

CULVER CITY 2020

IMPACTING COMMUNITY
SUPPORTING ARTISTS
CREATING CHANGE



WASHINGTON & NATIONAL PUBLIC ART PLAN

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The City of Culver City will implement a permanent Public Art Program for the Washington/National TOD (Transit Oriented Development) District.

INTRODUCTION

This Public Art Plan sets forth the vision for the commissioned artworks. The plan takes cues from the city's adopted [Washington National TOD Streetscape Plan](#) and stated desires for the site while looking for opportunities to create notable and captivating works of public art.

Over the last decade, the City has engaged in long-term planning for repurposing and redeveloping former industrial land around the Culver City Metro Expo Line Station. The City and the former Culver City Redevelopment Agency identified and assembled land for potential redevelopment sites,

rezoned the land to accommodate transit-oriented development uses, and implemented a TOD District Streetscape Plan to improve walkability, biking and promote sustainable development.

The TOD District comprises approximately 51 acres with approximately one million sq. ft. of development. It sits strategically between the city's downtown, the Helms Bakery/Arts District and adjacent to the Hayden Tract creative office/tech

district. The City is now focusing on first and last mile travel beyond the TOD District. HOV lanes and micro transit are some of the ideas being explored to more fully realize the promise of transit-oriented development, bringing housing, shopping and employment together around convenient mass transit to improve regional air quality and mobility.

Public art will be a visible part of this project as a means by which our cultural creators act upon or propose alternate modes of organization within the built environment. Public art is an active mode of creation that responds to public space with demands, questions, and a

desire for wonder. Artists who work in public space understand the unique responsibility this entails, the power and pressure of working within the public eye. Public art is for the public, and in this way, it is an act of giving, one that can surprise, baffle, and in some cases, move the public to change.

Today, public art continues to transform across mediums, forms, and activations. This Public Art Plan supports these developments by embracing a contemporary, accessible concept of what public art is, who makes it, and who makes up the intended audience. Dyson & Womack were selected by the CAC Public Art Subcommittee, recommended by the Cultural Affairs Commission and approved by the City Council to steer this Public Art Program from development to realization.

This Public Art Plan outlines the commission opportunity informing artists and the public of the curatorial vision, selection procedures, and processes for implementation. The proposed process will generate public artwork that enriches Culver City's civic space and respond to the context of the Washington National TOD Gateway.



Art Consultants Dyson & Womack

Art Panelists

Yassi Mazandi, Artist

Aurora Tang, the Center for Land Use Interpretation (CLUI)

Panel Member TBA

ACKNOWLEDGEMENTS

Art Committee

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Joseph Miller, Runyon Group, Platform

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Rob Kane, Lincoln Property Company, 8777 Washington Blvd.

Wally Marks, Walter N. Marks Realty, Helms Bakery District

Josetta Sbeglia, Culver City Arts District

Hope Parrish, Culver City Historical Society

Elaine Gerety-Warner, Economic Development Project Manager, City of Culver City

Christine Byers, Cultural Affairs Coordinator, City of Culver City

Zoltan Pali, Cultural Affairs Commission, City of Culver City

Brenda Williams, Cultural Affairs Commission, City of Culver City

MISSION

The Washington National TOD Gateway Public Art Plan will inspire artists in the creation of world-class, aesthetically rigorous artworks that respond to the natural, cultural, and infrastructural resources present at the site.



APPROACH

This framework outlines the approach by which this Public Art Plan was conceived and developed. It articulates the values that guide our actions as Art Consultants in collaboration with the Art Panel and Committee.

PROGRESS

- Increase the accessibility of commission opportunities to artists through targeted outreach.
- Anticipate changes in how public space may be used and provide the opportunity for the art program to be responsive to the needs of the public and the site.
- Set a standard for supporting artists through financial investment in programs of public art.
- Share resources and knowledge with artists to support sustainability within public art practices.

ACCESS

- Design commissioning briefs to support the public's wellbeing by allowing artists to engage site infrastructures such as shade, seating, and gathering spaces.
- Place artworks in locations that will enhance and elevate existing site services, such as cross walks, green space, and transit stops.
- Locate public artworks in a way that enriches the experience and supports the activation of the diverse modes of mobility present at this site.

- Understand the work to engage all communities that will interface with the public art at the Washington National TOD Gateway.

EQUITY

- Offer commission opportunities at diverse levels of funding to encourage responses from artists at various career stages.
- Set an RFQual/RFP timeline that incorporates adequate response time for artists.
- Design evaluation rubrics that address bias based on subjective taste, institutionalized prejudices, and historical privilege.
- Commission artists across career levels, understanding the impact of investment in the cultural leaders of tomorrow.

COMMISSION OPPORTUNITIES





THE GREEN OPEN SPACE @ WASHINGTON & NATIONAL BLVDS.

The commission site is a parcel of land located directly at the intersection of Washington Blvd. and National Blvd. Bounded by commerce, transit, and residential zones, this site will be visited by Culver City locals, tourists, and business commuters, as well as nearby residents.

The Washington & National intersection is further bounded by developments including [Ivy Station](#), [8777 Washington Blvd.](#) and [Greystar Access](#), and [Platform](#). The Runyon Group operating Platform

activate the open space that abuts the commission site. The location is a bustling intersection of commerce and culture.

The Green Open Space at Washington & National Blvds. is home to a 56-year-old ficus tree. Artworks at this site will find themselves in conversation with this natural landmark. The site is also culturally marked by its proximity to the former Hal Roach Studios, The Laugh Factory to the World. Beneath the ficus tree, an existing plaque honors the

legacy and impact of the Hal Roach Studios still visible today in the zeitgeist of Culver City.

While the primary real estate for this commission is the Green Open Space, the commission opportunity radiates outward, incorporating up to a total of sixteen trees and tree wells situated at the corners of the intersection. The commission is an ideal opportunity for public art, light, and landscape to define our public space.



THE GREEN OPEN SPACE @ WASHINGTON & NATIONAL BLVDS.



CURATORIAL NOTES

Artists will be asked to address the Green Open Space as a place of interactivity and to create a dynamic environment inviting to people, animals, and plants alike. The Green Open Space offers the opportunity to consider how art and landscape support functionality (seating and lighting) and aesthetics through artworks rich in concept and sensory engagement.

Artists and Artist Teams must consider the natural environment and life cycles present at this site from day to night and across seasons. The commission asks how nature and the built environment resonate together, supporting each other and us.

committee provides advice and guidance to the Art Panel and Art Consultant throughout the development of the Public Art Plan and the selection of artists and artworks.

The Art Committee will advise the Art Consultant by reviewing and recommending potential public art locations and may make recommendations for the Art Panel members. The Art Committee will meet as necessary during the planning and

the Public Art Plan, and select artists and artworks for recommendation to the Culver City Cultural Affairs Commission.

CULVER CITY CULTURAL AFFAIRS COMMISSION

The Cultural Affairs Commission Public Art Subcommittee will make a recommendation to the Culver City Cultural Affairs Commission, who in turn will make a recommendation to the City Council for adoption of the final selected artists and artworks.

ADMINISTRATION

ART CONSULTANT

The Art Consultant directly manages the development and implementation of the Public Art Plan and provides guidance in artist and artwork selection to the Art Panel and Committee. The Art Consultant convenes and guides all meetings associated with the implementation of this Public Art Plan.

ART COMMITTEE

The Art Committee is comprised of non-voting stakeholders representing the adjacent properties, cultural districts, and the City of Culver City. The

selection stages of the Public Art Program. They will provide feedback on the artwork locations, art plan, and artist selection.

ART PANEL

The Art Panel is composed of three voting members. The panel provides leadership, guidance, and recommendations on all aspects of the Public Art Program. Additionally, the Art Panel approves the Public Art Plan, the selected artists and artworks.

The Art Panel will convene at regularly scheduled meetings to formally approve



This plan envisions the use of the processes described below for the selection of Artists and artworks. The Selection Process is a two stage open call Request for Qualifications (RFQual) and Request for Proposal (RFP) process.

SELECTION PROCESS

OPEN CALL RFQual/RFP

The open call RFQual/RFP selection process is open to all qualifying Artists or Artist Teams and is a two-stage application and selection process. At the first RFQual stage, artists submit examples of prior work and register their interest in the commission opportunities in the form of a Statement of Qualifications (SOQual). A short-list of artists will be selected to participate in a funded RFP round where they will develop proposals for the commission opportunities.

01. Art Consultant will publicize the project opportunity through the distribution of a RFQual and will conduct curatorial research and outreach to recruit applications from qualified artists.

02. Following the application deadline, the first review of applicants' work will be performed by the Art Consultant with input from the City.

03. The Art Panel and Committee will meet to review and discuss this initial shortlist and the Art Panel will select

from this pre-qualified group of RFQual respondents the Artists or Artist Teams who will be invited to participate in the Request for Proposal (RFP) round.

04. Artists or Artist Teams selected to produce RFPs are paid a stipend, based on the scale of the commission opportunity, to develop and submit proposals.

05. Following the proposal deadline, proposals are reviewed by the Art Consultants with additional review and input from the Art Committee.

06. The Art Panel will meet to select the Artists or Artist Teams and proposals for recommendation to the City.



The following evaluation criterion outline the criteria by which artist proposals will be scored and evaluated by the Art Panel. All applicants are encouraged to consider the evaluation criteria carefully before and during the application process.

EVALUATION

RFQual EVALUATION CRITERIA

The rubric for review of responses to Requests for Qualifications (RFQuals) will be equally weighted across the following three areas: artist qualifications, ingenuity and access, and cultural equity. The RFP evaluation criteria include, artist quality and diversity, context and concept, artistic feasibility, artwork maintenance, and public safety and accessibility. In addition, California based Artists or Artist Teams who demonstrate a strong connection to California will be given priority in selection.

ARTISTS QUALIFICATIONS The Artists or Artist Teams display strong artistic quality as demonstrated by the quality of their past work, the appropriateness of their creative expression to the opportunity, and the assessed ability of the Artist or Artist Team to successfully execute the project within the designated timeline and budget. Artistic quality will be assessed based on the Artists or Artist Teams written response as well as examples of their prior artwork.

INGENUITY AND ACCESS The Artists or Artist Teams show an ability to address complex sites with originality and consideration for audience accessibility. To assess, we will look for examples of prior artworks that make considered interventions within the built environment and written responses that respond to the complexity of creating artwork within a busy transit forward intersection

CULTURAL EQUITY Cultural and racial equity will be considered throughout the process of selecting Artists or Artist Teams. Equity, for the purpose of this RFQual, will include the consideration of artist demographics, the communities served, and the perspectives represented through the artwork.

RFP EVALUATION CRITERIA

The rubric for review of responses to Requests for Proposals (RFPs) will be equally weighted across the following five areas.

ARTISTIC QUALITY AND DIVERSITY Designs should incorporate a high level of craftsmanship

and artistic excellence. This criterion is informed by a broad understanding of artistic practices in order to promote equity in defining artistic excellence.

CONTEXT AND CONCEPT Artworks should be innovative, engaging and compatible with the location in terms of scale, material, and form. Artworks should be conceptually appealing to a wide audience of varied ages, backgrounds, and ethnicities. Artworks should exhibit originality of concept and demonstrate a strong conceptual alignment with the commission opportunities, curatorial guidelines, the site, and the Public Art Plan's mission.

ARTISTIC FEASIBILITY The feasibility of the proposed artwork is evaluated relative to the artist's ability to complete the work proposed. Factors to be considered include the Artists or Artist Teams experience, the proposed budget and timeline, and the constructability of the project from an engineering perspective. Appropriateness of materials, and community support will also be considered as applicable.

ARTWORK MAINTENANCE Artworks must be designed and constructed for durability in the Culver City climate. Consideration will be given to proposals that consider sustainable and efficient methods in the ongoing operation and maintenance of the artwork.

PUBLIC SAFETY AND ACCESSIBILITY Each work will be evaluated to ensure that it does not present a hazard to public safety and is compliant with all applicable building codes and accessibility requirements.

CREDITS

DESIGNED BY

DYSON & WOMACK

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COMMISSIONED BY

Culver **CITY**

IMAGE CREDITS

Numbered by corresponding document page.

COVER

in orbit 2013 Tomas Saraceno

Image Credit Studio Tomás Saraceno

02

1.8 (One Point Eight) 2016 Janet Echelman

Image Credit Lucy Wang

03

Memorial 2016 David Shrigley

Image Credit Liz Ligon

05

Curative Mouth 2018 Carolina Caycedo

Image Credit Carolina Caycedo

06

Commission Site Map 2020

Credit Dyson & Womack

Culver City Aerial

Image Credit Ryan Orange

07 Left to Right

Winter Fountains 2017 Jennifer Steinkemp

Image Credit James Ewing Photography

Pet Sounds 2012 Charles Long

Image Credit James Ewing Photography

Bund BBDO Tree Concert 2013

the Federal Environment and Nature Conservation (BUND) and BBDO Proximity Berlin

Image Credit BUND

Please Be Seated 2019 Paul

Cocksedge

Image Credit Mark Cocksedge

08

Untitled (Thermochromic Bench)

2014 Sam Falls

Image Credit Courtesy of the Artist, Galerie Eva Presenhuber, and Hannah Hoffman Gallery, Photo by Liz Ligon, Courtesy Public Art Fund, NY

09

Serpentine Gallery Pavilion 2015

SelgasCano

Image Credit Iwan Baan