



ART ON MARKET ST KIOSK POSTER SERIES 2016 PUBLIC ART PROJECT OUTLINE

BACKGROUND

The Art on Market Street Program has commissioned new artwork by Bay Area artists on an annual basis since 1992. The Art on Market Kiosk Poster Series Program commissions four consecutive three-month poster exhibitions annually. Each poster series consists of a set of six original and related designs that are professionally reproduced and printed as six sets of posters, 68 inches high by 47 ¼ inches wide (trim size), for installation in 36 bus kiosks on Market Street between 8th Street and the Embarcadero. All artists' designs must be approved by the Arts Commission and are expected to be appropriate for a broad public audience.

2016 KIOSK POSTER SERIES THEME

Utopian Visions: The Changing Face of Market Street is the overarching theme for the 2016 Art on Market Street Kiosk Poster Series.

Utopian Visions: The Changing Face of Market Street

The stretch of Market Street from Octavia Boulevard to the Embarcadero has had planners perplexed from the day Jasper O'Farrell conceived it in 1847. As Kit Hodge points out so aptly in her article 'Street Transformations: Lessons from London, Melbourne and New York', "The city has struggled to make the most of its main street over the last two centuries but has rarely, if ever, been satisfied with the result. It's too wide and yet too crowded, too empty and yet too chaotic, too dangerous and yet too bland. We just cannot seem to get it right. But in true San Francisco fashion, our collective desire to transform Market Street into a wonderful, vibrant place endures."

For better or for worse, the economic and social transformation has begun. New tech companies have arrived, there is a budding mid-Market arts district, increasing resources for the neighborhood and there is an emphasis on public safety, initiatives which are being coordinated in conjunction with the City's 'Better Market Street.' The next decade will see the roll out of the 'Better Market Street'—a plan which is focused on the street's urban design and transportation systems, with a view to creating a sense of place, optimizing mobility, and fostering economic development.

Will this long-hoped-for revitalization of Market Street bring new vitality to our long-neglected civic concourse? We at the SFAC believe that artists play a crucial role as thought leaders in society. This call repositions art at the core of society, and hands over the creative license to Bay Area artists to propose fantastical solutions and utopic visions for the future of Market Street.

ARTWORK BUDGET

The total budget for the design of the posters series is a not-to-exceed amount of \$8,000. This includes the design and all preparation work necessary to complete all six poster designs to the printer's specifications.

ARTIST RECRUITMENT APPROACH AND ELIGIBILITY

Arts Commission staff will issue an RFQ in early April, 2015.

Eligibility is open to professional, practicing artists working primarily in any two-dimensional media and residing in the United States.

- No travel budget is available for this project.
- During the course of the project, the artist must be available to make 4 in-person visits with the San Francisco Arts Commission.
- The artist's portfolio must demonstrate a familiarity with the San Francisco Bay Area and/or artwork that responds to various aspects of the San Francisco Bay Area cultural scene.

SELECTION PROCESS

Artist Qualification Panel: The applications will be reviewed by an Artist Qualification Panel consisting of representatives from the Arts Commission curatorial staff and an outside arts professional, to identify a list of qualified artists to be considered for the project opportunity.

Artist Selection Panel: This list of qualified artists will be presented to an artist selection panel consisting of two arts professionals, one Arts Commissioner, and an art professional from with the broader Bay Area Visual Arts Community. After considering the artists' qualifications, the artist selection panel will identify finalists.

The Qualification and Selection Panels will use the following criteria to evaluate and score the applications:

- Demonstrated quality of past artwork as represented in the applicant's submitted images
- Artist's professional experience as detailed in the applicant's resume

The panel will recommend approximately seven artist finalists, to be approved by the Arts Commission, who will be paid an honorarium of \$750 each to develop proposals.

The artists will then present their proposals to the Artist Selection Panel who will recommend four artists, (plus an alternate) to the Arts Commission for this commission.

The selected artists will develop a final Proposal for the Project based on a maximum budget of \$8,000 for project costs, including, but not limited to, Artist's fee, design, all preparation work necessary to complete each poster design to the printer's specifications, and print-outs of at least two color copies of each of the six poster designs for (1) presentation to Arts Commission and (2) submission to printers for color proofing. Production and installation costs will be organized by the SFAC under a separate budget.

PROJECT SCHEDULE (subject to change)

RFQ Issued	April 6, 2015
Application Deadline	May 11, 2015
Pre-qualification panel	May 18, 2015
Selection Panel Meeting #1	beginning of June 2015

Visual Arts Committee approval of finalists	June 17, 2015
Development of Proposals	July to August 2015
Selection Panel Meeting #2	week of August 31, 2015
Visual Arts Committee approval of Project Artists	September 16, 2015
Project Artists under contract	mid-November 2015

Anticipated installation dates for each Kiosk Poster Series is as follows:

- January/February/March 2016
- April/May/June 2016
- July/August/September 2016
- October/November/December 2016

Project Artists will be assigned to one of the four installation timeframes by Arts Commission staff.

FURTHER INFORMATION

Contact Justine Topfer, Public Art Project Manager at (415)252-2584 or by email at Justine.topfer@sfgov.org.