



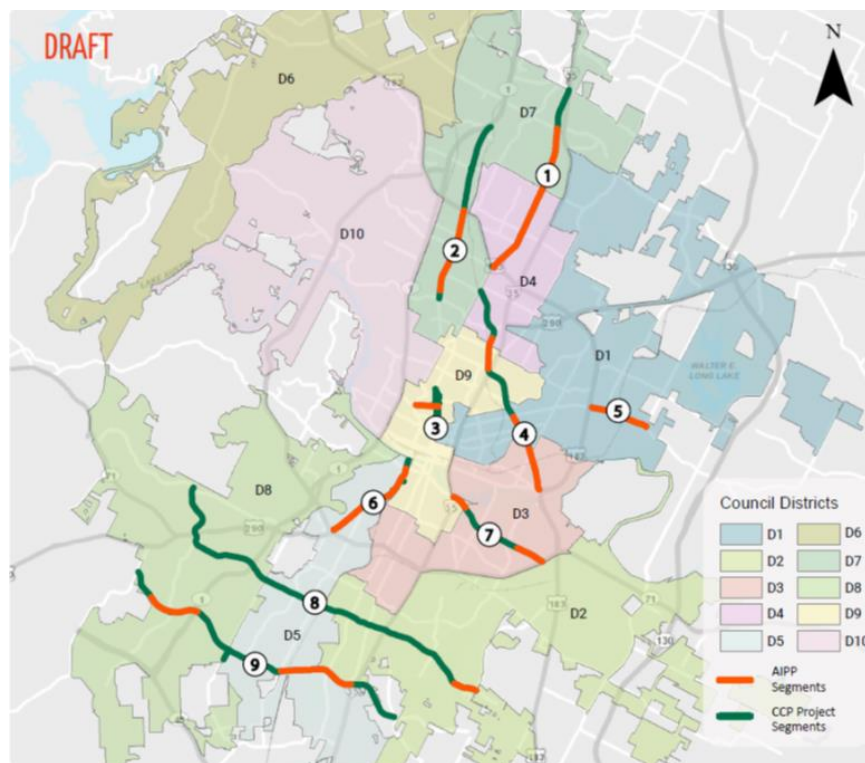
Corridor Construction Program Artist Pool Artist Information Meeting, Tuesday, January 21, 2020 Question & Answer Summary

Note: This document will be updated with questions from the second artist information meeting once it is held on Saturday, February 8, 2020, 11 AM – 1 PM at the Asian American Cultural Center.

LOCATION

Q: Does the orange color on the map (see below or slide # 2 of the presentation) designate where the art will be going?

A: Yes, the art will be going somewhere on the areas that are marked in orange. The areas marked in green have not been designated for art. The areas for art were determined based on the corridor construction timeline, geographic equity, and the presence of any other placekeeping projects in the area so as to spread funding across the corridors. The City wants to put the new corridor artwork in areas that don't have much art already. Once a specific artist is chosen for a corridor section, that artist will determine the precise area for the artwork—essentially narrowing down the orange area to a specific location or set of locations.



Q: Will only one artist been selected per (orange) corridor section?

A: Yes, one artist or artist team per orange corridor section will be selected.

Q: Are there some corridors that have multiple artwork project sections?

A: Yes, that decision was based on the amount of funding available and geographic equity (i.e. placement of art around the City/corridor)

Q: Is the artist responsible for figuring out the location of their artwork?

A: Yes. The artist is responsible for determining the artwork's location AND their decision should be informed by their conversations with the community. All artwork locations will be finalized pending approval from the City of Austin.

Q: Do you select a corridor area on your application?

A: No. At this point you are just applying to the pool of artist who will then be considered for the individual corridor projects based on the unique goals and needs for each project. You can note any areas that you are drawn to in your required Letter of Interest. You should absolutely note if you have a connection to a corridor area (Do you live or have you lived there?, Do you have family there?, Do you spend time there through work or hobbies?, etc.) in your Letter or Interest.

Q: Can an artist be selected for multiple corridors?

A: No. You can usually only be under one Art in Public Places (AIPP) contract at a time.

Q: Is only City property available for the siting of these projects?

A: Yes. Public art projects funded by AIPP must be placed on City property.

BUDGET

Q: Will you know your budget if you are selected for an individual project?

A: Once you are in the pool, there will be additional selections for each corridor project. Each project will have its own budget (some bigger than others based on the overall estimated construction budget of the improvements to the corridor) and the selected artist will be contracted to design and install artwork to that specific budget. The budgets will be between \$40,000 and \$200,000 per project.

Q: Will the individual project budgets be broken down into payments?

A: Yes. Payment are made on certain millstones rather than as one lump sum. Your AIPP project manager will work with you during the contracting phase to determine what milestones and payments will work for you and your project.

Q: Is a project assigned to a specific site or to an artist first?

A: A project is tied to a site first. The site is assigned a budget. Then an artist is selected to design and execute an artwork for that site and budget.

Q: Is the selected artist responsible for doing all labor for the project themselves?

A: Yes, you will be contracted to accomplish all aspects of the artwork-creation process, including community engagement, design, fabrication, and installation. You can hire subcontractors to facilitate some of these processes, but you are responsible for all outcomes.

Q: What if you want to get into a public-private relationship in your project?

A: That's a good question for the Corridor Program staff. Please contact Kathleen Rubin at Kathleen.Rubin@austintexas.gov for information on additional placekeeping opportunities and information for developers interested in funding artwork opportunities as public-private partnerships.

2D VS. 3D WORK

Q: There are a lot of pictures of 3D work in the presentation. Will you also consider 2D work?

A: Yes, absolutely. Your ability to engage the community, regardless of the ultimate medium you are working in, is also very important.

Q: Are there any walls that are being produced during the corridor construction that could be designated for art?

A: No, there aren't any specific walls or surfaces that could be pre-designated for art. However, a lot of different improvements are being made to the corridor spaces including ADA sidewalk repairs, median adjustments and removals, widening of sidewalks for more pedestrian space, turning lane additions, etc. The space that houses the final artwork will be determined by you as the selected artist and by the community. You will need to be in a conversation with them to determine where artwork might best serve the community.

Q: Without any designated walls or surfaces, how can muralists and other 2D artists be involved in this project?

A: We challenge you to get creative! How can you translate your 2D work into a durable, expressive artwork in a 3D space? It can be done! AIPP has hired 2D artists to execute successful projects in similar situations in the past. Please see Erin Curtis's Pedestrian Geometries: <https://locate.publicartarchive.org/art/Pedestrian-Geometries?ib=ext>

Q: If you are a primarily a 2D artist, should you share about 3D surfaces that you have created to put your work on in your application?

A: Yes, that would be great. Upload images to your application or discuss the thoughts in your letter of interest.

APPLYING: GENERAL QUESTIONS

Q: Can you update your application after the application deadline?

A: No, I don't believe so. You can always update your profile on PublicArtist.org, but you can't update the application after the deadline. If you submit your application and then want to make a change to it BEFORE the deadline, reach out to PublicArtist.org. If you have projects that you are working on but aren't complete and you want to note them in your application, you can do that. Just label the work example as "in progress."

Q: It seems like there might be a significant amount of time between being selected for the pool and being considered for an individual project. Can I update my application once I am in the pool?

A: Yes, reach out to AIPP staff and publicartist.org after you are selected for the pool and are ready to update the application.

Q: Should I submit only past work in the application, or should I include my corridor proposal ideas as well?

A: Only include past work examples in your application, no proposal images. Creating a proposal can be a lot of work, and we prefer to pay artists for proposal work. If you would like to discuss your corridor artwork ideas, you can do that in your Letter or Interest. However, it is not necessarily advantageous to tie yourself to any ideas at this stage in the process.

Q: Could include a student mural workshop that I led in my application work examples?

A: Yes, it would be highly relevant. Be sure to describe the role you played in that work example clearly.

Q: What are the qualifications you are looking at in the pool selection process? Are you only looking at past projects or are you looking at our certifications, etc. as well?

A: AIPP convenes an independent selection panel to review all the applications. The selection panelists will look at your entire application. They will not look at your website. They will evaluate the application on a stand-alone basis and use the standard AIPP selection criteria (http://www.austintexas.gov/sites/default/files/files/aipp_selection_criteria.pdf) and this artist pool's goals to evaluate each application.

Q: Will we be notified if we aren't selected?

A: Yes, all applicants would be notified in April per the current timeline.

APPLYING: INDIVIDUALS VS. TEAMS

Q: Can you include projects that you worked on as part of a team in your work examples?

A: Yes! AND be very clear about what you did on the project. Panels like to see that you can work as part of a team.

Q: If you are applying in an artist team, can you upload multiple artist resumes for that application requirement?

A: Yes, you can combine each person's information into one (1) document. The document can be a maximum of three (3) pages. You determine what information from each person you would like to share within those three (3) pages.

Q: Can you apply as an individual and as part of a team?

A: Yes, you can apply as an individual and as part of a team. How you designate your two bodies of work will be important. Team applications need to be thought out carefully. If you want to apply as part of a team—but the group you are proposing has never actually worked together—it can be hard for the selection panel to visualize how you will work together to complete the project. They are tasked with choosing an artist or team of artists who will produce a reliable result. If your team hasn't worked together before, it can be hard for the panel to envision and/or feel confident in the realistic results of your collaboration. Put yourself in the panelists' shoes. Think about what application format is going to benefit you most. If you are selected for the pool as an individual, there could still be an opportunity to bring on other artists (usually as subcontractors) for an idea after you've been selected.

COMMUNITY ENGAGEMENT

Q: How do you see the artist doing the community engagement component? How is that part of the artist's job?

A: Because these corridor artworks will be so embedded in the community, we are asking you to be in dialogue with individuals who live in and use the corridor spaces. We want you to get inspiration from and with them. The community should see themselves reflected in the work. Some people call this type of process social practice. It's different than working in a gallery or studio setting. You'll also have to work with City staff to make sure the work is safe and durable. This whole process is A LOT of talking. It's also an iterative process. 3D works will, in general, need to be reviewed and signed off on by an engineer. Yes, it is possible for you to bring in someone to help you with the community engagement component, but you still need to be there, in person, for the community engagement. You need to take part in the process and conversations with the community one-on-one. Otherwise, you won't truly have a connection with the community. You won't personally have that 'ah ha' moment. You'll be playing telephone instead. Ultimately, the work should be inspired by the community and they should see themselves in it. Not everyone will love the work—that's not possible—but it should be a result of your dialogue with the community. It is PUBLIC art—art that is for, with, or by the public.

Sometimes community engagement is the best part of the art-making process. Success can happen in the final art product, but it can also happen in the process. It is possible that an artist could deliver the social engagement components AS THE ARTWORK for their corridor project. There would need to be some archival element of the final process that gets stored away (e.g. a video or photographs). Therefore, 'process' as public art could be acceptable for these projects too.

TIMELINE

Q: When is the earliest a corridor project could start?

A: The earliest an artist could be under contract for a corridor art project would be June 2020.

Q: Is there a set amount of time that a corridor project should take?

A: No. However, the money funding these projects is for 2020-2024. Hopefully, all the art projects will be done by 2025 or shortly thereafter.

Q: How long will the final artwork be expected to last?

A: 20+ years.

ABOUT THE POOL

Q: What is AIPP's target number of artists for the pool?

A: We don't have a target number. We are shooting for as many qualified artists as possible.

Q: Are you looking for diversity in the artist pool?

A: Yes, our goal is to incorporate diversity in all aspects of the process, including who has access to the art, who is making the art, and who is making the decisions for the artist selection.

Q: Is the Corridor Artist Pool a separate pool than any other AIPP pool I have applied for in the past?

A: Yes. AIPP does have a couple of other artist pools. The Corridor Artist Pool is separate from those.

ELIGIBILITY

Q: Do you have to live in Austin to be eligible?

A: Yes, you must live in the Austin metropolitan area i.e. within one of the seven (7) counties—Williamson, Travis, Bastrop, Caldwell, Hays, Burnet and Blanco—to apply. You can have an out-of-town partner apply with you if desired.

Contact/Questions

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