

## STAFF REPORT

**DATE:** May 11, 2012  
**TO:** Honorable Members of the Visual Arts Committee  
**FROM:** Jennifer Lovvorn  
**RE:** Central Subway Moscone Station: Plaza Sculpture Project

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### **CENTRAL SUBWAY MOSCONE STATION: PLAZA SCULPTURE DETAILED PUBLIC ART PROJECT OUTLINE**



#### **MOSCONE STATION**

Moscone Station will be located on Fourth Street at Folsom in the immediate vicinity of the Moscone Convention Center. This neighborhood features a variety of arts institutions including the San Francisco Museum of Modern Art, the Yerba Buena Center for the Arts, the Museum of the African Diaspora, the Zeum Museum, San Francisco Cameraworks, the Cartoon Art Museum, Bindlestiff, Kularts, and the Contemporary Jewish Museum, all which help define this area as an arts and culture district.

#### **ART OPPORTUNITIES**

There is an opportunity to commission a significant museum caliber sculpture for the entry plaza of the Central Subway Moscone Station. The sculpture would be located at the northern edge of the plaza taking the place of the planter featured in the rendering above.

#### **BACKGROUND: CENTRAL SUBWAY ARTS MASTER PLAN**

The Arts Commission worked with cultural agencies along the Central Subway corridor, local communities and the San Francisco Municipal Transportation Agency (SFMTA) to complete a comprehensive Central Subway Arts Master Plan, approved by the Arts Commission on November 3, 2008 (Resolution 1103-08-262). This art opportunity is consistent with the

master plan's guidelines which call for artworks to be sited in above ground areas adjacent to the station. It is also in line with master plan's program goal to enhance the quality of transit riders' experience through a range of high quality, signature public artworks by both local and national artists. The Central Subway Arts Master Plan is available on-line at <http://www.sfartscommission.org/pubartcollection/pubart-projects/2008/09/04/central-subway/attachment/csamp-final-6-9-2/> and will be made available at the Visual Arts Committee meeting.

### **PROJECT BUDGET ALLOCATION**

The artwork budget for this project is up to \$1,500,000 for purchase of a sculpture or to enter into contract with an artist for the sculpture commission, which will cover all artwork costs including artist fee, insurance, design consultants, engineering, materials, fabrication, and transportation of artwork.

### **SELECTION PROCESS FOR THE PLAZA SCULPTURE**

Arts Commission staff will advertise a new national Request for 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 this artwork opportunity. Per the Public Art Program Policies and Guidelines, Arts Commission staff will prescreen the applications to establish a qualified list of artworks appropriate for the project site.

Arts Commission staff will present the qualified artwork documentation and artists' resumes of the the selection panel.

The artist selection panel will be comprised as follows: Arts Commissioner; SFMTA Central Subway Project Director; Transportation Authority representative, community representative, Project Architect, and three arts professionals (of which, at least one arts professional will be from an arts organization in the Yerba Buena Cultural District). A list of potential arts professional panelists will be presented to the Arts Commission for approval at next month's Visual Arts Committee meeting.

After the panel has considered the artwork list and the artists' qualifications, they will score and rank the list in order to identify one artwork and an alternate for the project opportunity for recommendation to the Arts Commission for approval.

If the panel selects an artwork for the top ranked artists based upon their portfolio of past work, these highest ranked artists who score within a competitive range will be invited to develop conceptual proposals after attending an orientation session with the project team and key stakeholders. These finalists will be paid an honorarium of \$5,000 for development of a conceptual design proposal. Any top ranked artists included in this group of finalists who were selected on the basis of an available artwork will be paid an honorarium of \$2,000 for participation in the selection process and panel interview.

The artist selection panel will reconvene (if necessary) to consider the finalists' proposals in an interview format and will select one artist and an alternate for the project for recommendation to the Art Commission.

**TIMELINE (Subject to change)**

|  |                           |
|--|---------------------------|
| Project Outline Approval                                 | May 16, 2012              |
| RFP Posted/Advertised                                    | Early June 2012           |
| RFP Deadline   | Late July 2012            |
| Selection Panel Meeting #1 (Select Artwork or Finalists) | Late August 2012          |
| VAC Approval of Artwork or Finalists                     | September 19, 2012        |
| If needed: Finalist Orientation/Stakeholder Meeting      | early October 2012        |
| If needed: Proposal Deadline                             | November 19, 2012         |
| If needed: Proposal Display                              | December 3 – 17, 2012     |
| If needed: Selection Panel Meeting #2                    | Early to mid-January 2013 |
| VAC Approval of Project Artist/Proposal                  | January 2013              |
| Artists under contract or procurement of sculpture       | February 2013             |

**REQUEST FOR APPROVAL**

At the May 16, 2012 Visual Arts Committee meeting, staff will request the following:

Motion to approve the project description, budget allocation, selection approach and timeline as described in the *Detailed Project Outline for Central Subway Moscone Station: Entry Plaza Sculpture*.

**FURTHER INFORMATION**

Contact Jennifer Lovvorn, Public Art Project Manager at (415)252-4637 or by email at [jennifer.lovvorn@sfgov.org](mailto:jennifer.lovvorn@sfgov.org).