

## TREASURE ISLAND TEMPORARY ART ACTIVATION PROJECTS

Date 10/8/15



### **BACKGROUND (CAPITAL IMPROVEMENT PROJECT OVERVIEW)**

The Treasure Island Development is an approved 405-acre redevelopment project on Treasure Island and parts of Yerba Buena Island in San Francisco Bay between San Francisco and Oakland within San Francisco city limits. The Treasure Island Development Authority (TIDA) is a nonprofit organization city agency that oversees the goal of reusing the island in an environmentally and economically viable way, as well as creating and minting the master development plan. A new ferry terminal will connect to a retail center as part of an urban core with a 40-story tower and hotels. Three distinct residential neighborhoods will radiate from the core area and feature townhouses, along with flats and a 14-story residential tower. Also proposed are: five high-rise towers, a K-8 school, 450,000 sq ft of retail and commercial buildings, a 275-acre park, a 20-acre organic farm,

and a 400-slip marina and beach along with state-of-the-art community facilities. The entire redevelopment will take 20 to 30 years to build and will create 8,000 new households for approximately 20,000 people.

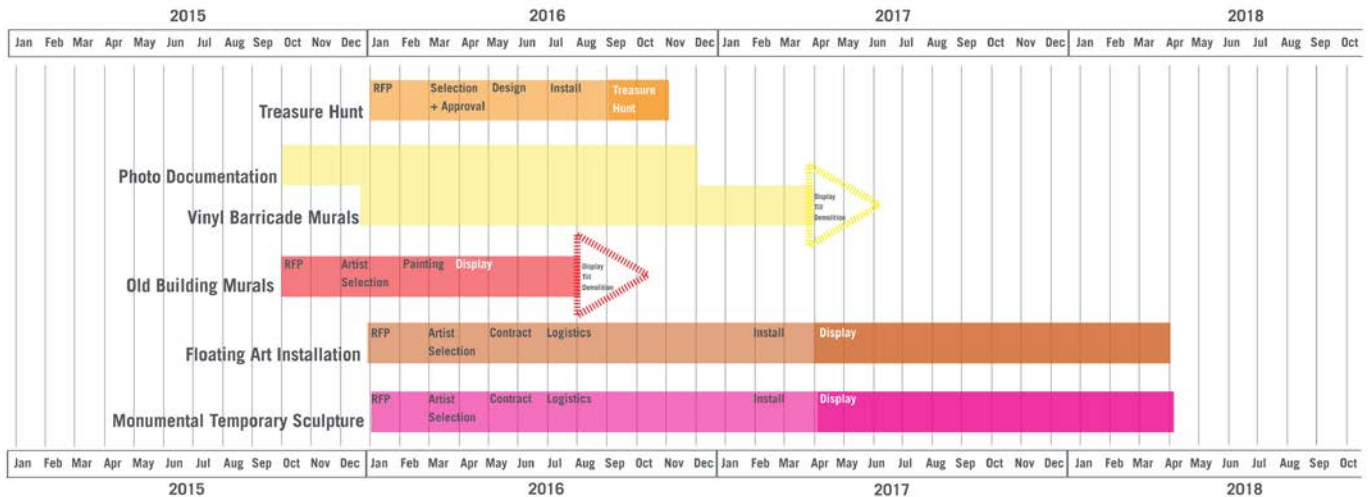
In January 2015, TIDA approved a Memorandum of Understanding with the Arts Commission to oversee a \$50 million dollar public art program for the island, which was later approved by the Arts Commission in February 2015.

### GOALS OF TEMPORARY ART ACTIVATION PROJECTS

- *Treasure Island Becomes A Place for Art:* While temporary art may be ephemeral, its placemaking impact can be long term. Temporary art programming will help build Treasure Island’s identity as a place for cultural interaction and artistic experimentation. By presenting an ongoing series of projects over time, these arts and cultural activities will continue to draw people from within and around the Bay Area and increase attention to the island, which will in turn attract even more visitors.
- *Laboratory for the Arts and Cultural Experiments:* This program of temporary projects will provide an opportunity to test artistic ideas and approaches. Because these projects are understood to be of limited duration, they can be more experimental. They will also allow for periodic assessments of the overall arts programming which may inform changes in direction and objectives over time to be incorporated into the final Arts Master Plan.
- *Training:* These projects will provide valuable opportunities for training of emerging artists or those unfamiliar with the public-art commissioning process so that they may later undertake public art projects of greater scale and longevity. Local and emerging artists will benefit by having their work produced and displayed alongside more established artists from near and far.

### PROPOSED PROGRAMMING SCHEDULE (Subject to Change)

#### TIMELINE



## ART ACTIVATION PROJECT DETAILS

### 1. PHOTO DOCUMENTARY PROJECTS

Timeframe: January – December 2016

Budget Allocation: \$40,000



#### Description

The purpose of the Photo Documentary Projects is to create a collection of historic and contemporary photographs of Treasure Island. Three photographers will be commissioned to document various aspects of Treasure Island in its current state (the built and natural environments and the island's community) along with its transformation during redevelopment. Additionally, one slot will be specific to researching and curating a collection of historic photographs of the island's past from the archives of the Treasure Island Museum Association.

#### Budget

Photo Documentary Projects Total Budget: \$40,000

- Three photographers' contracts of (\$10,000 each). Fee includes license to reproduce onto construction barricade murals: \$30,000
- One curator of historical photographs contract of \$10,000

#### Recruitment Approach & Selection Process

Arts Commission staff will recruit Treasure Island-based photographers and curators (those who live or work on the Island) as first choice for these opportunities.

#### Timeline

Recruitment	November 2015
Arts Commission Contract Authorization	December 2015
Documentation Projects Underway	January through December 2016

2. **CONSTRUCTION BARRICADE PHOTO MURALS:**

On Display: TBD (Throughout construction)

Budget Allocation: \$85,000



**Description**

As construction begins on Treasure Island, a curated selection of photographs from the Treasure Island Photo Documentary Projects will be translated into a series of temporary photo-based murals for the barricades surrounding the construction sites. Arts Commission staff hire a graphic designer to layout the imagery. These layouts will then be translated onto adhesive vinyl through a separate contract with a sign company, who would also be responsible for installation onto construction barricades. The murals would cover the height of the barricades (approximately 8') and will be up to 150' long. There will be a total of five murals.

**Budget**

Photo Documentary Projects Total Budget: \$85,000

- Graphic design and production of digital files for five murals: \$10,000
- Printing and installation of five murals (\$15,000 each): \$75,000

**Selection Process**

The mural imagery will be curated from the collection of photographs produced by the Treasure Island Photo Documentary Projects by Arts Commission staff, a representative of the project developer and a TIDA representative.

**Timeline** *(contingent upon construction schedules and subject to change)*

Image Curation	Spring 2016
Mural Design and Layout Commences	Summer – Fall 2016
Mural Printing and Installation	Fall – Winter 2016
Murals on Display	Throughout construction

3. **PAINTED MURAL PROJECTS**

On Display: April 2016 through July 2016 (select mural sites longer)

Budget Allocation: \$250,000



**Description**

A series of temporary painted murals will be commissioned for select buildings slated for demolition and other permanent structures which will not be demolished. The location of these buildings is along Avenue H and 6<sup>th</sup> Street and other areas to be identified. Each mural will be on view for at least six months from April 2016 through July 2016, with the potential to be extended depending on building demolition schedules.

**Budget**

Total Budget: \$250,000

- Allocated for ten murals with the cost per mural to be determined by Arts Commission staff based upon the size and complexity of each approved mural.

**Recruitment Approach & Selection Process**

Arts Commission staff will use the SFAC Prequalified Artist Pool and will recruit additional artists as needed in order to establish a short list of qualified artists to be considered for the ten mural project opportunities.

The short list will be presented to the Treasure Island Mural Project Selection Panel consisting of one representative of TIDA, one Arts Commissioner, one community member from Treasure Island and two arts professionals.

The panel will review the qualifications of the artists on the short list and then select ten artists for these mural opportunities for recommendation and contract authorization by the Arts Commission.

The ten approved artists will be placed under contract to develop conceptual site specific proposals and budgets. Upon design approval by the Arts Commission, the artists will commence with painting of their murals.

**Timeline**

RFQ Issued

October 30, 2015

Application Deadline

November 30, 2015

Selection Panel Meeting	Early December 2015
VAC Approval of Project Artists	December 16, 2015
Approval of Artists by Arts Commission	January 2016
Mural Design Approval	February/March 2016
Mural Painting	Early Spring 2016
On Display	Spring – Summer 2016 (or longer)

4. **TREASURE ISLAND TREASURE HUNT:**

On Display: Summer - Fall 2016

Budget Allocation: \$500,000



**Description**

The Treasure Island Treasure Hunt will be a festival of inventive and engaging temporary art projects installed throughout the island. The artworks will be on view for at least two months from summer through fall 2016, with the potential to be on view longer depending upon the durability and programming needs of each project. This program will feature local and emerging artists who will work in all media showing alongside new and known national artists as well as more established local artists. There is an opportunity for artists to develop projects that integrate into the island’s landscape, architecture and public spaces, and that take advantage of the natural features of the island, such as wind and vistas. Artists on Treasure Island will be invited to open their studios to the public during the Treasure Hunt.

**Budget**

Total Budget: \$500,000

- Allocations for each project to be determined by Arts Commission staff based upon the size and complexity of each approved artwork.

**Recruitment Approach & Selection Process**

Arts Commission staff will issue a Request for Qualifications nationally and recruit artists to apply to the call.

After the deadline, a prequalification panel will review all of the applications to establish a short list of qualified artists for these opportunities.

The short list will be presented to the Treasure Island Treasure Hunt Selection Panel consisting of one representative of TIDA, one Arts Commissioner, one design team member, one community member, a representative of the project developer and two arts professionals.

The panel will review the qualifications of the artists on the short list and then select approximately 25 artists for these temporary art opportunities for recommendation and contract authorization by the Arts Commission.

The approved artists will be placed under contract to develop conceptual site specific proposals and budgets. Upon design approval by the Arts Commission, the artists will commence with fabrication of their artwork.

**Timeline**

RFQ Issued	October 30, 2015
Application Deadline	November 30, 2015
Selection Panel Meeting	Early December 2015
VAC Approval of Project Artists	December 16, 2015
Approval of Artists by Arts Commission	January 2016
Project Design Approval	March/April 2016
Artwork Fabrication	Spring - Summer 2016
Artwork Installed	Late Summer 2016
On Display	Late Summer to Fall 2016
Continued Display of Select Artworks	Up to September 2017

**5. BAY BRIDGE SCULPTURE PARK:**

Timeframe: To be determined  
Budget Allocation: To be determined

Proposals will be brought to the Arts Commission and TIDA for approval after being vetted by Arts Commission staff for feasibility. Any project support will be subject to review by the Commission and TIDA as part of the approval process.

**6. MONUMENTAL TEMPORARY SCULPTURE:**

On Display: Spring 2017 – Spring 2018

Budget Allocation: \$350,000



**Description**

There is an opportunity to commission an iconic and large-scale temporary artwork as a compelling attraction to continue activation of the island. Due to the location and environmental factors of the island, the artwork should be able to withstand strong winds and exposure to the elements. A conservator will be enlisted to specify performance criteria. The sculpture will be on display for one year beginning in spring 2017.

**Budget**

Total Budget: \$350,000

**Recruitment Approach & Selection Process**

Arts Commission staff will make a curatorial recommendation of a short list of artists to the Arts Commission’s Visual Arts Committee.

**Timeline**

VAC Selection and Approval of Sculpture	May 2016
Artist under contract	June 2016
Anchorage Design/Engineering	July/August 2016
Logistics and Shipping	Fall/Winter 2016
Installation	Spring 2017
On Display	Spring 2017 – Spring 2018



**7. FLOATABLE ARTWORK:**

On Display: Spring 2017 – Spring 2018

Budget Allocation: \$200,000



**Description**

The island’s maritime history and bayside shoreline connection presents an opportunity to commission a floatable artwork. This large-scale floatable artwork will be located within Clipper Cove or in the waters near Pier1. The artwork should be made of durable materials and able to withstand naturally occurring elements of the bay, including salt water, strong winds, and high waves and fabricated by an expert specialized in appropriate materials. The artwork will be on view for a minimum of one year beginning in spring 2017.

**Budget**

Total Budget: \$200,000

**Recruitment Approach & Selection Process**

Staff will conduct research to identify qualified fabricators which would allow more than a select few with this specialized experience to apply. A more detailed selection plan will be presented to the Arts Commission for approval following the fabricator research.

**Timeline (Subject to Change depending upon fabricator research)**

RFP Issued	January 2016
Application Deadline	February 2016
Selection Panel Meeting	March 2016
VAC Approval of Artwork	April 2016
Artist under contract	May 2016
Anchorage Design/Engineering	Summer 2016
Logistics and Shipping	Fall/Winter 2016
Installation	Spring 2017
On Display	Spring 2017 – Spring 2018

**COMMUNITY INVOLVEMENT**

- SFAC staff will conduct a series of public outreach meetings in Fall 2017

- A community representative will serve on the Project Selection Panels and will participate in the Artist Orientation
- All selection panels, Visual Arts Committee (VAC) and Commission meetings are open to the public.

**FURTHER INFORMATION**

Contact Jill Manton, Public Art Trust and Special Initiatives Director at (415)252-2585 or by email at [jill.manton@sfgov.org](mailto:jill.manton@sfgov.org).