

MOSCONCE 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

Community members and the project team have identified the enclosed pedestrian bridge across Howard Street as primary art enrichment opportunity and would like to pursue an artwork that utilizes light to transform the architectural space. The artwork could also be extended along the roof line of the

new Moscone South. Other potential sites for additional artwork include the open air pedestrian bridge across Howard and a plaza that may be realized at the southeast corner of Howard and 4th streets in front of the carousel and Children's Creativity Museum.

PROJECT BUDGET

The total art enrichment budget is \$6,000,000. A high-level project budget breakdown is as follows:

- Admin Fee — \$1,200,000
- Conservation — \$300,000
- Selection costs — \$40,000
- Artist Contracts — \$4,000,000
- Project Contingency — \$450,000
- Signage and final photography — \$10,000

Public Art Program staff would like to dedicate \$1,500,000 of the total artist contract amount shown above to an artwork located on the enclosed pedestrian bridge connecting Moscone North and South. Allotments for additional artwork will be determined as locations are finalized.

ARTIST SELECTION PROCESS FOR ENCLOSED PEDESTRIAN BRIDGE

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

The list of qualified candidates will be presented 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. The panel will identify three finalists who will be invited to develop conceptual site specific proposals after attending an orientation session with the project team and key stakeholders. These finalists will be paid an honorarium of up to \$5,000 (travel reimbursement inclusive) for development of a proposal. The finalists' proposals will be on display for public comment near the project site and on the SFAC website prior to the final selection panel meeting. The Moscone Expansion Project selection panel will reconvene to consider the finalists' proposals in an interview format and will select one artist and an alternate for the project for recommendation to the Arts Commission.

COMMUNITY INVOLVEMENT

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

TIMELINE FOR ENCLOSED PEDESTRIAN BRIDGE COMMISSION (SUBJECT TO CHANGE)

Project Outline Approval (VAC) – March 19, 2014

RFQ Issued – Early April, 2014

RFQ Deadline – Early June, 2014

Qualification Panel – Mid-June, 2014

First Artist Selection Panel – Late June, 2014
Finalists' Site Visit/Orientation – Early July, 2014
Finalists' Proposals Due – Early September, 2014
Public Displays of Proposals – Mid/Late September, 2014
Final Artist Selection Panel – Early October, 2014
VAC Approval – October 15, 2014
Arts Commission Approval – November 3, 2014
Artist Under Contract – Early December

FURTHER INFORMATION

Contact Marcus Davies, Public Art Project Manager at 415-255-465, or by email at marcus.davies@sfgov.org.

<http://mosconeexpansion.com/>