



Treasure Island
Art Master Plan
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Outline

- A playground for the arts and cultural experiments



Governors
Island
(New York)



VISION

sfac

- A platform for artistic and aesthetic democracy



Socrates
Sculpture Park
(Long Island
City, New York)

DRAFTING OBJECTIVES

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Military, the World's Fair and Pan Am
Clipper flights



Waterfront Rendering of
Treasure Island



Artwork at the TIMF



The Great Lawn, Treasure Island



Treasure Island Music Festival



History

Vantage Point

Environment/
Space

Culture

Public
Interaction

PRELIMINARY DRAFT OBJECTIVES



- Artworks should be viewed and valued as “treasures” of the island, motivating the public to travel and discover Treasure Island as a destination.
- Artworks should “look in, while looking out” by responding to
- Island’s unique vantage point of the bay, the Bay Bridge, East Bay and San Francisco.
- Artworks should embrace the maritime environment, being site specific and respond to the ecology, atmosphere and natural landscape of the island.
- Artworks should act as the focal point of the surrounding environment and public space, acting as an anchor and point of reference for viewers as they interact with the island.
- The Treasure Island Public Art Program will educate visitors and residents about the rich heritage and culture of Treasure Island, and celebrate the historical prestige of this landmark.
- The Treasure Island Public Art program will cultivate a creative environment that encourages public and social interactions with the arts, and serves as a place for creatives and artist to develop and engage others with their work.

ABOUT TREASURE ISLAND



Golden Gate International Expo



Yerba Buena Island Hillside



TI Ferry Terminal Rendering



Bird's Eye View of Treasure Island



Treasure Island Flea Market



History

Facts

Ecology

Culture/ Community

Future

- Meet regularly with Treasure Island staff, developer, and design teams as collaborators to learn specifics about development plan to identify potential sites for art.
- Meet with local historians and research history of island including GGIE and use as former military base.
- Conduct research about ecology of the island.
- Research and speak with program and curatorial management at island based art programs in other cities and countries.
- Conduct internal brainstorming sessions with Arts Commission staff and present preliminary vision, draft objectives, plans for outreach and research and ideas for Phase I Art Activation and Island Promotion to Arts Commission and TIDA as appropriate.
- Conduct public meetings with SF/Bay Area Arts and design communities to review preliminary objectives, initial ideas for projects and to solicit their ideas.

- Meet with TI community, including the staff and board of the Treasure Island Museum.
- Convene meetings with local innovative thinkers in SF Bay Area.
- Tour and explore Treasure Island at different times and seasons to become acquainted with its landscape, communities, ecologies, and stories.
- Review other art master plans.
- Schedule public presentation or brown bag lunch at SPUR to reach a broader public concerned with community development, design and city livability issues.
- Research sculpture parks in US and abroad to evaluate the benefits and logistics of temporary vs permanent programs.
- Utilize Public Art List Serve to post inquires about similar island based art programs and art in natural environments.

In development with input from Public Art Team

PRELIMINARY IDEAS/ INITIAL PROJECTS



PHASE 1

- Initial seeding projects to promote new Treasure Island development and bring attention to the new Treasure Island art initiative
- Series of large scale temporary art installations in varying media to launch project.
- Island-wide Art Treasure hunt with multiple art installations in varying media throughout island. Investigate use of buildings slated for demolition.
- Bay Bridge Sculpture Park
- A place for Aesthetic Democracy (no curatorial review, approval granted once specific criteria are met)

ADDITIONAL IDEAS FOR PROJECTS AND PROGRAMS



- Wind/ Kinetic Art Park
- Placement of Historic Statues
- Dedicated Sculpture Park for temporary or permanent work
- Rotation of Temporary Work/ Exhibitions in Building One or Cultural Center
- Light Art (Art using projection, LED, and light)
- Performance based work
- Temporary installations (performance/ media-based artworks) in buildings slated for demolition
- Seaside Sculptures

EXAMPLES:

Les Machines de l'île
Nantes, France



EXAMPLES:

sfac

Brooklyn
Bridge
Park



EXAMPLES:

sfac

Sculpture by the Sea Aarhus, Denmark



Michal Motyčka, "Diamonds" (2015)



Gjøde & Povlsgaard Arkitekter (Johan Gjøde and Niels Povlsgaard), "Den Uendelige Bro" (2015)



Gary Deirmendjian, "Worms – Aarhus Bay" (2015)



Thomas Lindvig, "Untitled" (2015)



Susanna Hesselberg, "When My Father Died It Was Like a Whole Library Had Burned Down" (2015)

EXAMPLES:

sfac

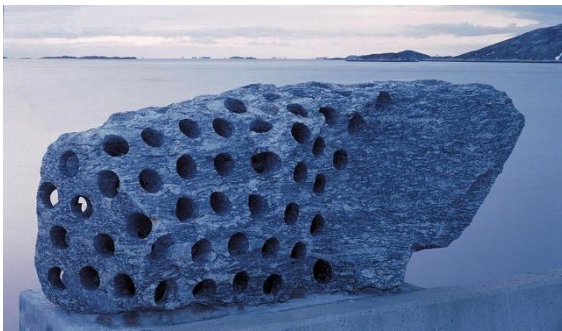
Norway Skulpturlandskap



Untitled, Dan Graham



The man by the Sea, Vinjesjøen



Untitled, Tony Cragg



The Nest, Luciano Fabro

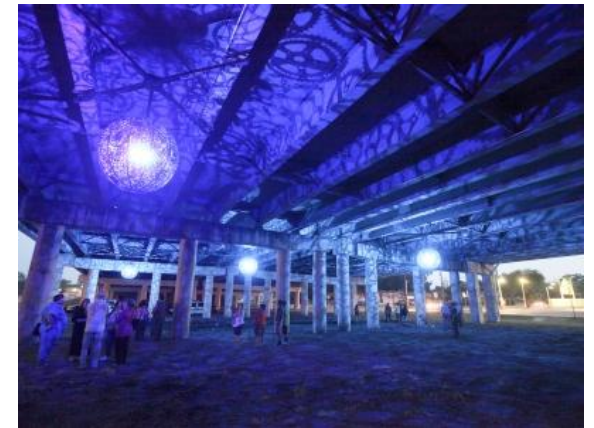


Ocean Eye, Sigurdur Gudmundsson

EXAMPLES:

sfac

Light Works



EXAMPLES:

sfac

Governors Island
Temporary art in old
military buildings

Governors Island Art
Fair (4heads)



- East Side Commons
- Waterfront Plaza
- Ferry Shelter
- Marina Plaza
- Building One Plaza
- Building 2 Plaza
- Clipper Cove Promenade
- Cultural Park
- Cityside Waterfront Park
- Urban Agricultural Park
- Eastside Park
- Yerba Buena Island Hilltop Park
- Yerba Buena Island Beach Park
- Northern Shoreline Park (The Wilds)
- YBI Hilltop Park

- Scale should be appropriate to the context in which it is installed and must take into consideration the grand scale of the bay, the sky ,the bridge and the vantage points to and from the island
- Durability in a maritime environment
- Nexus/relationship and relevance to the island, its history, culture, environment and ecology
- Diversity among artworks and artists, local, national and international
- Excellence, Originality, and Quality of Artists/Artwork/Aesthetics
- Public Safety & Accessibility
- Facilitates interaction between surrounding space, viewers/users, and community
- Serves as an anchor/ landmark to activate the site and enhances overall environment and experience

- Artwork Maintenance and Conservation
 - Conservator Consultation
- Gifts of Art
- De-Accessioning
- Sample loan agreement
- Sample contract to commission work
- Insurance requirements