



Public Art 101

Liesel Fenner
Public Art Program Director



Building Blocks
aka "Mural of Unusual Size"
By Hense (Alex Brewer)
Hagerstown Cultural Trail

Public Art Across Maryland (PAAM) Grant Program



Supports communities planning and creating public art through support for community visioning activities and planning processes to develop a public art concept idea, and funds to create the final artwork

Broad Reach
By David Hess
Chestertown Arts &
Entertainment District

Two Types of New Artworks Grants

Planning Grants

Awards of up to \$10,000 support the community visioning process including:

- Conducting community engagement activities
- Developing artwork goals & themes
- Identifying artwork site location(s)
- Administering a Call-to-Artists to select artist(s)
- Awarding artist honorarium(s)



Glide
by Scott Cawood
Great Allegany
Passage Trail,
Frostburg, MD



Project Grants

Requests of up to \$50,000 support:

- Paying artists, fabricators and individuals to fabricate and install the artwork. Artist must be a resident of MD for PAAM grant funding. Artwork must be fully designed and the artist selected at time of application.
- Renting equipment and/or space needed for fabrication & installation
- Purchasing materials and/or tools for fabrication & installation
- Transportation of the artwork to the site
- Organizational project management fee (typically 15-20% of budget)

Applying to the New Artworks Grant Program



Take My Hand
by Michael Rosato
Harriet Tubman Museum and Educational Center
Cambridge, MD
With Dorchester County Arts Council

- Review the New Artworks Guidelines and our 'How-to-Apply' webinar recording on our [website](#).



Role of the Artist Selection Committee (ASC)

- The ASC selects the artist. Members of your Project Committee might serve on both. The Artist Selection Committee (roughly) convene for 2-3 meetings.
- Members may include: site owner or those responsible for maintaining the artwork, stakeholder, neighborhood representative, art professional/artist, to name a few.
- Art professional could include a member of the [County Arts Council](#) or [Arts & Entertainment District](#). Artist(s) participating on the Committee cannot apply or be selected for the public art opportunity due to conflict of interest.

Selecting an artist to develop the artwork proposal

Types of artist selection processes:

1. Open Call-to-Artists - two types
 - Request for Proposals (RFPs)
 - Request for Qualifications (RFQs)
2. Curated (direct selection)
3. Artist list/registry



Play in Color basketball courts
Artist: Shelton Hawkins
Idlywild Park, Easton, MD



Art on the Waterfront 2019
by Paul Daniels
Baltimore City, MD
Baltimore Office of Promotion
and the Arts (BOPA)

1. Request for Proposals (RFPs)

Artists respond to your Call-to-Artists by developing and submitting:

- Public art proposal for the site selected
- Letter of Interest
- Resume
- Examples of Previous Artwork



From the Heron's Eye
by Parran Collery
Caroline County Council of the Arts
Denton, MD

Request for Proposals Process

Example A

- Artist Selection Committee review and score the applications based on review criteria published in the RFP.
- Proposals may also be presented & exhibited for community input.
- The Committee scores the artist proposals.
- One artist/artist team is selected to implement the public art project and enters into a contract with the agency/organization managing the project.

Request for Proposals Process

Example B



- Artist Selection Committee review and score the applications based on evaluation criteria published in the RFP.
- 3-4 semi-finalist artists are selected to interview with the Committee and receive honorariums.
- Semi-finalists may also present to community.
- Artist Selection Committee score the artists.
- One artist is selected and enters into a contract with the agency/organization to create the work.

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Caroline County Council of the Arts
Denton, MD

2. Request for Qualifications (RFQs)



Play in Color basketball courts
Artist: Shelton Hawkins
Idylwild Park, Easton, MD

Artists submit information about their background experience

- Resume
- Examples of Prior Artwork
- Letter of Interest

NO Artwork Proposal ideas submitted



Great Blue Heron by Virginia Sperry at Piney Run Park, Carroll County, MD. Carroll County Arts Council, Carroll County Recreation and Parks

Request for Qualifications (RFQs)

- Artist Selection Committee reviews and scores the applications based on evaluation criteria published in RFQ
- 3-4 semi-finalists are selected for in-person interviews with the artist selection panel
- Artist may present to the community as well
- One artist is selected to develop the design for the public art project and enters into a contract with the agency/organization. The artist may also contract to fabricate the artwork.

3. Request for Qualifications (RFQ) + Proposal



American Veterans Disabled for Life Memorial
by Larry Kirkland
Washington, D.C

- Artist Selection Committee review and score the applications based on evaluation criteria published in the RFQ.
- 3-4 semi-finalists are selected and receive honorariums to develop a proposal. Artist interviews are scheduled with artist selection panel.
- One artist is selected to develop the design for the public art project and enters into a contract with the agency/organization. The artist may also be contracted to create the artwork.

Information to include in your RFP or RFQ



Dawn & Dusk
New Carrollton, MD
Metro-Amtrak-Regional Transportation Hub
By Heidi Lippman

- **Project Title** ex. Riverway Artwork, Anytown, MD
- **Budget:** Amount the finalist artist will be awarded to create the artwork including their fee.
 - If awarding proposal honorarium(s) list the fee
- **Description:** Project Goals, Theme(s) for the Artwork, Community, Site Location and History, Environment..
- **Eligibility:** Geographic restrictions (local? regional? statewide?)
 - **PAAM grants are restricted to artists *living in Maryland. Artist must be a resident.***
- **Possible Artist Selection Criteria:** Community involvement, Artwork fulfills the project themes and goals, Appropriateness to site/community, Durability & Maintenance, etc.



Information to include in your RFP or RFQ:

Timeline

1. Public Art Planning Phase (month, year - month, year)
2. Application Submission Deadline (date)
3. Artist Selection Panel Application Review Period: (month-month)
4. Artist Selection Panel Meets to Select Finalist(s): (date)
5. Artist Notification of Application Status: (date)

If applicable to your process:

6. Semi-finalist Artists Site Visit, perhaps also a Community Meeting (date)
7. Semi-finalist Artists Present Proposals (typ. 6-8 weeks from site visit date)
8. Proposals might be exhibited for community viewing (date-date)
9. Artist Selection Committee meets and selects finalist artist (date)

Timeline cont.

8. Contract signing (date)

9. Design development (month-month)

10. Fabrication/Installation Phase (mo.-mo.)

11. Completion/Dedication (month, year)

Plan to celebrate the completion,
and invite MSAC!



Bike Racks & Tree Guard
by Richard Duca
Allston Library, Boston



Information to include in your RFP or RFQ:

Suggested Artwork Proposal Requirements

Artist submits the following:

- **Drawings & Renderings** to fully communicate the proposed work. This includes artwork dimensions, materials, colors, finishes...
- **Project Description** the artwork concept & meaning, how does the artwork meet the project goals, artwork fabrication process, community engagement process
- **Project Budget**
- **Project Timeline** *(in alignment with timeline in the RFP/Q)*

This proposal information is required to apply for a PAAM Implementation Grant



A note about public art fabrication

1. Artist may create the artwork themselves

OR



Contracted welder



Fabrication Notes:

Artist may design the artwork then contract with a fabricator to create the work

An excellent process for artists to realize ideas, without being an expert in the material, nor having to purchase the tools necessary to create the artwork

Gateway for Unity Healthcare, Ward 7
DC Commission on the Arts & Humanities
By Washington Glass, Mt. Rainier, MD



Moon Dance by Martha Jackson Jarvis
Silver Spring, MD
Commissioned by RST Development

PAAM Grant Review Process

Grants are reviewed and scored by a review panel.

PAAM Review Panel meetings are open to the public.

Grantees are then notified of their grant status.

If grant request is approved, Grantee must sign and submit a Grant Agreement Form for funds to be issued.

MSAC Public Art staff are here to help throughout your public art process!

Thank You!

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