



CALL FOR ARTISTS

TEMPORARY OUTDOOR PUBLIC ART INSTALLATION

Laguna Beach as a community has evolved with artists at its core, from Impressionist Painter Anna Hills being instrumental in forming the local government, to artists creating the Festival of Arts in response to the Depression. Today artists are as integral in the development of shaping the future of our city and are a key driver of the City's economic success.

Temporary public art installations grant artists the opportunity to reimagine a space in our community while also allowing those of us in the community to momentarily see ourselves from a different perspective. We invite artists to share their works temporarily with residents and visitors to Laguna Beach. Installations may last from two weeks to one year, typically remaining on view for three months. Project proposals are encouraged to explore artistic excellence that goes beyond technical proficiency, that involves pushing boundaries, challenging conventions and produces work that resonates with audiences on intellectual, emotional, and aesthetic levels with a strong creative vision.

DEADLINE: Open.

ELIGIBILITY: Open to artist or artist team with demonstrated experience in designing, creating, and installing site-responsive public art. **Conflict of Interest:** *City of Laguna Beach employees, members of City Boards or Commissions are in-eligible for this program.*

BUDGET: The selected artist or artist team will receive a maximum payment of up to and not to exceed \$25,000 for the loan of the artwork. Project budgets must cover all costs associated with transportation, installation and removal.

The Arts Commission is inviting artists to submit proposals for temporary art works for display at Heisler Park. Works would be selected by the City of Laguna Beach Arts Commission and on loan from the artist for a specified period. Installations must be durable and safe to the public, environment and withstand an unprotected display in a park setting. Works must be appropriate in content for a public setting and audiences of all ages.

The selected artist would be required to enter a contract with the City of Laguna Beach, have liability insurance naming the City as additionally insured for installation and removal.

APPLICATIONS: Should include the following:

- Professional Resume (one page)
- Material Description
- Installation method
- Renderings of the proposed artwork
- Proposed placement
- Proposed duration and exhibition period
- Artist Statement (maximum 500 words)
- Images of previous work

SELECTION PROCESS:

The Arts Commission will review the applications and make their selection based on the following:

- **Qualifications:** Artist qualifications as demonstrated by past work and the appropriateness of their concepts to the project. Of highest priority are the artistic capabilities of the artist and the inherent quality of their original artwork to enhance the City's cultural profile.

- **Artistic Excellence:** Artists and the proposal shall demonstrate excellence of creative and aesthetic ideas, a mastery of skills and techniques in the creation of original art works, communication of unique vision or perspective, and professional approaches to process and presentation. The Arts Commission will apply aesthetic and artistic judgements in their review.
- **Appropriateness to Site:** Artwork shall be appropriate in scale, material, form, and content for the site.
- **Durability:** Highly durable and safe artwork designed to withstand the natural elements and public space.
- **Public Liability:** Safety conditions or factors that may bear on public liability.
- **Diversity:** Diversity of style, scale, media, and artists.
- **Content:** Appropriateness and relevance and should not contradict the City's values of environmental sustainability, accessibility, and cultural inclusiveness.

The Arts Commission may select one or multiple proposals and reserves the right to reject all proposals.

A proposal for a temporary installation are first reviewed by the Arts Commissions Public Art Sub-Committee. If the proposal is approved by the subcommittee the item will be placed on the agenda for the full Arts Commission. The Arts Commission meets on the second and fourth Monday of the month in the City Council Chambers located at 505 Forest Avenue, Laguna Beach.

LOCATION

Heisler Park is a stunning coastal bluff top park with green space measuring approximately 90' wide by 80' depth. Placement may utilize 50% of the site to allow for continued recreational uses. There is no electrical source at the site and the City supports a dark skies policy. In close proximity are permanent public art pieces, an amphitheater used for live music performances and public restroom. The site has sweeping views of the coastline and is visited by both residents and visitors.





Submissions and questions are accepted via email to Karen Wood, Public Art Coordinator at kwood@lagunabeachcity.net.

This program has been funded by the lodging establishments and City of Laguna Beach.