

Americans for the Arts Public Art 101 Webinar to be shown in *Oakland*



FREE and OPEN TO THE PUBLIC

The Alameda County Arts Commission and the City of Oakland Cultural Arts & Marketing Department are pleased to co-sponsor a FREE presentation of the Public Art 101 Webinar. A program of Americans for the Arts based on the "Bay Area Public Art Academy" artist training program developed by the Northern California Public Art Administrators Network, this webinar is a three-part seminar series that will give you the information and tools you need to apply for public art opportunities, develop and present your ideas, and manage project timelines and budgets. Learn how to transition from the solo realm of studio practice to the highly collaborative one of planning, designing and producing public works. Artists of all disciplines, students, and others interested in the field are all welcome to attend.

What: FREE Public Art Academy Webinars (three-part series)

When: September 29; October 13; and November 3, 2010

Time: 11:00 a.m. to 1:00 p.m. (The webinars will take place from 11:00 – 12:30 and public art staff from the local co-sponsoring agencies will host a Q & A following each session.)

Location: Alameda County Lakeside Plaza Building, 1401 Lakeside Drive, Oakland (Check with guard for meeting room location.) Located at the corner of 14th Street and Oak Street/Lakeside Drive in downtown Oakland. A short walk from the Lake Merritt and Downtown/12th Street BART stations.

RSVPs are encouraged but not required. Please RSVP to amy.stimmel@acgov.org.

If you have questions, please contact Amy Stimmel at the Alameda County Arts Commission at (510) 208-9646 amy.stimmel@acgov.org or Steven Huss at the City of Oakland at 510-238-4949 or SHuss@oaklandnet.com.

Public Art 101 for Artists

Webinar I: – Making the Transition from Studio Artist to Public Artist

September 29, 2010, 11:00 a.m. - 12:30 p.m. (followed by a Q & A with the local co-sponsoring agencies)

Presenters: Steven Huss, Amy Trachtenberg, Sam Rodriguez

1. Slide show highlighting 10-15 different types of public art projects including full descriptions.
2. Recognizing the types of projects that are best suited for your skills
3. Responsibilities of a public artist and public art project manager. Describing the collaborative process of project development.
4. How to apply, write a letter, graphically and verbally present your work in an application. What to include in a letter of interest and how to present your work in an interview.
5. Artists experiences. The two artists describe how they began working in public art and the relationship of their public art to their previous work; show slides of previous work, describe specific interest in applying for the public art project/s they have participated in, and how they presented themselves and their work to get their first public art project.

Webinar II: – Getting Started

October 13, 2010, 11:00 a.m. - 12:30 p.m. (followed by a Q & A with the local co-sponsoring agencies)

Presenters: Barbara Goldstein, Lynn Rogers, Amy Trachtenberg, Sam Rodriguez

1. Slide show highlighting 10-15 different types of public art projects including full descriptions.
2. Getting started –learning from stakeholders including community members, architects/designers, and reviewing bodies; the roles of team members and lines of communication (project manager, contracting officer, architects, engineers and other consultants)
3. How to present your ideas—what is expected during concept development stage
4. Leveraging opportunities and resources (e.g. architecture/building elements and/or community involvement)

5. Artist experiences – how and what we learned from community members and stakeholders, and content/resources; how we leveraged architecture –the development steps of a project.
6. Collateral benefits – how the artwork can live on in the community in other forms (books, events, web pages, etc.)

Webinar III: – Developing the Design; Working with Materials and Budgets

November 3, 2010, 11:00 a.m. - 12:30 p.m. (followed by a Q & A with the local co-sponsoring agencies)

Presenters: Mary Rubin, Brian Laczko, Amy Trachtenberg, Sam Rodriguez

1. Introduction: Overview of 10 projects –conceptual to final design proposals
2. Moving from concept into buildable design – considering durable materials, researching fabrication techniques, trouble shooting possible problems.
3. How to structure your budget and time; cost estimating, collaborating with fabricators
4. Creative collaboration: Integrating your work into the construction schedule, resources and credits. Working with other collaborators: conservator, engineer, architect, graphic designer, historian, etc.
5. Artist experience: What I learned in building my work, problems and how I solved them, what I would do next time.
6. Design changes: How to be flexible; How design changes and why – when the original concept/ideas may remain.

Save the Date! Wednesday, December 1, 11:00 a.m. - 12:30 p.m.

Contracts Webinar. More info coming soon!

Presenter Bios

Steven Huss is the Cultural Arts Manager for the City of Oakland, CA. He oversees Oakland's public art program, grants for the arts, galleries, and other arts initiatives. Previously, he was the executive director of the Alameda County Arts Commission for eight years. Mr. Huss is also an independent consultant in the public art field and the co-founder and chairman of the Northern California Public Art Administrators Network. As a project manager for the Seattle Arts Commission, he co-edited *A Field Guide to Seattle's Public Art* (Sasquatch Books) and developed the CD-ROM Public Art Seattle.

Barbara Goldstein is the Public Art Director for the City of San José Office of Cultural Affairs and the editor of Public Art by the Book, a primer published in 2005 by Americans for the Arts and the University of Washington Press. Prior to her work in San José, Goldstein was Public Art Director for the City of Seattle. Goldstein has worked as a cultural planner, architectural and art critic, editor, and publisher. From 1989 to 1993, she was Director of Design Review and Cultural Planning for the Los Angeles Department of Cultural Affairs. From 1980 to 1985, she edited and published Arts + Architecture magazine. She has written for art and architecture magazines both nationally and internationally, and has lectured on public art throughout the United States, and in Canada, Japan, China, and Taipei. In her capacity as PAN Councilmember she is leading the committee developing webinars for artists and arts administrators. San Jose's Public Art Program has been recognized numerous times through AFTA's Year in Review program.

Mary Rubin is a Senior Project Manager for the City of San José Office of Cultural Affairs. Her background is in architecture, real estate development and construction project management. Since 1992 she has held a position with the San Jose Public Art Program managing the design, fabrication and installation of unique public art projects. She recently completed the program management of the San José International Airports collection of 14 artworks. Since 2007 she worked as a management consultant on the FUNDRED/Paydirt project directed by artist Mel Chin. Mary has presented lectures and facilitated workshops on public art both locally and nationally. Mary holds a degree in architecture from UC Berkeley

Lynn Rogers is a Sr. Project Manager in the City of San Jose Public Art Program where she oversees civic engagement for the program, manages public art projects, and launched the monthly San Jose Public Art e-news which, now in its 3rd year. As Special Projects Manager for the OCA since 1995 she managed development of 2021, *The Regional Cultural Plan* and its recent update *Cultural Connection: the City of San Jose's Cultural Vision Plan* and has managed OCA's Arts Grants Programs and special OCA initiatives. From 1988 to 1995 she was Executive Director of the Alameda County Arts Commission where she leveraged the creation of that public art policy and program. She has extensive experience in working with the public and with widely diverse communities.

Amy Trachtenberg is a painter and theatrical set designer. Her first public art commission was to create atrium fabric sculptures at Children's Hospital in Oakland. She subsequently collaborated with architects to design the rotunda area, columns and frieze at Hillview Branch Library in San Jose as well as a book describing the architectural design and community involvement process. She is currently developing designs for site integrated art at a new BART (rail) station in Milpitas.

Brian Laczko is an architect and the Chair of the Alameda County Arts Commission's Public Art Advisory Committee. While working as personal design assistant to renowned landscape architect Lawrence Halprin, he oversaw all design details of the Franklin D. Roosevelt Memorial in Washington, DC. He specializes in helping emerging public artists integrate their work into construction projects.

Sam Rodriguez is a young artist who started his career with "artist-initiated" aerosol art, both sanctioned and unsanctioned, and creating custom bikes. He is an art school graduate with a master's degree from California College of Art and has worked as a successful graphic designer in pop-culture/clothing and has his own custom bike business. He and his business partners Matt Rodriguez (no relation) collaborated with Mel Chin on a 'low-rider' bike/library table at MLK Jr. Library in San Jose. He is currently developing a sculpture screen project for Seven Trees Branch Library in San Jose and a series of benches and wall mosaics for Metro in Los Angeles.

About the Americans for the Arts Webinars

Americans for the Arts is pleased to be able to provide high quality online professional development at no cost to our professional members. Presented by field experts, webinars are online seminars that enable interaction with the presenter and the content. www.artsusa.org