



## **Background**

Forecast Public Art created the 'Making It Public' workshop series in 2014 responding to the need of equipping Minnesota creatives with essential public art, place-making tools for utilization in their own communities. Throughout the years, course content has developed to meet the needs of growing artists and the growing trends in the public arts industry. Our program has since been offered to hundreds of artists, and arts administrators, in the states of MN, HI, AK, KY, NM, and NV. In 2022, we are proud to announce Making It Public is being offered in the states of MA, LA, CA, and MD.

Today, 'Making It Public' is a 5-week virtual workshop designed 1) for artists who are interested in exploring and expanding their public art making practice and 2) for arts administrators who are interested in strengthening local capacity to support, create, and promote public art. Each live, 90-minute workshop covers practical and tactical subject matter and includes local and national arts industry guest panelists.

**Making It Public Artist Edition is facilitated by Candida Gonzalez.**

**All Dates the virtual workshop is held 5:00-6:30 pm EDT:**

**July 7, 14, 21, 28, Aug. 4, 2022**

**Making It Public (Administrator Edition) is facilitated by Aki Shibata.**

**All Dates the virtual workshop is held 12:00-1:30 PM EDT:**

**Sept. 15, 22, 29, Oct 6, 13, 2022**

## **Week 1: Defining Public Art**

We discuss the many forms of public art; what it can be and where it can be located citing examples of contemporary artworks across the country; discussion of funding mechanisms. No guest panelists in either Edition. Accompanied by pre-recorded resource video.

## **Week 2: Community Engagement**

We discuss the difference between community outreach, community input, and community engagement; discussion on the what, where, when, and why of community interaction; how to create mutually beneficial interactions; relationships vs. transactions; long-lasting impact after the artwork is complete. Each edition features 2 guest panelists. Accompanied by pre-recorded resource video .

## **Week 3: RFQ/RFP**

We discuss the difference between an RFQ and an RFP; how to identify critical information and respond to RFQs (Artist Edition); how to communicate priorities and write a RFQ (Administrator Edition); discuss equitable selection processes; how to establish project timelines and budgets. Each edition features 2 guest panelists. Accompanied by pre-recorded resource video.

## **Week 4: Process**

What happens after an artist is selected; what to look for in a contract, budgeting, insurance, legal (Artist Edition); jurying/selection process, contracts, identifying barriers for artists, equitable payment processes (Administrator Edition). Each edition features 2 guest panelists. Accompanied by pre-recorded resource video.

## **Week 5: Reflection**

An encouraging open forum for questions and answers on any public art topic; peer breakout groups; peer feedback; networking and information sharing. No pre-recorded video this week.