



SAN FRANCISCO GENERAL HOSPITAL TWO-DIMENSIONAL ARTWORK PROGRAM OUTLINE



GENERAL HOSPITAL PUBLIC ART PROGRAM BACKGROUND

In 2008, Arts Commission staff met with the General Hospital design team and hospital representatives, and conducted research into national best practices for commissioning artwork for a hospital environment. Combining the input and research gathered, Arts Commission staff created a master plan for the public art at the new General Hospital Acute Care Building. The plan identified multiple interior and exterior sites for medium to large-scale permanent public artworks including outdoor sculptures, art glass, mosaics and other large-scale two-dimensional works translated into durable materials for interior installation. The plan also called for a program of smaller framed two-dimensional artworks.

TWO-DIMENSIONAL ARTWORK PROGRAM OVERVIEW

Arts Commission staff in consultation with hospital representatives have developed a comprehensive program of two-dimensional artwork that will provide patients, visitors and staff a more therapeutic and healing environment enhanced by a collection of artwork curated to the highest aesthetic standards. This collection of approximately 250 two-dimensional works will be comprised of new imagery and may include restored pieces from the recovered General Hospital collection to be installed in the public waiting areas and corridors of both the new Acute Care Building and the existing hospital building.

BACKGROUND ON THE RECOVERED 2-DIMENSIONAL WORKS

In 1978 through the Art Enrichment Ordinance, the Arts Commission purchased a significant number of two-dimensional works that were installed throughout the hospital in conjunction with the completion of its construction. In 2006, the Arts Commission was notified that some of these works had been removed from their display locations at some time in the past and were found stored in the hospital's basement. Arts Commission staff relocated these works to a storage facility under the Arts Commission's control.

GOAL OF THE TWO-DIMENSIONAL ARTWORK PROGRAM

The hospital's two-dimensional artwork program will include work that provides moments of contemplation, stillness or positivity; contributes to a sense of community connection through culturally specific representations or life stories; or helps give voice to some of the powerful emotions being experienced by hospital patients, staff and visitors. Additionally, the new artworks will take existing imagery and translate them into durable materials to ensure that they are maintenance free and long lasting. The new works will be complemented with select artworks recovered from the hospital. Those which are deemed appropriate and in fixable condition will be repaired, reframed, and installed alongside new works in the new Acute Care Building and existing hospital building. Finally, wall space will be provided at the new Acute Care Building for additional special artworks owned by various General Hospital departments. Such works would not be installed by the Arts Commission, nor accessioned into the City's collection.

SELECTION PROCESS FOR TWO-DIMENSIONAL ARTWORKS

1. RECOVERED ARTWORK AND OTHER HOSPITAL DEPARTMENT OWNED ARTWORKS

Arts Commission staff will evaluate the recovered artwork in storage and create a short-list of works that are candidates for reinstallation based on appraisal and conservation reports. That short-list will be reviewed by a selection panel comprised of Arts Commission staff, one arts professional, an Arts Commissioner and possibly General Hospital staff.

All existing artwork being considered for reinstallation will be evaluated on the following criteria:

- Artistic excellence
- Appropriateness for hospital setting

Other artworks not owned by the City that General Hospital departmental staff would like to consider installing in the new building will be evaluated by General Hospital staff with possible input from the Arts Commission.

2. NEW WORK

Arts Commission staff will issue a Request for Proposals (RFP) for two-dimensional imagery (painting, drawing, photography, and collage) available for reproduction. The RFP will call for imagery that is suitable for a hospital setting which may include:

- Representational landscapes depicted in warmer seasons, with visual depth and open foreground
- Waterscapes (calm, non-turbulent)
- Calm weather
- Flowers (familiar, healthy, fresh and in natural settings with open foreground)
- Visual depth with openness in the immediate foreground
- Still life imagery
- Reality based landscapes
- Figurative art (depicting emotionally positive faces, diverse and leisurely in nature)
- Ethnically focused art acknowledging the larger "life story" of cultural heritage and identity
- Imagery that empathetically portrays emotion and/or provides solace in trying times

Arts Commission staff will curate a short-list of approximately 300 artworks to be presented to the Two-Dimensional Artwork Selection Panel comprised of numerous General Hospital staff members representing various units and services sharing two votes, an Arts Commissioner, and an arts professional.

Arts Commission staff will use the following criteria to create the short-list:

- Application is complete and submitted prior to the application deadline
- The application submitted represents the artist's own original creative work
- The artwork submitted reflects basic professional quality of craftsmanship, mastery of skills and techniques, professional approaches to processes and presentation, and/or communication of a unique vision or perspective
- The artwork is appropriate for a hospital setting

From this short-list, the Two-Dimensional Artwork Selection Panel will select approximately 200 artworks for reproduction using the following criteria:

- Artistic excellence
- Appropriateness for hospital setting
- Cohesiveness with the permanent artwork being commissioned for the new building

Additionally, the Two-Dimensional Artwork Selection Panel will select one image to be reproduced at a larger scale of 5' x 8' and prominently displayed in the lobby of the new building. The Two-Dimensional Artwork Selection Panel will use the following criteria to select this image:

- Artistic excellence
- Appropriateness for hospital setting
- Cohesiveness with the permanent artworks in the lobby area
- Appropriateness for large scale reproduction

LICENSE TO REPRODUCE NEW WORKS

Arts Commission staff will obtain the license to reproduce original artworks in durable material. Artists will be compensated \$1,000 per image for the license to reproduce. Arts Commission staff will coordinate with the artists to obtain high-resolution images of the artworks that will be used in the reproduction process. All artwork proofs and samples will be reviewed by Arts Commission staff before fabrication commences.

REPRODUCING AND FRAMING NEW WORK

Arts Commission staff has researched and identified methods for translating artwork imagery into a durable wall mounted system that closely resembles framed works such as photography, drawing and painting. Fabrication samples to be presented for review by the Arts Commission and hospital staff. Arts Commission staff will coordinate the fabrication, framing and storage of reproductions through one or multiple Fine Arts Service Providers. High resolution digital files of the selected original artworks will be printed on aluminum, treated with an Ultra Violet Light Stabilizers (UVLS) coating, framed in steel, and securely mounted to the walls so they become permanent artworks. With a UVLS coating, the artworks should remain fade resistant indoors with low sun exposure for approximately 20 years. UVLS coating is also resistant to all commonly used cleaners, including bleach. And if for any reason a reproduction should be severely damaged, an aluminum panel is cheaply and easily replaceable. The majority of the artwork reproductions will be printed at 24" x 36" (oriented as either landscape or portrait), some will be printed at 36" x 36", and one will be printed at 5' x 8'.

PLACEMENT PROCESS

Arts Commission staff will use their curatorial expertise to develop an artwork placement proposal for the selected artworks to be located in the Acute Care Building and existing hospital building. The artwork placement proposal will take into consideration the following:

- Demographics and use of each floor and its public area (pediatrics, lactation, etc.)
- Juxtaposition with permanent artworks

- Grouping by themes

The artwork placement proposal will be reviewed by the General Hospital Art Steering Committee, and other hospital representatives if desired, for input before finalizing the artwork placement plan.

INSTALLATION AND SIGNAGE

Arts Commission staff will coordinate the installation of both the restored two-dimensional work and the new reproductions simultaneously using the approved artwork placement plan by means of a fine art service provider. All work will be installed according to ADA standards. Following the artwork installation, Arts Commission staff will coordinate the installation of information plaques for each artwork to be fabricated and installed by a signage company.

BUDGET

The artwork budget for this project is approximately \$800,000 and includes artwork appraisal, conservation, reframing of existing work, artist licensing fees, digital imaging, fabrication and framing of reproductions, storage, transportation, installation, and signage.

TIMELINE (Subject to change)

Issue Request for Proposals for New Work	July 2013
Selection Panel One (Recovered and Special Artwork)	Late September 2013
Selection Panel Two (New Work)	December 2013
Obtain Licenses to Reproduce	January 2014 – March 2014
Scan and Proof Digital Imagery	April – July 2014
Fabrication and Framing	August – December 2014
Conservation and Framing	August – December 2014
Transportation and Installation	January 2015 – March 2015
Signage	March 2015

FURTHER INFORMATION

Contact Zoe Taleporos, Public Art Program Associate at (415)252-3215 or by email at zoe.taleporos@sfgov.org.