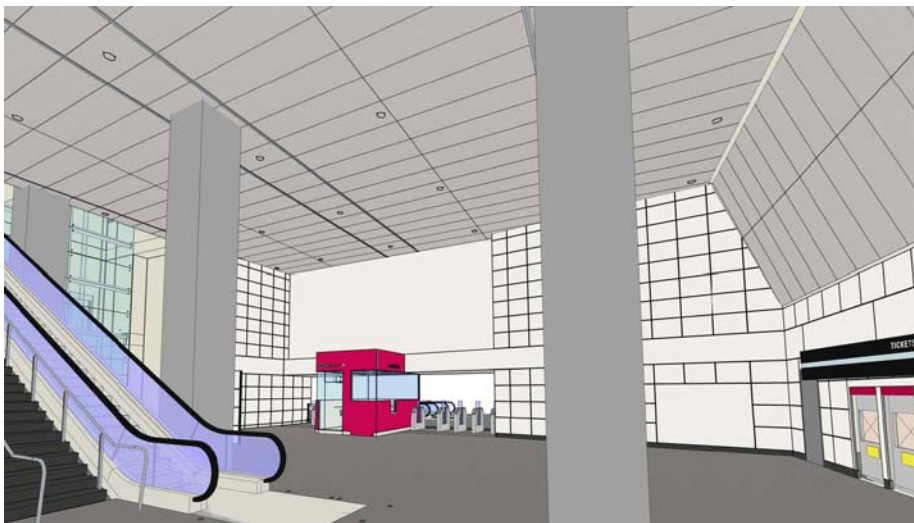


## STAFF REPORT

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

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### CENTRAL SUBWAY MOSCONE STATION: TICKETING HALL WALL DETAILED PUBLIC ART PROJECT OUTLINE



#### ART OPPORTUNITIES

There is an opportunity for integrated two-dimensional artwork for a prominent wall in the ticketing hall of the Central Subway Moscone Station. The designated art area above the fare gates has dimensions of approximately 36' wide by 15' high. This area will be prepared to receive artwork imagery translated into a permanent durable material, such as mosaic, tile or glass.

#### PROJECT BUDGET ALLOCATIONS

The artwork budget for this project is \$500,000 allocated as follows: Artist contract amount will be up to \$400,000, which will cover all artwork costs including artist fees, insurance, design consultants, materials, fabrication, and transportation of artwork. The remaining \$100,000 will cover site preparation and installation of artwork which will be procured outside of the artist's contract.

#### 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). Commissioning an artwork for a large wall in the ticketing hall is consistent with the types of artwork locations detailed in the master

plan. It is also in line with master plan's goals: To commission vibrant high quality works of art to reflect San Francisco's enduring commitment to the exceptional design of civic spaces; and 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.

**ARTIST SELECTION PROCESS FOR THE TICKETING HALL WALL ARTWORK**

Arts Commission staff will advertise a new national Request for Qualification. Professional, practicing artists residing in the United States will be eligible to apply. Per the Public Art Program Policies and Guidelines, Arts Commission staff will prescreen the applicants to establish a list of qualified candidates with experience creating two-dimensional artwork appropriate for the project site.

Arts Commission staff will present the portfolios and resumes of the qualified candidates to 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 considering the artists' qualifications, the selection panel will identify three to five finalists for the project opportunity for recommendation to the Arts Commission for approval. The finalists will be invited to develop conceptual proposals after attending an orientation session with the project team and key stakeholders. Each finalist will be paid an honorarium of \$3,000 for 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 project for recommendation to the Art Commission.

**TIMELINE (Subject to change)**

Project Outline Approval	May 16, 2012
RFQ Posted/Advertised	Early June 2012
RFQ Deadline	Late July 2012
Selection Panel Meeting #1 (Select Finalists)	Late August 2012
VAC Approval of Finalists	September 19, 2012
Finalist Orientation/Stakeholder Meeting	early October 2012
Proposal Deadline	November 19, 2012
Proposal Display	December 3 – 17, 2012
Selection Panel Meeting #2 (Review Proposals)	Early to mid-January 2013
VAC Approval of Project Artists/Proposals	January 2013
Artists under contract	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: Ticketing Hall Wall*.

**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).