



Public Art
Master Plan Updates
for 2020-2025

ArtLife



October 5, 2020

Dear West Palm Beach Residents and Visitors:

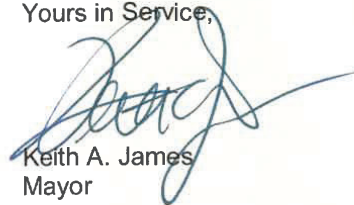
Arts and culture are crucial drivers in creating the city in which we want to live. Recognizing and advocating for a vibrant public art program is key to positioning the City of West Palm Beach as one of the nation's great cities for arts and culture. Now is the time to elevate our public art program to a new level of visibility within our City.

The economic advancement of our city includes the continued cultivation of the arts and culture sector. The Arts in Public Places Program, by activating our public spaces, enhances the quality of life in our City, encourages civic engagement among residents, and helps define the cultural identity of our City. The Art in Public Places Program attracts cultural tourism to our City and is a key component of the City's economic development strategy.

Art plays a key role in our becoming the next notable city. The integration of public art into the city's infrastructure speaks volumes about our commitment to civic creativity and enhances the image of the City of West Palm Beach as a cultivator of arts and culture.

In light of the foregoing, I am pleased to announce the rebranding of our city's Art in Public Places Program as ArtLife WPB. Join me in participating in, advocating for, and enjoying public art in the City of West Palm Beach.

Yours in Service,


Keith A. James
Mayor

Introduction

The City's Art in Public Places (AiPP) program exists to shape how public art is imagined, seen, and experienced throughout the City's neighborhoods and common spaces. In the last five years, the City has seen a surge in temporary and permanent public art commissioned by the public and private sectors. This art boom plays a vital role in raising the City's quality of life while providing accessible art projects for its residents and visitors. Building on this energy, our future vision for West Palm Beach as a vibrant destination requires a compelling and clear blueprint for art in the public realm.

In late 2019, City staff and AiPP Committee members met to review progress at the end of its five-year plan. Citing significant headway on programming and operational goals, the next step forward is updating the goals and branding the Art in Public Places program to best serve the public and distinguish the program from other agencies.

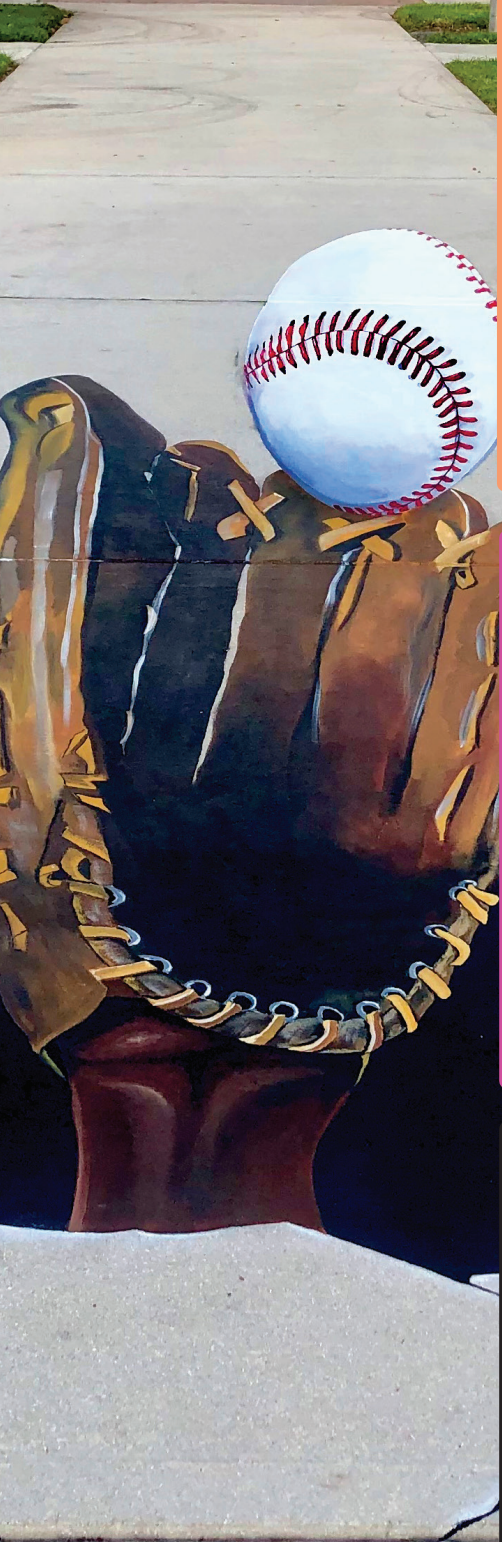
Public art challenges our notions of what art is to define who we are. Art often raises questions, confronts skepticism, and generates opposition; engaging in these dialogues marks the beginning of conversations about how to rethink familiar spaces and our interactions within those spaces in new ways. In West Palm Beach, one sees art everywhere. It is present in our public and private spaces and appears as distinctive visual arts and greenspaces, historic and contemporary architectural treatments, captivating murals on buildings and water towers; each an opportunity for self-reflection and a catalyst for sharing our encounters with others.

The strength of the Art in Public Places program is its ability to introduce to the residents and visitors of West Palm Beach artists from diverse backgrounds, at various stages of their careers, working in a variety of media who offer works that are distinctive, create communal experiences, and enhance the visual and cultural environment of West Palm Beach. Moving forward, we must always ask, "What role can art continue to play in enriching our public life?"

We are proud to welcome you to ArtLife WPB.

Lewin, Jen. The Pool, 2015





ArtLife WPB

Public art is for everyone. AiPP, now rebranded as ArtLife WPB, serves as a framework to produce future art projects throughout our city's distinctive neighborhoods. The name is inspired by our collective belief that in West Palm Beach we live, work, and play in spaces in which art is a daily experience and a common source of inspiration. We take pride in how our surroundings reflect the spirit of living in West Palm Beach — a spirit we share with our families, friends, neighbors, co-workers, and visitors.

ArtLife WPB, the City's Art in Public Places program, will continue to be implemented by City staff and the AiPP Committee under the auspices of the City Commission and in partnership with the community to embody our core conviction that art is integral to our everyday lives and vital to the character and quality of life in West Palm Beach.

Evolution

ArtLife WPB will curate, commission, and present a variety of projects created by artists at all career levels and media. The ArtLife WPB program grew out of the Art in Public Places (AiPP) program established in 1985 and the AiPP amended ordinance of 2014. In 2015 the first Public Art Master Plan was adopted by City Commission. The program mandates that funds totaling 1% of public (CIP) and private development projects throughout the City be set aside for the inclusion of art.

The first Public Art Master Plan for West Palm Beach served an essential function; it established strategic priorities, policies, and procedures for a period of five years in response to the 2014 ordinance. The plan inventoried the City's public art and established policies

and procedures to support the program. The advent of new leadership throughout the city, along with the on-going success of the AiPP has inspired an update to the plan's language and goals to better serve our community and align with the City's new strategic priorities. The arts are integral to the positive changes that continue to occur in West Palm Beach.

For the purposes of this plan, public art includes any visual or multi-disciplinary art project that is publicly accessible and created by a professional artist. This can include a variety of artistic media from sculptures to functional art, to sound art, to creative places for contemplation, relaxation, and play.

The ArtLife WBP plan is a strategic framework with the guiding principles for art in the city's public spaces to grow and thrive over the next five years. This plan places no limits on the imagination or creativity on the art created to enrich, enhance, and enliven the experience of our City by its residents and visitors.



Diaz, Hector. Frame Your Neighborhood at Coleman Park, 2020

Acknowledgements

Mayor Keith A. James
Kelly Shoaf, District 1 Commissioner
Cory Neering, District 2 Commissioner
Christy Fox, District 3 Commissioner
Joseph Peduzzi, District 4 Commissioner
Christina Lambert, District 5 Commissioner

Art in Public Places Committee

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Shalonda Warren
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Art and Culture

DRMTM,
Branding and Plan Design

Surale Phillips,
Plan Consultant

Kim, Mikiyoung. Topography 1, 2018



ArtLife WPB



Mission

To shape the character of our city through the power of public art.

Vision

We are all part of the creative force shaping our vibrant city and way of life.

What We Value

Communal Expression

Public art is our platform to explore ideas and identity, to celebrate diverse style and artistry, and experience creativity in West Palm Beach.

Unity in Diversity

Our art connects us as one vibrant and joined community that celebrates our neighborhoods as unique enclaves of character, culture, and heritage.

Inspired Engagement

We believe in the power of public art to spark social involvement, creative connectivity, foster a positive future, and contribute to an open and inclusive community discourse.

Freedom of Exploration

ArtLife WPB promotes art that is unlimited in ideas, evolves with the rhythm of our city, drives creative risk and innovation, is adventurous in spirit, and delights in discovery.

Advancing Artists

We champion artists who reflect the nature and pride of our city, exhibit growth and rigor in their craft, and with each opportunity uncover new abilities to advance their art.

Danielpour, Mehri. Year of the Child, 1979

Strategic Goals

To realize the ArtLife WPB vision the public art program will:

- Build capacity to foster appreciation and understanding of art and its relationship to quality of life
- Follow best practices that ensure strong stewardship of ArtLife WPB
- Seek opportunities for public art to be integrated into the fabric of community life
- Advocate for creative design in the development of public and private buildings and infrastructure
- Build the city's reputation as an arts destination
- Provide opportunities for local artists to reflect the cultural make up of our city
- Distribute public art equitably throughout the city.

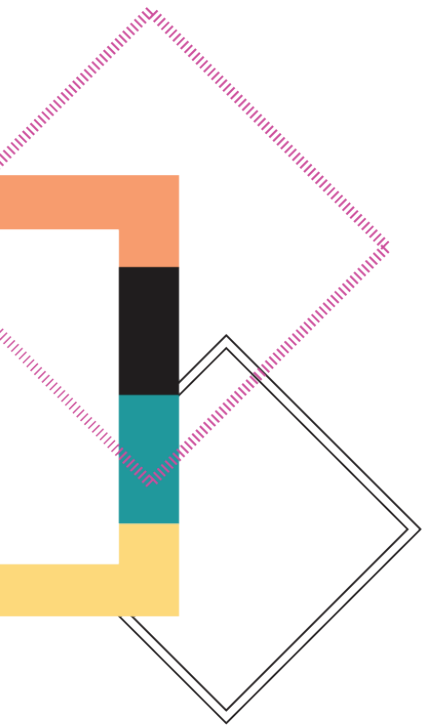
Implementation Strategies

To achieve its strategic goals, ArtLife WPB will:

- Embrace quality, innovation, and creative risk in its programming
- Utilize ArtLife WPB Curatorial Framework for project and artist selections
- Bring artists into city projects as part of the design and planning team
- Weave community engagement into the planning, selection and process of art projects
- Create and maintain a bold brand
- Implement a marketing program that promotes the positive impact of public art
- Build evaluation into the program's activities
- Cultivate purposeful partnerships with other cultural institutions, businesses, and stakeholders
- Align public art projects with the City's Strategic Plan

Diaz, Hector. *Frame Your Neighborhood at Howard Park, 2020*





City Strategic Plan Alignment

- **Built Environment:** Investments in our built environment allow for the integration of art in public spaces that further transforms West Palm Beach; by integrating art when possible into our parks systems and exploring ways to have an artist involved as part of the design/planning team when developing and implementing CIP projects. Artists working with other city departments allows for creative solutions to occur when designing the built environment.
- **Climate and Energy:** Artist and their work can call attention to matters of climate change and encourage discussions about energy and sustainability through creative practice. The arts can play a significant role in educating the challenges of climate change and creative solutions in addressing a global issue on a local level.
- **Education, Arts and Community:** Art in the public realm has the capacity to encourage a breadth of learning opportunities that promote further appreciation and understanding of arts positive impact on our city's culture.
- **Economy Development and Tourism:** The arts historically continue to be one of the largest economic drivers for cities. Arts and culture is and has always been central to the uniqueness of "place."
- **Equity and Empowerment:** ArtLife WPB believes diversity, equity, accessibility, and inclusion are integral. Inclusive practices in the process of commissioning an artist, community engagement, legal documents and other requirements will ensure the West Palm Beach is reflected in all ArtLife activities.
- **Neighborhoods First:** Neighborhood projects is an art category within the plan that invites residents to participate in the AiPP process through community volunteer panels further supporting the enhancement of their neighborhoods.

Kimpton, Laura. *Be Art*, 2016



ArtLife WPB Action Plan

Short-Term (Year 1)

Action	Potential Partners	Investment
Update criteria for ArtLife WPB	WPBCC	n/a
Collaborate on Pop Sessions: Public Art Free Style with the city's cultural institutions	Norton Museum of Art, Science Center, Drama Works, Ballet Florida, and others	\$
Create opportunities for local artists to experiment in the public realm	Staff, neighborhoods, Parks & Rec	\$
Document all city-owned public art	Independent Photographer	\$
Inventory for conservation and maintenance of existing artworks	RLA	\$-\$\$
Update the AiPP website to branded ArtLife site and information	Staff	n/a
Develop a public art app	OnCell - Staff	\$
Utilize a Collection Management System – track collection	Westaf/Public Art Collection Management System/Staff	\$-\$\$
Establish metrics for ArtLife WPB annual and project evaluations	DSP Research	\$
Create branded marketing and promotional materials, FAQ sheet	DRMTM, Staff	\$
Utilize curatorial framework checklist in selection process	Staff, ArtLife WPB	n/a

Mid-Term (Year 2-3)

Mid-Term Action	Potential Partners	Investment
Streamline project implementation	Staff/Internal	\$
Expand the Public Art and Culture team	Administration	\$-\$\$
Participate in national public art and creative placemaking conferences highlighting West Palm Beach	Staff	\$
Work with Cultural Institutions to provide unexpected experiences and encounters with art	Staff	\$
Restoration of older public artworks in the collection	Fine Art Conservators	\$-\$\$\$
Implement temporary projects throughout the city	Staff and other departments	\$-\$\$
Encourage and sustain cross-departmental collaborations	Staff and other departments	n/a

Filipchuk, Yelena and Beaulieu, Serge. Deep Thought at Sullivan Park, 2018

LONG-TERM

- Develop an artist in residency program
- Create a biennial art event with other cultural organizations/institutions and/or departments
- Every five years reassess the programs goals and objectives
- Develop an on-going file that documents the program in a multitude of ways to review accomplishments, challenges and where opportunities exist

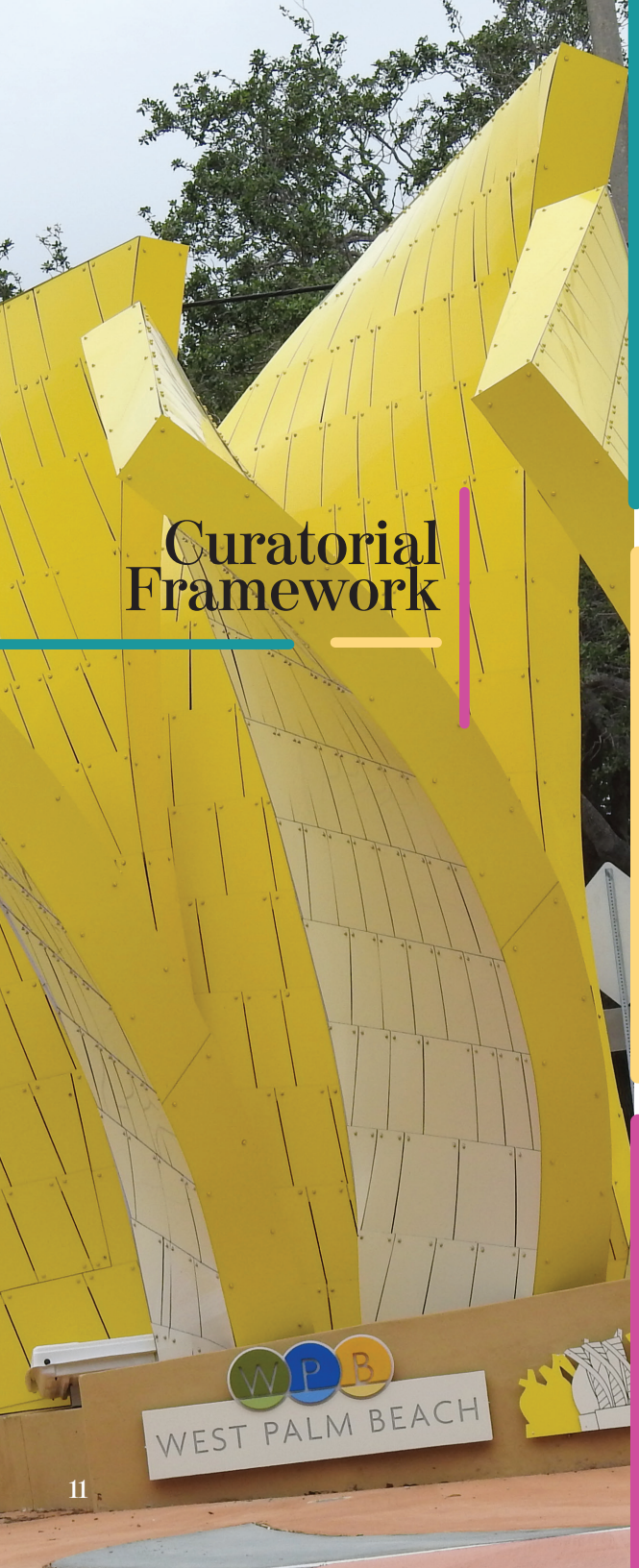
ON-GOING

- Evaluate ArtLife WBP projects and program impact annually
- Build, document and maintain the City's public art installations and collection
- Market ArtLife WBP
- Continue to collaborate with cultural institutions, organizations, and the private sector
- Encourage philanthropic participation in the public art program
- Sustain a healthy art budget
- Continue to collaborate with other departments



The Truth Booth, 2016





Curatorial Framework

To recommend art projects to the City Commission, the following curatorial framework will guide ArtLife WPB.

ArtLife WPB public art projects will:

- Reinforce our city's identity through art that shapes a positive future
- Advance the quality, innovation, and creative risk-taking of public art projects
- Champion artists as valued and vital contributors to our aesthetic, cultural, and civic life
- Provide an expressive platform for the exchange of ideas and civic engagement within the arts
- Inspire audiences through innovative, engaging, and dynamic art experiences
- Commission, purchase, and support art by local, national, and international artists
- Acknowledge local history, current city initiatives, and sustainable strategy as platforms for community engagement with contemporary public art

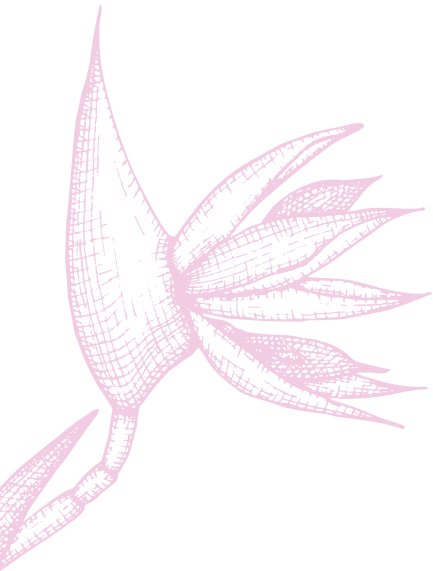
Public Art Categories

ArtLife WPB will use the following categories of public art to describe each proposed project, ensuring balance of project types implemented in 2020 through 2025. These categories are not mutually exclusive.

1. **Temporary Artwork:** artworks and projects that are short-term in nature such as non-permanent installations, exhibitions, and community-based programs. Often a mix of media that includes interactivity for community engagement.
2. **Permanent Artwork:** artworks that are site-specific and become part of the City's Public Art Collection.
3. **Neighborhood Projects:** artworks and projects of smaller scale often sited in alternative spaces that fit into the fabric of the neighborhood, improve existing conditions in transitional or neglected locations, and to pilot projects in new areas, often with substantial community involvement.
4. **Large Scale Projects:** multi-year endeavors to commission and produce projects on an impressive scale that create destinations and draw local, national, and international interest, often with very experienced artists working in the public realm.



Aphidoidea. Hello Sunshine at Phipps Park, 2020



Curatorial Framework Checklist

This checklist is a tool to foster discussion-based reviews of and for public art projects from RFQ's to concept proposals. In addition to the project or program being accessible and open to the public, the following criteria should be evaluated on a project-by-project basis and align with the program's mission and criteria set forth in the Public Art Ordinance.

- Enriching quality of life through art
- Creating a unique identity for WPB through art
- Enhancing neighborhoods through art
- Supporting economic activity through art

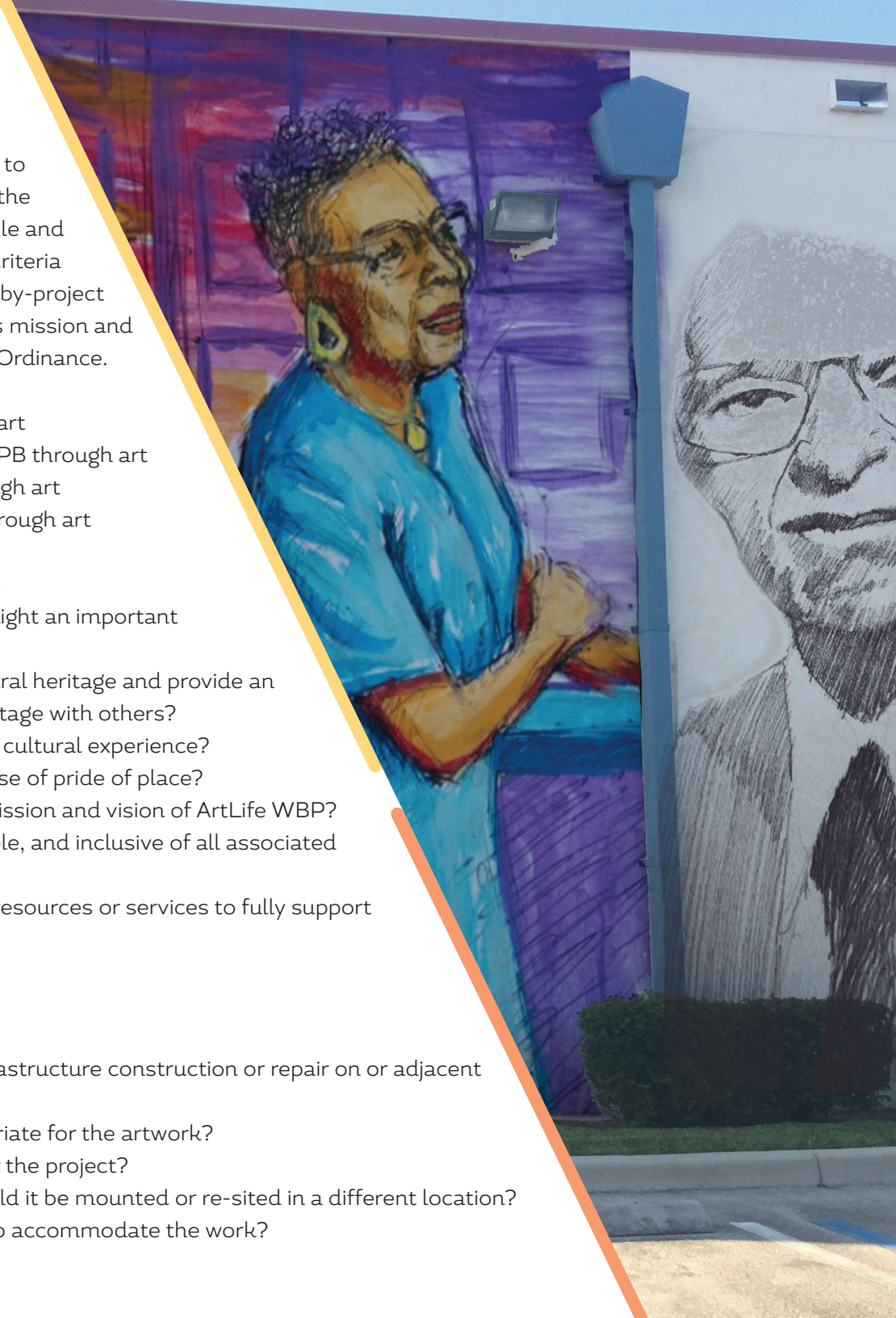
Project/Program Review Criteria

- Does the project benefit or highlight an important community need?
- Does the project celebrate cultural heritage and provide an opportunity for sharing that heritage with others?
- Does the project bring a distinct cultural experience?
- Does the project generate a sense of pride of place?
- Does the project clearly fulfill mission and vision of ArtLife WBP?
- Is the budget appropriate, feasible, and inclusive of all associated costs?
- Will the project strain available resources or services to fully support the project?

Siting

- Is the location properly sited?
- Is it in conflict with street or infrastructure construction or repair on or adjacent to the site?
- Is the identified location appropriate for the artwork?
- Are there more suitable sites for the project?
- Is the work site-specific? Or could it be mounted or re-sited in a different location?
- Is there infrastructure in place to accommodate the work?

*Youth Concept Gallery, LLC.
Pioneers in Education, 2018*



Overarching Guidelines for Artworks

In reviewing artwork and programs for recommended approval by the City Commission, the ArtLife WPB Committee will address and answer the following questions:

1. In what ways does the project align with ArtLife strategic goals?
2. In what ways does the project support the City's Strategic Plan?

Additionally, selection criteria should be based on feasibility, public safety, and legality, community participation, and context of proposed project.

Artist and Artwork

- Is the artist making smart, quality work?
- If the artist is established, does the artist have a dependable record?
- If the artist is emerging do they demonstrate potential to create large scale more complex works? Based on works produced do they demonstrate the ability to go from a studio practice into the public realm?
- What is the category for the artwork: permanent, temporary, neighborhood, or large-scale?
- If acquiring an artwork, is it significant or exceptional in the art field?
- If the work is temporary, what is the plan to return the site its previous condition?
- Is it feasible to maintain the artwork? Does it require specialized care?

Bowman, Caron; Hernandez,
Tony and Perryman, Daliah.
What a Wonderful World, 2016





Community Participation

- How is the community engaged?
- Is the community contributing? If applicable, co-creating?
- Who is invited? Who is not? Who participates? Who does not? Why?
- How is diversity of approach to potential stakeholders being evaluated?

Marketing

- Does the project provide cross-marketing opportunities with other cultural assets (if applicable)?
- Does the project lend itself to cross-programming opportunities such as events?
- What type of marketing plan does the work or project require?

Guidelines for ArtLife Branding, Marketing and Communications

ArtLife WPB supports a robust communications and engagement program that increases awareness of, access to, and experience with the City's public art resources. Branded marketing materials are strategically designed to promote public art engagement and support and integrate with other city communications. Marketing and communications strategies should:

- Ensure all residents and visitors encounter branded information about our public art.
- Inspire affinity for the ArtLife WPB brand, creating enthusiastic ambassadors for public art.
- Promote frequent and meaningful public art experiences for residents and visitors.
- Inspire residents and visitors to share their public art experiences with others.
- Create pride and stimulate cause-related public art partners and supporters.
- Provide value to our public art program partners.
- Position its brand as a national leader in public art planning, programming, and promotion.
- Impart City and other stakeholders with an appreciation for the value of public art and encourage support for the professional, funding, and marketing resources necessary to sustain program excellence.
- Establish goals for communications and engagement strategies and systematically evaluate outcomes.

Godwin, Abbe. *Officer and a Child*, 1996

