



City of Alameda

Staff Report

File Number:2018-5975

City Council

Agenda Date: 10/16/2018

File Type: Consent Calendar Item

Agenda Number: 5-C

Recommendation to Receive a Report on the Continuation of the Art in City Hall Program. (City Manager 2110)

To: Honorable Mayor and Members of the City Council

From: David L. Rudat, Interim City Manager

EXECUTIVE SUMMARY

The City of Alameda's Art in City Hall Program was launched as a pilot program in January 2018 and provides exhibit opportunities for professional and emerging Alameda artists and arts organizations, with the goal of supporting the local arts community, creating a memorable experience for the public, and celebrating Alameda's diverse history and community.

Since the program launched, it has been well received and is meeting its stated goals. The Public Art Commission (PAC) met in August 2018 to confirm its support of the program and the updated Program Guidelines for 2019. With the changes included in the Discussion below, the City will continue to be able to provide this program with minimal staff involvement.

BACKGROUND

As part of the pilot program, eight artists or arts organizations were selected at random to display their artwork in one of two gallery spaces on the first floor and on the third floor of City Hall. Each gallery space holds four exhibits per year, for a total of eight exhibits in the 2018 pilot year:

Previous Exhibits

January 12-April 12, 2018

1st Floor Featured Artist: Michael Sibio

3rd Floor Featured Artist: Wendy Rabin

April 13-July 12, 2018

1st Floor Featured Artist: Patti Heimbürger

3rd Floor Featured Artist: Mtaani Foundation

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July 13-October 11, 2018

1st Floor Featured Artist: Alameda on Camera @ the Frank Bette Center for the Arts

3rd Floor Featured Artist: Jennifer Daily

Current Exhibits

October 12, 2018 -January 10, 2019

1st Floor Featured Artist: Federica Colla

3rd Floor Featured Artist: Ani Dimusheva

DISCUSSION

The following are updated Art in City Hall Program Guidelines for 2019. With the changes below, the City will continue to be able to provide this program with minimal staff involvement.

- **Reserve one gallery space per display period for arts organizations.** Local arts organizations have expressed concern to staff and the PAC about a lack of art exhibition space in Alameda, and requested that a portion of the Art in City Hall program be reserved for arts organizations. As a result, staff is proposing that, for the 2019 Art in City Hall program, one gallery space per display period be reserved for arts organizations, to be chosen at random via public lottery. If there are not sufficient arts organizations to fill the available exhibits, any unfilled opportunities will go to individual artists. Individual artists will continue to be chosen at random via public lottery. This policy can be reviewed prior to the 2020 program year.
- **Display exhibit name, artist's statement and artist contact information during exhibit.** Current and previous exhibitors in the Art in City Hall program provided feedback that the exhibit name, artist's statement and, if desired, artist contact information should be displayed as part of the exhibit. The guidelines were updated to reflect this request. Exhibiting artists and arts organizations will be responsible for providing this information.
- **Update exhibit schedule and gallery display capacity.** The exhibit schedule was updated for the 2019 calendar year, and each gallery's capacity to display artwork was expanded to reflect additional hardware acquired during the 2018 program year.

The 2019 program year exhibit schedule is as follows:

- Friday, January 11 - Thursday, April 11, 2019
- Friday, April 12 - Thursday, July 11, 2019
- Friday, July 12 - Thursday, October 10, 2019
- Friday, October 11 - Thursday, January 19, 2020

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FINANCIAL IMPACT

There is no financial impact to the City that would result from receiving this staff report.

MUNICIPAL CODE/POLICY DOCUMENT CROSS REFERENCE

This action is consistent with the Alameda Municipal Code.

ENVIRONMENTAL REVIEW

This action is not a project for the purposes of the California Environmental Quality Act (CEQA) under CEQA guidelines section 15061(b)(3) as there is no possibility that this action may have a significant effect on the environment.

RECOMMENDATION

Receive a report on the continuation of the Art in City Hall Program.

Respectfully submitted,
Sarah Henry, Public Information Officer

Financial Impact section reviewed,
Elena Adair, Finance Director

Exhibit:

1. 2019 Guidelines



Art in City Hall 2019 Program Guidelines

The City of Alameda's Art in City Hall Program provides exhibit opportunities for professional and emerging Alameda artists and arts organizations, with the goal of supporting the local arts community, creating a memorable experience for the public, and celebrating Alameda's diverse history and community. The guidelines below describe the application process, exhibit schedule, artwork requirements, artist responsibilities and other program details.

These guidelines will be re-evaluated and refined, if needed, when the 2019 Art in City Hall program concludes.

Program Overview

- The Art in City Hall program consists of two gallery spaces: one on the first floor and one on the third floor of Alameda's City Hall.
- Each gallery features four displays per year. A total of eight artists and/or arts organizations can be showcased each year.
- In each display period, one gallery will be reserved for individual artists, and one will be reserved for arts organizations.
- The program is open to all professional and emerging artists living in Alameda, or arts organizations based in Alameda.
- The City will publish a Call for Artists to fill the eight gallery dates. Artists will be chosen by lottery.
- Artists are encouraged to have a reception at City Hall. Receptions must be scheduled in advance with City staff to determine an available date and time. The artist is responsible for the reception, set-up, supplies, non-alcoholic refreshments, and clean-up following the reception.
- While every reasonable precaution will be taken during the exhibition of artwork, the City of Alameda, its officials, officers, employees, commissions or volunteers do not assume responsibility for any loss or damage to the artwork incurred in connection with the Art in City Hall display. Artists must agree to look to their own insurance coverage for claims of loss or damage.

Application Process

- The City will publish an annual Call for Artists to fill the eight gallery dates. The Call for Artists will be published in a press release from the City of Alameda, and posted on social media and the City's website. The City will release the information via newsletter to the public art mailing list.
- As described in the Call for Artists, artists will need to complete an application to be considered for the program. There is no fee to apply.



- Entries must be submitted along with a minimum of three JPG images of artwork that are the same or similar to what the artist plans to display.
- In each display period, one gallery will be reserved for individual artists, and one will be reserved for arts organizations. If there are not sufficient arts organizations to hold four exhibits per year, any unfilled spaces will go to individual artists.
- Artists will be selected by random through a public lottery conducted by the City Clerk's office. Separate lotteries will be held for individual artists and arts organizations.

Exhibit and Installation Schedule

- The 2019 program year exhibit schedule is as follows:
 - Friday, January 11 – Thursday, April 11, 2019
 - Friday, April 12 – Thursday, July 11, 2019
 - Friday, July 12 – Thursday, October 10, 2019
 - Friday, October 11 – Thursday, January 19, 2020
- Exhibits will be open to the public during regular City Hall hours: Monday to Thursday, 7:30am-6pm.
- Exhibit installations will take place the second Friday of January, April, July, and October unless notified of a different date. Artwork must be installed between 9am and 2pm. No exceptions will be made.
- Art pieces must be removed the second Thursday of January, April, July, and October unless notified of a different date. Artwork must be removed between 1pm and 6pm. No exceptions will be made.
- The City will not be responsible for storing any artwork at any time or for any reason.

Artwork Requirements and Artist Responsibilities

- Artist is solely responsible for the transportation, installation, and removal of the artwork and must be available on the designated installation and removal dates.
- Artwork may be hung on open wall space in the gallery area only, using the provided hanging system. Absolutely no nails, hooks, and/or mounting tape will be allowed to install any artwork.
- All artwork must be ready to hang, using the following specifications for the Arakawa Rail Hanging System:
 - All artwork must have two d-rings or wire loops mounted to the back of the piece, equidistant from the center.
 - Maximum weight is 100 pounds. It is the artist's responsibility to ensure that the wire and/or d-rings be rated the proper weight for the piece, as this weight rating is only for the hardware installed in City Hall.
 - More information around hanging specifications will be provided at the Orientation meeting.
- Gallery size and capacity are as follows:
 - First floor gallery: 68 linear feet of Arakawa wall-mounted art rails, with hardware to hang up to 14 pieces of artwork.



- Third floor gallery: 72 linear feet of Arakawa wall-mounted art rails, with hardware to hang up to 14 pieces of artwork.
- A limited number (12) of additional hooks are also available.
- The exact number of pieces that can fit in each gallery will vary based on the size of the artwork
- The quantity and/or size of the artwork must be sufficient for the assigned gallery space
- The artists must provide City staff an inventory of exhibition artwork at least three weeks before the installation date, including the name and year of each piece of artwork. City staff will provide display labels for the artwork.
- The artists must provide City staff with an exhibit name, artist statement, and, if desired, contact information to be included in the exhibit, at least three weeks before installation.
- Artwork cannot have a price listed on it, but artist contact information will be provided on the City website and, if desired, as part of the exhibit.
- City Hall is a location where people of all ages, ethnicities, and religious affiliations gather and conduct business. No artwork depicting nudity, profanity, violence, religious symbols, or advertisements will be permitted.
- Artwork should be available to hang in City Hall for the duration of the exhibit. If a piece is sold or removed by the artist for any reason, the artist will coordinate the installation of a replacement piece with City staff within three days of removal of the previous work.

Liability

- Artists must submit a completed Artist's Agreement prior to exhibit installation.
- The City recommends that artists arrange for private insurance coverage for their exhibit.
- All artwork displayed in City Hall will be displayed at the artist's own risk; the City does not accept responsibility for, and will not be liable for, any damage, destruction, loss or theft of any artwork in connection with or arising out of the artist's use of the City Hall galleries, regardless of the cause of such damage, destruction, loss or theft as more fully described in the Artist Agreement.
- The artist will defend, indemnify, and hold harmless the City from any and all losses, claims, or liability in connection with or arising out of the artist's use of the City Hall gallery.
- The gallery must be left in the same condition as it existed when the display was installed, as determined by the City in its reasonable discretion, and artists will be responsible for making any repairs to the gallery that the City determines are necessary as a result of the artist's use of the gallery.