

A PUBLIC ART
RESOURCE GUIDE
for
DEVELOPERS & BUILDERS

add
ART
add
VALUE

INTRODUCTION
Art Means Business

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PROVIDED BY THE Wake Forest Public Art Commission
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TOWN of
WAKE FOREST

Art Means Business

- + Attracts foot traffic
- + Increases occupancy rates
- + Promotes and enhances brand
- + Creates media buzz
- + Drives tourism
- + Builds desirable communities

The Town of Wake Forest is a small community with a big sense of place. With its deep-rooted history, abundant arts and cultural events, and vibrant downtown, it is a town that encourages its citizens to live, work, and play within its borders.

Thoughtful creation of gathering spaces, often centered by public art, enhances the livability of

Wake Forest. The Factory, with its sculptured fountain; historic downtown, with its enhanced streetscape and artist-created benches; and E. Carroll Joyner Park, with its serpentine rock walls all invite visitors to linger.

The Public Art Commission of Wake Forest encourages developers and builders to consider how works of art can enhance their projects. This resource guide provides information to inform the business community of public art project types and to guide them through the process of implementing art projects.



Rain Gate is a bench sculpture that serves as an artistic gateway for pedestrians on the south end of Wake Forest's

new downtown streetscape. Serving partially for bio-retention, the artwork has an additional function of celebrating the rainfall that contributes to making Wake Forest "green." Whenever it rains, the gateway structure gathers enough water to be released slowly down an artistic rain chain for 11 hours or more with an average rainfall.

Rain Gate, 2013
by Robert Tully
WAKE FOREST
PHOTOS: JOE MARTINSON



Public Art Project Types

ARTIST-MADE BUILDING PARTS

Why buy an off-the-shelf building part from a catalog when you can have it made by an artist? Artist-made building parts add character and beauty to function. When an artist is given a budget and specifications to work toward, these types of artworks can cost the same as catalog purchases.

One way of funding these projects is to identify an item already in the design, such as benches or landscaping, and enable an artist to deliver that service. The artist-designed project can have the same budget as the line item, or it can be enhanced with additional sources of funding. The resulting artistic component can be delivered to the job site and installed by the contractor or the artist.



top: ***Svirgola***
by Arteclettica
CENTER CREEK PARK, RENO, NV



Whisper Gate, 1999
by Jim Gallucci
MARBLES KIDS MUSEUM, RALEIGH



Rise, 2013
by McConnell Studios
SKYHOUSE, RALEIGH
PHOTO: MCCONNELL STUDIOS.COM



Paint the Town Red
by Michael Brown
CHAPEL HILL

bottom: ***visarts***
by Arteclettica
VISARTS, ROCKVILLE, MD

These types of public art projects don't sit on pedestals; they are seamlessly integrated into the surrounding environment. When you bring an artist into a project early in the design process, the work of art can be built into construction plans, which can save time and money from a separate art installation. In many cases, the general contractor can perform some of the fabrication or installation, with the artist or fabrication specialist needed only for specific components.

INTEGRATED ARTWORKS



Tree Solar Panels
by Matt Hale
WAKE ELECTRIC,
WAKE FOREST
PHOTO: JOE MARTINSON



Cornerstone Police Memorial
by Christian Karkow
CLAYTON LAW ENFORCEMENT CENTER, CLAYTON

a **Untitled**
by Beth and Jeff Ammons
THE FACTORY, WAKE FOREST
PHOTO: CHRISEDWARDSGROUP.COM

b **Tahoe Dreamscape**
by Arteclletica
NORTH TAHOE MIDDLE SCHOOL,
LAKE TAHOE, CA



Society
by Arteclletica
MUNICIPAL COURTHOUSE, RENO, NV
PHOTO COURTESY OF DOMINIC PANZIERA & DANIELA GAROFALO



Light Towers

by Jim Gallucci

RALEIGH

PHOTO: CJ WALKER AND KIMLEY-HORN

DESIGN TEAMS

When an artist is included as a member of the design team with an architect, landscape architect, or engineer, they work together and heighten the creativity, surprise, beauty, or whimsy of a place. These types

of projects work best when all members of the team are selected at the same time. They are given equal power and control over aesthetics, and each member has a clearly defined project role from the beginning.



***Cree Shimmer Wall*, 2007**

by Thomas Sayre

RALEIGH

PHOTO: G-ARTCODE.ORG



***Wingspun*, 2008**

by Ellen Driscoll

RALEIGH-DURHAM INTERNATIONAL AIRPORT

PHOTO: BRADY LAMBERT



Light Towers

by Jim Gallucci

RALEIGH

When design and construction are complete and there are no opportunities to integrate an artwork into a site, commissioning or purchasing a freestanding work of art is an option to explore. In addition to sculpture, works that can be applied to a site, such as mosaics, can be considered.

FREESTANDING WORKS OF ART



- a ***Under the Seven Seas***
by Articlettica
SEVEN SEAS PARK, SUNNYVALE, CA
PHOTO COURTESY OF DOMINIC PANZIERA &
DANIELA GAROFALO
- b ***Untitled***
by Scott Harris
RBC BANK
- c ***Untitled***
by Scott Harris
NORTH PARK, WAKE FOREST
- d ***Flowers***
Cedar Creek Gallery
DUKE REGIONAL HOSPITAL, DURHAM



Art Implementation Process

ADDING ART
TO A PROJECT
CAN BE ACHIEVED
BY FOLLOWING
THESE STEPS

1. Set a Budget

Establish a budget for commissioning or purchasing a work of art before an artist is selected. Benchmarking similar types of projects can be helpful in determining a budget range. Consider the following: type of project, materials, career status of the artist and project management fees. Artists should be notified of a project budget from the beginning of the project. The work of art budget should include all aspects of the project scope: artist fees, fabrication, materials, installation, transportation, construction documents, approvals, and review by other design professionals, and insurance required of the artist. Budgets should also be established for future maintenance and management of the artwork.

2. Select an Artist

Open call process by Request for Proposals (RFP) or Request for Qualifications (RFQ). An RFP is a request to a specific artist or artists for design ideas for a specific project. An RFQ is an open request for interested artists to submit their qualifications to design artwork for a project. The Public Art Commission is available to further explain and assist with the two call processes.

3. Pay Initial Artist Fees

Payment for the artist's work should be scheduled as different stages of the project are completed. When proposals are being solicited, artists are paid a fee to develop their ideas. Once an artist has been selected, the standard fee for design and project management is 20% of the art project budget. If an artist is fabricating all or parts of a work of art, they will also receive payment for their materials and labor.

4. Develop a Contract

Like other design professionals and trades working on a construction project, a contract is needed for the artist that outlines all of the expectations for products, services and responsibilities. Obtaining a specific contract for commissioning or purchasing works of art is advised. A free go-by contract for private development art commissions can be provided by the Public Art Commission.

5. Review the Design at Set Milestones

The contract for the work of art should include milestones for the developer or builder to review the progress of the design, fabrication, and installation of the work of art. Often these milestones are attached to the release of payment. For example, when a proposal for a work of art is approved, a portion of the budget is released and the artist is given notice to begin fabrications.

6. Determine a Plan for Maintenance and Conservation

The artist should consult with a professional conservator during the proposal stage to determine maintenance needed for the work of art. A conservator can also review and make recommendations about proposed materials and installation methods for the artwork. Based on this information, the artist and owner can outline a plan for maintenance that will be needed, how much it will cost and who will perform the work. If a work of art is damaged, only the artist who created it, a fabricator approved by the artist, or a professional conservator should be retained to repair or restore the work of art.



Sir Walter Raleigh, 1975
by Bruno Lucchesi
RALEIGH

Public Art Resources

BEST PRACTICES

Public Art Consultants

The field of public art is highly specialized, sometimes combining the work of curators, arts administrators, planners, designers, community organizers, and construction managers. Advice from a public art consultant can help develop the framework for a project and contracting with a consultant for project management can help the process of an art commission run smoothly. The public art consultant acts as an advocate for both the artists and owners, ensuring that the intentions for a project and professional standards are met.

Art Plans

An art plan is an excellent tool for sites that may have multiple works of art. Created by an art consultant or artist, it can outline locations, themes, budgets, materials, and methods for all the works of art on a site.

Benchmarking

Spending time researching successful public art projects will inform the process you choose to develop and contribute to the success of your final project. Consider asking questions about artist selection, involvement of consultants, public art plans, artwork budgets, and fabrication methods in your research.

There are many resources to consult to seek out successful projects. Crew Network's website provides detailed information on benefits of public art projects: crewnetwork.org/public-art.aspx. Urban Land also provides numerous statistics on projects that include art: urbanland.uli.org/economy-markets-trends/investing-in-arts-development.

ADDITIONAL RESOURCES

- + The Public Art Network of Americans for the Arts provides resources and how-to information: AmericansfortheArts.org/PAN
- + **Public Art by the Book** edited by Barbara Goldstein (2005, University of Washington Press)



TOWN of
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by Jim Hirschfield, Sonya Ishii and Norie Sato

CARY ARTS CENTER, CARY

a **Ribbon Wall**, 2010
by Brooks Burleson
E CARROLL JOYNER PARK, WAKE FOREST

b **Forest of Wake**, 2010
by Oak Hill Iron
WAKE FOREST TOWN HALL
PHOTO: JOE MARTINSON

c **Flower**
by Arteclettica
HOME CONCEPTS INTERIOR DESIGN CENTER
TRUCKEE, CA

d **Untitled**, 2003
by Dawn Stetzel
MARBLES KIDS MUSEUM, RALEIGH

