

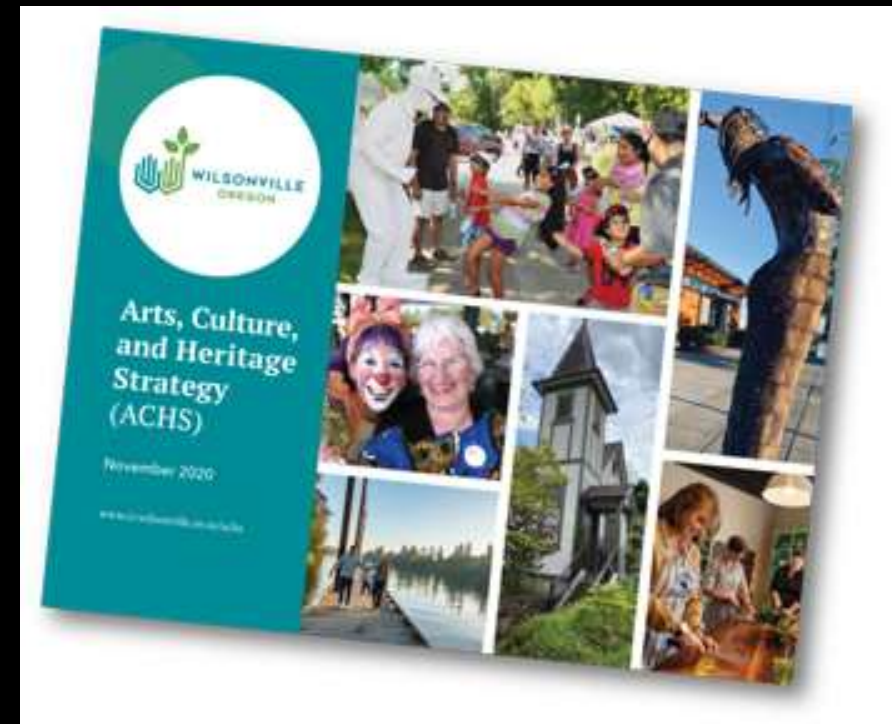
HEARTS – PUBLIC ART PROGRAM

Erika Valentine, Arts & Culture Program Coordinator



WHY PUBLIC ART?

- Creates community identity
- Enlivens spaces
- Provides free/accessible art for all
- Adds visual interest
- Supports the creative community
- Recognized as a significant cultural asset (ACHS)
- Top priority of the ACHC



CURRENT PROJECT

- Memorial Park Skatepark Mural
- Incredible response from artists



Skatepark Mural RFQ

City seeking qualified artist or artist team.

THE PARKS & RECREATION DEPARTMENT AND THE ARTS, CULTURE, AND HERITAGE COMMISSION (ACHC) ARE PLEASED TO BE REQUESTING QUALIFICATIONS (RFQ) FROM A TALENTED ARTIST OR ARTIST TEAM, WITH EXPERTISE IN MURAL DESIGN AND IMPLEMENTATION SERVICES FOR EXTERIOR MURALS AT MEMORIAL PARK SKATEPARK.

HEARTS PROJECT

- Fiberglass
- 52" x 52" x 10" deep
- Each heart will be unique and painted by a different artist
- Call for Art application showing design → ACHC panel



HEARTS PROJECT

- Located outside City Facilities (6)
 - City Hall, Community Center, Parks & Recreation Administration, Public Works, Police, SMART
- City Parks (4)
- Map showing the locations and artwork online



THEME: MANY CULTURES, ONE HEART

- *Priority in ACHS (2020)* – “Make cultural diversity and ethnic inclusivity a priority.”
- 2017 City Council adopted a Resolution declaring the City as a welcoming and inclusive city
- Res. States: “an inclusive City that has and will continue to welcome the collective contributions of all persons, honoring and respecting people of every race, color, national origin, immigration or refugee status, heritage, culture.”



PROJECT

- Hearts will be installed for 1 – 2 years
- Online Auction to community after exhibit
- Project can be scaled (fewer hearts) and can be repeated future rounds (different themes)
- Hearts are covered after painting with an anti-graffiti sealant/ weather coating



BUDGET

Budget for 10 Hearts

Item	\$
Materials \$1,350/heart X 10	\$13,500
Artist Stipend \$1,350/heart X 10	\$13,500
Shipping (Freight)	\$2,000
TOTAL	\$29,000

Budget for 5 Hearts

Item	\$
Materials \$1,500/heart X 5	\$7,500
Artist Stipend \$1,350/heart X 5	\$6,750
Shipping (Freight)	\$1,000
TOTAL	\$15,250

TIMELINE

Call for Art released	September 2024
Call for Art Due	November 2024
Order Hearts	December 2024
ACHC Selection meeting	January 2025
Artists pick up hearts and paint	January 2025 – February 2025
Hearts installed, map, program marketed	Spring 2025



QUESTIONS?

