

**MOSCONE EXPANSION PROJECT PUBLIC ART OUTLINE**



**BACKGROUND**

Moscone Center is San Francisco's premier meeting and exhibition facility, with over 2 million square feet of exhibit space, meeting rooms and pre-function lobbies. As the City's convention landscape continues to grow, the Moscone Expansion Project plans to meet that need by expanding contiguous exhibition space, as well as increasing the amount of flexible meeting and ballroom spaces. In addition to adding new rentable square footage, the project seeks to create an iconic sense of arrival that enhances Moscone's civic presence on Howard Street, reconnecting it to the surrounding neighborhood through the creation of reintroduced lost mid-block passageways. The project also proposes a new, enclosed pedestrian bridge connecting the upper levels of the new Moscone North and Moscone South as well as an upgrade to the existing pedestrian bridge across Howard Street. This will help to frame the main public arrival space between the two new buildings, provide enhanced circulation for Moscone convention attendees, and reduce on-street congestion, all while maintaining full-time elevated public access across Howard Street from Yerba Buena Gardens to the cultural facilities.

**ART OPPORTUNITIES**

SFAC staff met with the Moscone Expansion project team to discuss possible opportunities for

artwork. Initial meetings focused on the enclosed pedestrian bridge across Howard Street (“Sky Bridge”) as the first art enrichment opportunity (which the Arts Commission approved on April 4, 2014), and the team is now exploring additional sites for artwork throughout the new Moscone campus. These opportunities include the following:

- Three human-scale sculptures to be integrated into the landscaping of the open-air pedestrian bridge (“Park Bridge”) spanning Howard Street at Fourth Street
- A large-scale outdoor sculpture to be located on the north side of Howard Street (“Howard North”)
- A large-scale mural on the Paseo Gallery wall (“Paseo Gallery”)

**PROJECT GOALS**

The goals of the art enrichment projects at Moscone are to create a sense of place, to enhance the buildings’ civic presence, and to connect the overall campus to the surrounding neighborhood. The project will improve and activate the street level experience around Moscone Center, allowing for a more inviting public realm.

**PROJECT BUDGET**

Administration	\$1,200,000
Artist Selection, Signage and Documentation	\$98,910
Artwork Contracts and Installation	\$3,550,000
Maintenance	\$480,000
Contingency	\$671,090
Total Art Enrichment	\$6,000,000

Artwork Contract and Installation budget is to be allocated as follows:

Sky Bridge (As previously approved, 0407-14-101)	\$1,500,000
Park Bridge (3 sculptures)	\$950,000
Howard North	\$800,000
Paseo Gallery	\$300,000

**ARTIST SELECTION PROCESS**

**Sky Bridge**

The artist selection process is already in progress for the Sky Bridge, as approved by Resolution #0407-14-101.

**Sculptures (Park Bridge and Howard North)**

Arts Commission staff will advertise a new national Request for Qualifications/Proposals. Galleries and professional, practicing artists residing in the United States will be eligible to apply by submitting documentation (image and price) of available sculpture or a portfolio of past

work representative of the scale and price of a sculpture to be considered for these artwork opportunities.

A qualification panel comprised of two Arts Commission staff members and an arts professional will review all applications and establish a list of qualified candidates with experience creating sculptural work appropriate to the project sites.

The list of qualified candidates will be presented by Arts Commission staff to a selection panel consisting of three arts professionals, one community member, an Arts Commissioner, one representative of the client agency, and one representative of the design team. After the panel has considered the artwork list and artist's qualifications they will score and rank the list in order to identify three finalists for the Howard North opportunity and from six to nine finalists for the Park Bridge opportunity.

Those artists selected as finalists based upon their portfolio of past work will be invited to develop conceptual proposals after attending an orientation session with the project team and key stakeholders. Those finalists will be paid an honorarium of \$5,000 for the Howard North opportunity and \$3,000 for the Park Bridge for the development of a conceptual design proposal. Any artists included in the group of finalists who were selected on the basis of an available artwork will be paid an honorarium of \$1,500 for the Howard North opportunity and \$1,000 for the Park Bridge opportunity for participation in the selection process and panel interview.

The artist selection panel will reconvene to consider the finalists' proposals in an interview format and will select one artist and an alternate for the Howard North opportunity and up to three artists/artworks and up to two alternates for the Park Bridge opportunities for recommendation to the Arts Commission.

### **Paseo Gallery**

Arts Commission staff will advertise a new national Request for Qualifications. Professional, practicing artists residing in the United States will be eligible to apply by submitting a portfolio of past work.

A qualification panel comprised of two Arts Commission staff members and an arts professional will review all applications and establish a list of qualified candidates with experience creating work in media appropriate to the project site.

The list of qualified candidates will be presented by Arts Commission staff to a selection panel consisting of three arts professionals, one community member, an Arts Commissioner, one representative of the client agency, and one representative of the design team. After the panel

has considered the artist list and artist's qualifications they will score and rank the list in order to identify three finalists. These finalists will be paid an honorarium of \$2,000 for the development of a conceptual design proposal.

The artist selection panel will reconvene to consider the finalists' proposals in an interview format and will select one artist and an alternate for the Paseo Gallery opportunity for recommendation to the Arts Commission.

### **COMMUNITY INVOLVEMENT**

- One community representative will serve on the project selection panels and will participate in the artist orientations.
- Finalist proposals will be on display for public comment near the project site and on the SFAC website prior to the final selection panel meetings.
- All selection panels, Visual Arts Committee and Full Commission meetings are open to the public.

### **TIMELINE FOR PARK BRIDGE AND HOWARD NORTH (subject to change)**

Project Outline Approval (VAC) – September 17, 2014  
Arts Commission Approval—October 6, 2014  
RFQ/P Issued – Week of October 6, 2014  
RFQ Deadline – Mid November, 2014  
Qualification Panel – Late November, 2014  
First Artist Selection Panel – Early December, 2014  
VAC approval of finalists—December, 2014  
Finalist Orientation – Late December/Early January, 2015  
Finalist Proposals Due – Mid-February, 2015  
Public Display of Proposals – Late February, 2015  
Final Artist Selection Panel – Early March, 2015  
VAC Approval – Mid-March, 2015  
Arts Commission Approval— Early June, 2015  
Artists Under Contract – Early July, 2015

### **TIMELINE FOR PASEO GALLERY (subject to change)**

Project Outline Approval (VAC) – September 17, 2014  
RFQ Issued—Early January, 2015  
RFQ Deadline—Mid-February, 2015  
Qualification Panel—Late February, 2015  
First Artist Selection Panel—Early March, 2015

VAC approval of finalists—March, 2015  
Finalist Orientation—Mid/Late March, 2015  
Finalist Proposals Due—Late April, 2014  
Public Display of Proposals—Early May, 2015  
Final Artist Selection Panel – Late May/Early June, 2015  
VAC Approval – Mid-June, 2015  
Arts Commission Approval– Early July, 2015  
Artists Under Contract –Late July , 2015

**FURTHER INFORMATION**

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