



## **ART ON MARKET ST KIOSK POSTER SERIES 2017 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.

### **2017 KIOSK POSTER SERIES THEME**

*The Summer of Love* shaped San Francisco inextricably; 2017 sees its 50th anniversary. This hippie counterculture movement defined by sexual and social disinhibition had San Francisco as its epicenter. The social changes from this seminal sociopolitical movement reverberated into the early 1970s, the effects of which echo throughout contemporary society. This call hands over creative license to artists to reinvigorate this melting pot of politics, music, drugs, creativity. Half a decade on, and with particular reverence to current political rhetoric, we see history repeating itself; many oppose America's keen support of the military-industrial complex; are suspicious of corporate America, and grapple with the consumeristic society that San Francisco has become. There is no San Francisco without *The Summer of Love, 1967*.

### **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, 2016.

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 8, 2016
Application Deadline	May 16, 2016
Pre-qualification panel	May 18, 2016
Selection Panel Meeting #1	beginning of June 2016
Visual Arts Committee approval of finalists	June 15, 2015
Development of Proposals	July to August 2016
Selection Panel Meeting #2	week of August 29, 2016
Visual Arts Committee approval of Project Artists	September 21, 2016
Project Artists under contract	mid-November 2016

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

- January/February/March 2017
- April/May/June 2017
- July/August/September 2017
- October/November/December 2017

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)252-2228 or by email at [Justine.topfer@sfgov.org](mailto:Justine.topfer@sfgov.org).