



Legislation Text

File #: 18-0458, **Version:** 1

TO:
Honorable Mayor and Members of the City Council

THROUGH:
Bruce Moe, City Manager

FROM:
Mark Leyman, Director of Parks and Recreation
Martin Betz, Cultural Arts Manager

SUBJECT:
City Hall Lobby Public Art Project Request for Qualifications (Parks and Recreation Director Leyman).
APPROVE

RECOMMENDATION:

Staff recommends that the City Council approve the City Hall Lobby Public Art Project Request for Qualifications.

FISCAL IMPLICATIONS:

If approved, the project will be supported through the Public Arts Trust Fund with \$250,000 allocated to produce the artwork, \$50,000 allocated as a contingency fund, and \$16,000 allocated for stipends to the finalists (4 X \$4,000). An additional \$1,500 will be allocated and awarded if the chosen artist also proposes and incorporates an educational component to their project. The total cost of the project is \$317,500.

The current Public Arts Trust Fund allocated balance is \$295,000. The unallocated balance as of October 4, 2018 is \$1,134,597.

BACKGROUND:

In 1975, Manhattan Beach's Sister City, Culiacan in the State of Sinaloa, Mexico presented to the City, a mural by artist Miguel Angel Vasquez as part of the dedication of the new City Hall. The artwork titled *The Men of the World Join Together to Create the New Man*, installed in the City Hall lobby, is made up of lacquers and epoxy on 16 plywood panels. In 2003, the mural was covered with a temporary wall and drape system due to public complaints regarding the imagery.

On September 19, 2017, City Council directed staff to follow procedures defined in the Cultural Arts Master Plan and requested the Cultural Arts Commission establish an Ad-Hoc Arts in Public Places Committee (ACCP). The ACCP was charged with developing a Request for Qualifications (RFQ), reviewing proposals and selecting top candidates to present to the Cultural Arts Commission. Thereafter the AACCP's final review, the Cultural Arts Commission will recommend three to four finalists to the City Council.

In addition to the RFQ, the City Council approved the decommissioning of the Miguel Angel Vasquez mural while following State and Federal guidelines regarding the decommissioning of Art. Though not required by the guidelines, due to the installation date of the artwork, the artist's heirs were notified of the City's intent to decommission the mural. They requested comprehensive photographic documentation and are investigating the possibility of taking possession of the artwork.

DISCUSSION:

After extensive deliberation by the APPC, the following points and criteria were considered by the committee to be critical to the success of the project:

Project Goals

- Create an iconic image for Manhattan Beach, unique to the setting and of a scale and quality to be a memorable image/experience.
- Utilize innovative and visionary methods to create an installation that activates the whole space and takes into account the architecture and fixtures currently in place.

Selection Criteria

This RFQ is open to professional artists residing in the United States. Minimum eligibility qualifications and factors indicated below will be considered:

- The aesthetic quality of the artist's past work, including content, craftsmanship, uniqueness, and relevance to its environment.
- The degree to which the artist's past work relates to the goals and parameters of the City Hall Public Art Project.
- The Artist's demonstrated ability to translate art concepts into durable and safe materials.
- Evidence that Artist's existing public artworks have maintained an appropriate level of quality and integrity over time.
- Artist's demonstrated ability to work successfully as a member of a project design team and ability to work within public review processes.
- Successful completion of at least two permanent art installation or design projects valued over \$150,000.00, preferably those that are similar in scope and nature to this project. Prior work could include architecture, landscape or urban design projects, if public art was an integral component.
- Experience in working cooperatively with multiple professionals including City staff, regulatory agencies, community members, and design professionals such as engineers, landscape architects, and architects.
- Aesthetic excellence in the design and execution of completed projects.
- Ability to install or oversee the installation of the commissioned work.
- Ability to comply with the project deadlines as indicated below.

Public Art Budget

The artist budget for this project is a not-to-exceed figure of \$ 250,000 with an additional \$1,500 to develop an educational component for Manhattan Beach youth.

Proposed Timeline

- November 6, 2018 - Present RFQ for approval to the City Council
- November 7-14, 2018 - Release RFQ nationally

- February 2019 - Selection and approval of Finalists
- May 2019 - Presentation of finalist's concepts
- May 2019 - Project artist chosen and agreement executed
- January 2020 - Completion of project and unveiling ceremony

POLICY ALTERNATIVES:

ALTERNATIVE #1

City Council approves RFQ and the associated expenditures as written.

PROS:

- The release of an RFQ gives the APPC an opportunity to research artistic possibilities for the designated space and enables the committee to make an artist recommendation to the Cultural Arts Commission.
- It begins the process to develop an iconic art work for the lobby of City Hall.

CONS:

- None.

ALTERNATIVE #2

City Council approves RFQ with a decreased expenditure.

PROS:

- The cost savings could be designated for other projects.

CONS:

- Limits the ability to develop an iconic art project for the City Hall lobby area.

ALTERNATIVE #3

Replace existing mural with an alternative such as a video wall or electronic image wall that could project an infinite variety of video art and images by artist and filmmakers.

PROS:

- Opens the opportunity to host many different artists and filmmakers over time.
- Addresses the challenges of a unique space.

CONS:

- Needs to be curated by staff on an ongoing basis.
- Does not address the traditional approach to public art by creating one iconic artwork.

PUBLIC OUTREACH/INTEREST:

The Request for Qualifications was developed by a committee consisting of community members and arts professionals at the August 13, 2018, meeting of the APPC. It was presented and approved for recommendation to the City Council at a public meeting of the Cultural Arts Commission on August 20th, 2018. Public input was considered.

LEGAL REVIEW:

The City Attorney has reviewed this report and determined that no additional legal analysis is necessary.

Attachment:

1. Request for Qualifications