

TREASURE ISLAND ARTS MASTER PLAN



VISION

1. Treasure Island is a destination for the arts.
2. The artworks are the new treasures of the island featuring permanent and temporary artwork in all media.
3. Treasure Island's culture of creativity ratifies its reputation as a remarkable place to live and visit and establishes it as a magnet for cultural tourism.



CURATORIAL FRAMEWORK

1. Use the name of the island as a source of inspiration.
2. Consider the island's unique vantage point in the bay, amidst the Bay Bridge, San Francisco and the East Bay and the notion of art on the edge.
3. Honor the place – its history and stories showcasing the innovation that characterized the original vision for the Golden Gate International Exposition.
4. Where the land meets the sea - Address and examine Treasure Island's ecology and environmental conditions –
5. Commission projects that are engaging, interactive and inclusive.



GOALS AND OBJECTIVES

Goal 1:

Think big and take advantage of this unprecedented opportunity to create a world class destination for the arts, one that will endure and evolve over time.



GOALS AND OBJECTIVES

Goal 2:

Establish a cultural legacy for the island that provides insight, relevance and inspiration to residents and visitors now and in the future.



GOALS AND OBJECTIVES

Goal 3:

Develop a diverse and dynamic art program.



GOALS AND OBJECTIVES

Goal 4:

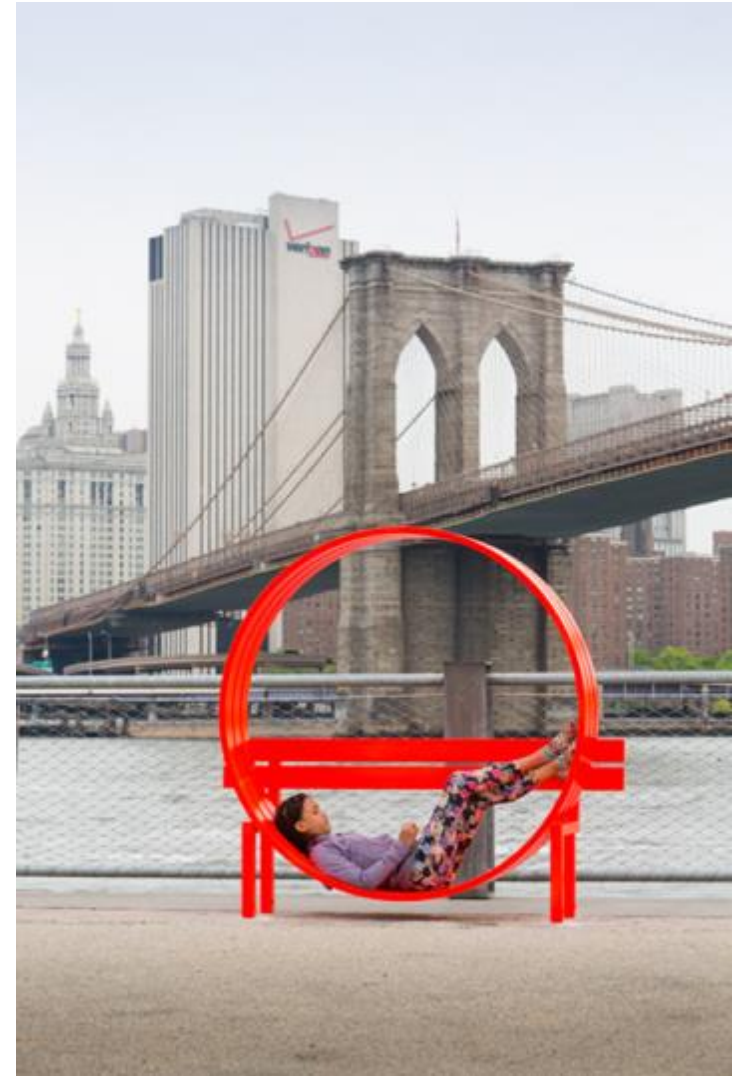
Develop projects that bring people together for a shared experience.



ART PROGRAMMING

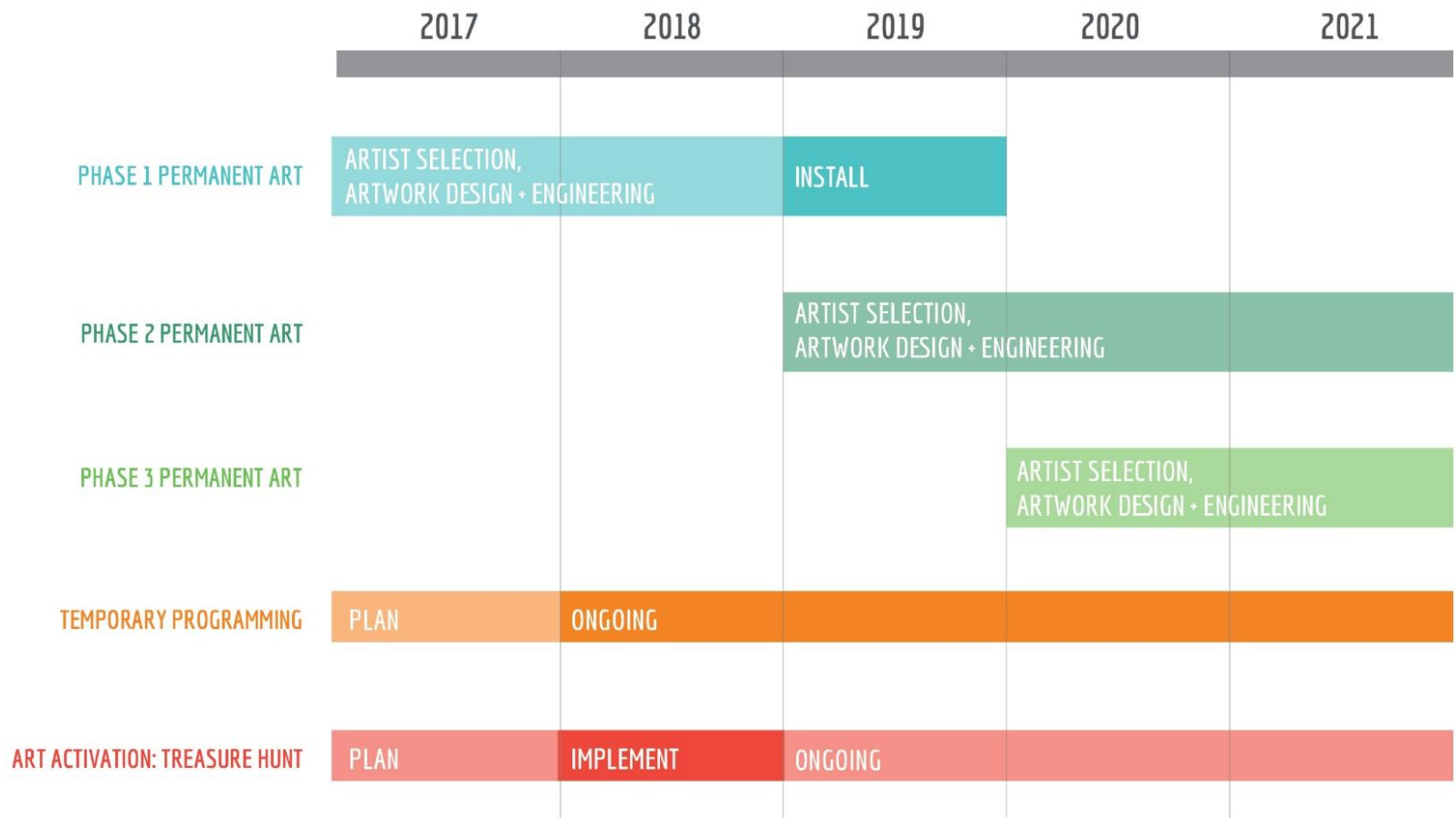
Art on Treasure Island embodies many approaches and is defined expansively.

- Permanent Visual Art
- Temporary Art in All Media
- Artists in Residence
- Partnerships and Projects by Others

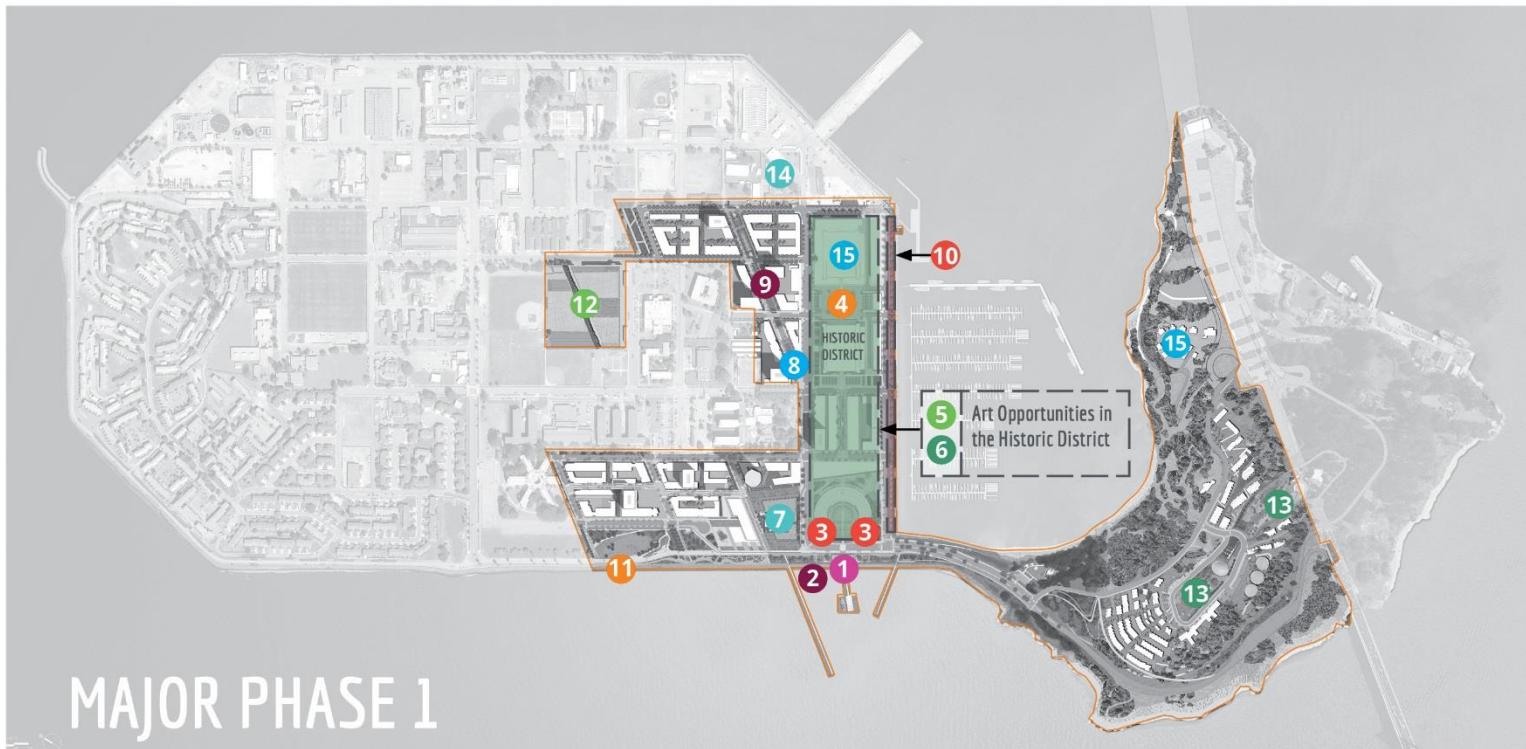


TIMELINE

THE FIRST FIVE YEARS: 2017-2021



IMPLEMENTATION BY PHASE



MAJOR PHASE 1

ART OPPORTUNITIES

- | | | |
|---|---|---|
| 1 Gateway Entry Sculpture at Ferry Plaza | 6 Historic Sculptures | 11 Water's Edge Intervention at Cityside Park (Phase 1) |
| 2 Water's Edge Intervention at Ferry Plaza | 7 Exhibits + Performances at Cultural Park | 12 Farm Exhibits and Artist in Residency |
| 3 Contemporary Sculptures at Building 1 Plaza | 8 Eastside Commons Landmark (Phase 1) | 13 Hilltop Park (Sculpture, Signage and Artwork with Reclaimed Eucalyptus Wood) |
| 4 Marina Plaza Feature Work | 9 Eastside Commons Interventions | 14 Murals on Buildings to be demolished |
| 5 Historic District Interpretive Signage | 10 Clipper Cove Promenade Seating + Windscreens | 15 Artist in Residency |

IMPLEMENTATION BY PHASE



MAJOR PHASE 2

ART OPPORTUNITIES

- 1 Ongoing Temporary Programming
- 2 Eastside Commons Interventions
- 3 Water's Edge Intervention at Cityside Park (Phase 1)
- 4 Ongoing Farm Exhibits and Artist in Residency
- 5 Cityside Pedestrian Parks Interventions
- 6 Murals on Buildings to be demolished
- 7 Artist in Residency

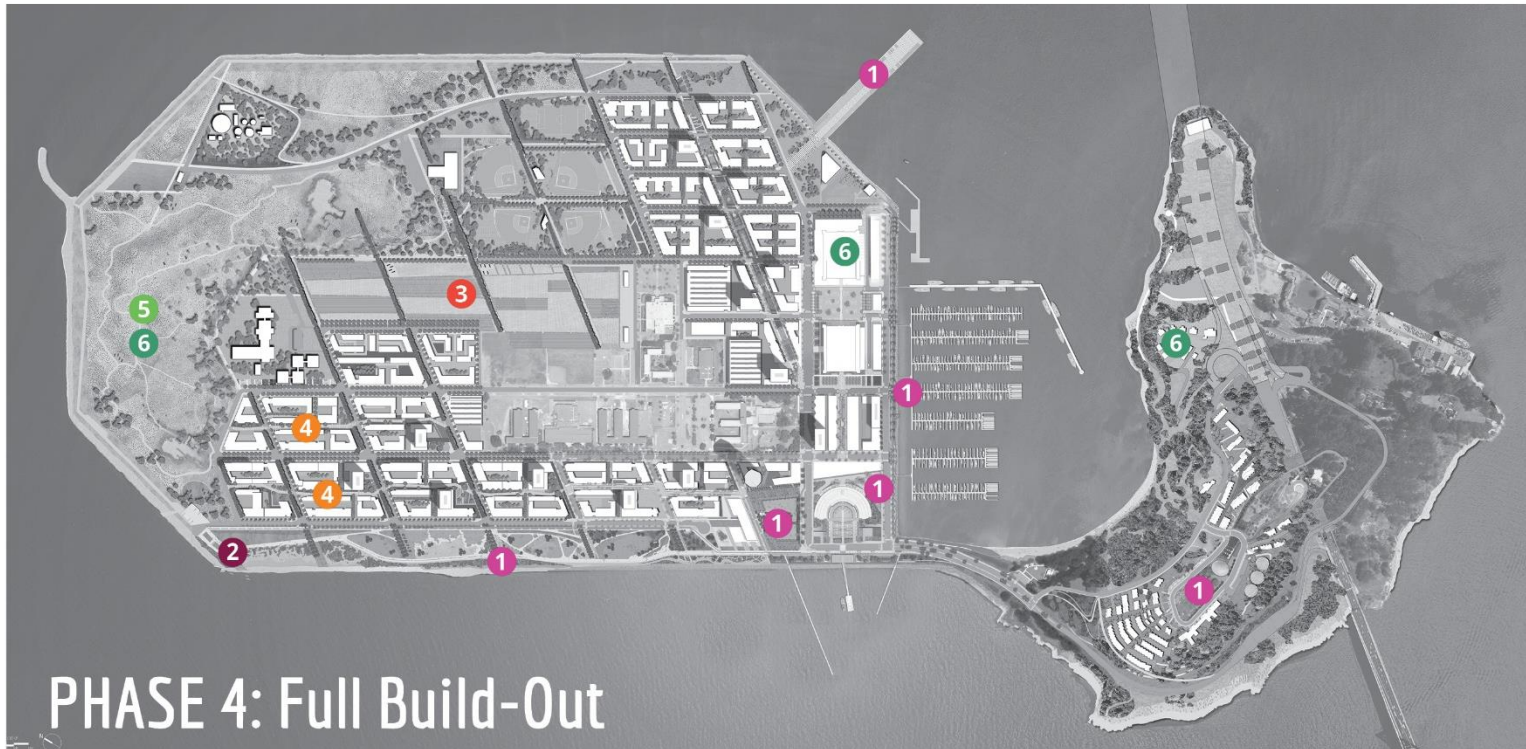
IMPLEMENTATION BY PHASE



ART OPPORTUNITIES

- 1** Ongoing Temporary Programming
- 2** Eastside Commons Landmark
- 3** Ongoing Farm Exhibits and Artist in Residency
- 4** Cityside Pedestrian Parks Interventions
- 5** Murals on Buildings to be demolished
- 6** Artist in Residency

IMPLEMENTATION BY PHASE



PHASE 4: Full Build-Out

ART OPPORTUNITIES

- 1 Ongoing Temporary Programming
- 2 Landmark Sculpture at Cityside Park
- 3 Ongoing Farm Exhibits and Artist in Residency
- 4 Cityside Pedestrian Parks Interventions
- 5 Land and Environmental art in the Wilds
- 6 Artist in Residency

GOVERNANCE

SFAC will oversee, manage and implement the Treasure Island Arts Master Plan.

TREASURE ISLAND ART STEERING COMMITTEE will review and advise on recommendations from SFAC before presentation to TIDA.

TIDA is charged with approving all art program policies, sites and projects recommended by SFAC.



ART SELECTION PROCESS

- Open Call
- Invitational
- Direct Selection
- Unsolicited Proposals



ARTWORK DESIGN CRITERIA

- Artist Qualifications
- Inherent Artistic Quality
- Appropriateness to Site
- Ability to Maintain
- Public Safety & Accessibility
- Diversity
- Feasibility
- Unique



LONG TERM SUSTAINABILITY

- Cultivate and maintain strong relationships with the Bay Area arts community, Treasure Island residents and the TIDA Community Advisory Committee to ensure a successful and enduring program.
- Associations with the many regional nonprofit arts and cultural organizations will enrich the curatorial vibrancy of the island's art programs and will bring new and different constituencies.
- Partnerships with charitable foundations and other philanthropic organizations as sponsors of projects is essential to sustain the life of the Treasure Island Public Art Program.



COMMUNITY ENGAGEMENT

SFAC and CMG will conduct two community workshops:

- On Treasure Island – September 22, 2016 (TBC)
- Arts Commission Offices – November 17, 2016

