

STAFF REPORT

DATE: May 11, 2012

TO: Honorable Members of the Visual Arts Committee

FROM: Jennifer Lovvorn

RE: Central Subway Union Square Station: Glass Elevator Enclosure and Deck
Artwork Project Outline

CENTRAL SUBWAY UNION SQUARE STATION: GLASS ELEVATOR ENCLOSURE AND DECK DETAILED PUBLIC ART PROJECT OUTLINE



ART OPPORTUNITIES

Union Square Station features two glass elevator enclosures, as well as a glass deck integrated into the design of the square. The two front faces of the elevator enclosures and the glass deck provide an opportunity for an art glass treatment. The visual impact of such a treatment to the station's exterior would shift from being subtle during the day to backlit and more vibrant at night. During the day the art glass imagery would be more legible when viewed from within the station and the deck glass could cast shadow or color within the station entry depending upon the artist's design. The most cost effective and pragmatic approach for implementing an artist's design in glass for these locations is to have the artist's imagery digitized and printed on an inner layer of film, which would be laminated within the glass. An artist would be placed under contract for artwork design and creation of digital production files. Fabrication and installation of the glass would remain with the station construction project, however the artist and Arts Commission would oversee and consult with the contractor to ensure the quality of the completed artwork.

PROJECT BUDGET ALLOCATIONS

The artwork budget for this project is \$100,000 allocated as follows: Artist contract amount will be up to \$40,000, which will cover all artwork design costs including artist fee and graphic design consultant expenses. The remaining \$60,000 will cover fabrication 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 design for elevator glass at this station's entrance 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 create a unique visual identity for each station, architecturally and culturally, by commissioning artworks that dramatically enliven the station interiors and reflect the diverse history and vitality of surrounding neighborhoods. 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 ELEVATOR & DECK ART GLASS TREATMENT

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, Union Square Business Improvement District representative, Project Architect, and three arts professionals. 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 \$1,500 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
RFQ Posted/Advertised
RFQ Deadline

May 16, 2012
Early June 2012
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: Elevator Enclosure and Deck Art Glass Treatment*.

FURTHER INFORMATION

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