

sfac san francisco arts commission

ZUCKERBERG SAN FRANCISCO GENERAL HOSPITAL AND TRAUMA CENTER TWO-DIMENSIONAL ARTWORK PROGRAM OUTLINE - PHASE TWO



GENERAL HOSPITAL PUBLIC ART PROGRAM BACKGROUND

In 2016, 14 permanent, architecturally integrated public artworks were installed at General Hospital including outdoor sculptures, and two-dimensional artworks translated into large-scale art glass and mosaics. The art program also included an extensive Two-Dimensional Artwork Program consisting of 230 reproductions of original artwork printed on aluminum, installed in the public corridors and waiting rooms. All artworks were selected and implemented in accordance to national best practices for commissioning artwork for a hospital environment.

TWO-DIMENSIONAL ARTWORK PHASE TWO - PROGRAM OVERVIEW

Arts Commission staff, in consultation with General Hospital, have identified approximately 65 publicly accessible locations available to receive additional two-dimensional artwork, thereby allowing a Phase Two of the Two-Dimensional Artwork Program. Phase Two will build on the goals and aesthetics of the existing collection: providing moments of contemplation, stillness or positivity; contributing to a sense of community connection through culturally specific representations or life stories; and helping to give voice to some of the powerful emotions being experienced by hospital patients, staff and visitors. The original artwork imagery selected for Phase Two will be reproduced on aluminum panel and framed to be consistent with the existing collection. This method provides a durable, long lasting and low maintenance collection.

SELECTION PROCESS FOR PHASE TWO ARTWORKS

Arts Commission staff will select approximately 130 images from the 2013/14 Two-Dimensional Artwork Registry approved by the Arts Commission (**RESOLUTION NO. 0106-14-02**) and other artist list previously vetted for Hospital use. These images will be suitable for a hospital setting and 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

The short-list of images will 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 one arts professional. The Panel will select approximately 65 artworks for reproduction using the following criteria:

- Artistic excellence
- Appropriateness for Hospital setting
- Cohesiveness with the existing Two-Dimensional Artwork Program

LICENSE TO REPRODUCE

Arts Commission staff will obtain the license to reproduce the selected original artworks on printed aluminum. Artists will be compensated \$1,500 per image for the license to reproduce and reimbursed between \$100 and \$400 for scanning services if needed. 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.

PLACEMENT PROCESS

Arts Commission staff will use their curatorial expertise to develop an artwork placement proposal, taking into consideration the following:

- Demographics and use of each floor and its public area (pediatrics, lactation, etc.)
- Juxtaposition with permanent artworks and existing Two-Dimensional Artwork Program
- Grouping by themes

The artwork placement proposal will be sent to hospital representatives for review for input, if desired, before finalizing the artwork placement plan.

FABRICATION, INSTALLATION, AND SIGNAGE

Arts Commission staff will continue to work with Magna Chrome to fabricate the reproductions on aluminum, and Atthowe Fine Arts Services to frame and install the prints using a proprietary, highly secure durable method. 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 \$161,847 and includes artist licensing fees, digital imaging, fabrication and framing of reproductions, storage, transportation, installation, and signage.

TIMELINE (Subject to change)

Selection Panel	Late November/Early December 2016
VAC Approval of Images	December 21, 2016
Obtain Licenses to Reproduce	January – February 2017
Coordinate Receipt of Digital Images	February – April 2017
Scan and Proof Digital Imagery	April – May 2017
Fabrication and Framing	May – August 2017
Transportation and Installation	August – October 2017
Signage	October 2017

FURTHER INFORMATION

Contact Zoe Taleporos, Public Art Program Associate at (415) 252-2243 or by email at zoe.taleporos@sfgov.org.