Licensee shall pay to Licensor 5% of the royalties reported for that quarter. Licensee shall pay to Licensor reasonable expenses of audit. All sums due hereunder shall be paid in full within 30 days of the date of the audit. If Licensor fails to pay royalties within 30 days of the date of the audit, Licensor shall be deemed to have waived the right to re-audit and to revoke this license by Licensee.

Licensee shall indemnify and hold Licensor harmless from and against all claims, damages, losses, costs, expenses, and attorney's fees incurred by Licensor in connection with the performance of this license.

SAMPLE COPY



Contracts: Every commission should have one!

Scope of work

Ownership & Rights

Maintenance and conservation

Payments & Milestones

Do the milestones work for you?

Items that may be required:

Insurance

Prevailing wage

Proof of citizenship?

Hire an attorney, accountant, financial planner.

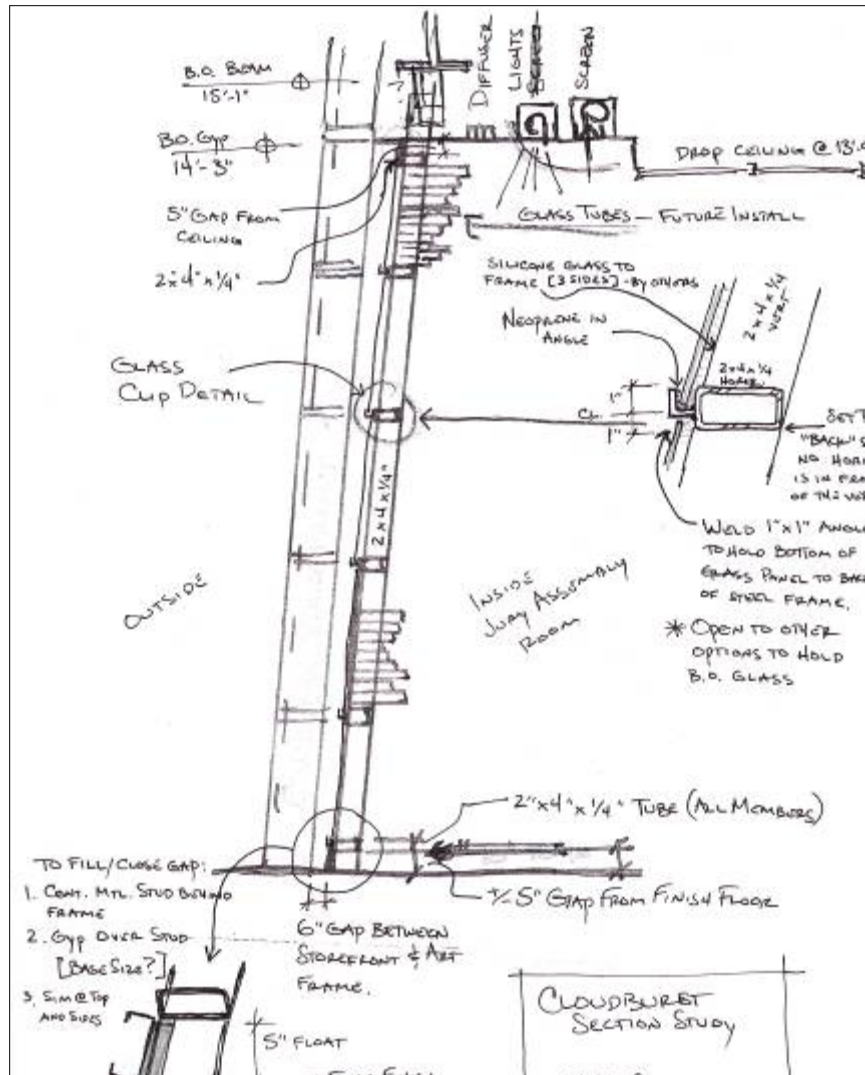
A commission is a job –treat it as such.



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DESIGN PHASE



Develop your design and budget:

- ▣ Hone the scope of project
- ▣ Hone budget
 - Get bids, hire subs
 - Engineering/Architects
 - Materials testing?
 - Travel?
 - Lighting?
 - Contingency
 - Pay yourself!
- ▣ Scheduling
- ▣ Consider a Project Manager

INSTALLATION PHASE

USE a PRE-INSTALLTION MEETING TO BE PREPARED FOR:

- Locates! Re-locations based on locates!
- Permits
 - ▣ Police, road closures, crane
- Inspections for permits
- Weather contingency
- Phased installations
- Final Acceptance
 - ▣ Documentation
 - ▣ Maintenance
 - ▣ Lien releases, other legal items
- Press & Photography
- Site Conditions –are you responsible?



PROJECT CLOSEOUT



- Restoration of the site to its original condition
- Installation of plaque
- Copyright registration : <http://www.copyright.gov/>
- Lien Releases
- Maintenance and Preservation Instructions
- Final approval from the City

MARKETING: Forward Momentum

- Website / Blogsite
- Promotion
- Mailers
- Professional Photography
- Networking

View these items as investments that lead to your next commission, private or public.

