Public Art Commission

2021-2022 Workplan Overview

Date approved by PAC: 03/17/2022

Staff Liaison: Elise DeMarzo, Public Art Program Director, Nadya Chuprina, Program Coordinator

Lead Department: Community Services / Arts & Sciences

About the Commission
Public Art Commission is composed of five members. The terms are 3 years in length, and commence on April 1. Residency is not required. There are no vacancies as of April 1, 2022.

Current Commissioners
Please list the names of the members that were appointed at the time this workplan was created:
- Nia Taylor (Chair)
- Loren Gordon (Vice Chair)
- Ben Miyaji
- Hsinya Shen
- Lisa Waltuch

Mission Statement
The City of Palo Alto Public Art Program is committed to contributing to the intellectual, emotional, and creative life of the Palo Alto community by creating engaging art experiences and dynamic public spaces for Palo Alto residents and visitors. The Program operates in accordance with Chapter 2.26 of Palo Alto Municipal Code to provide opportunities for the placement of permanent and temporary site-specific public art projects in municipal projects across Palo Alto. Additionally, the Program oversees the implementation of the Ordinance requirement to incorporate public art in private development projects. The Public Art Commission (PAC) reviews and advises the Public Art Program on selection, placement, and care of public art throughout the City of Palo Alto.

GOAL 1: Develop public art that aids in Palo Alto's recovery from the Covid-19 crisis by supporting projects that encourage pedestrian traffic and the use of pedestrian-friendly streets, that are located near Palo Alto neighborhoods, as well as commercial corridors and storefronts, and that advance Public Art Master Plan goals. ACCOMPLISHED by (1) temporary murals - in conjunction with Uplift Local, 8 artists created murals to support emotional and economic wellbeing by encouraging pedestrian traffic, animating commercial corridors and supporting local artists. Success: since the initial installation in Feb 2021, PAC received much positive feedback from the community and property owners. The recyclable materials used are durable and have exceeded original life expectancy. There is support to continue the project and commission a second series of temporary murals by Bay Area artists. (2) ArtLift Microgrants Success: Local artists and community members received 40 microgrants that allowed them to realize a wide range of art projects and experiences animating both commercial corridors and residential neighborhoods while facilitating connection, belonging, and a sense of discovery across Palo Alto. Based on the overwhelmingly positive feedback from the community and grant recipients, the PAC approved allocation of additional funds for another series of microgrants to be realized between Spring – Fall 2022. (3) Code: ART - art festival downtown that temporarily reframed the City as a laboratory for urban interventions and creative placemaking while engaging residents, commuters, students, and visitors in dialogue to re-imagine underutilized spaces. Success: Impact Metrics:
Approximately 7,000 Code:ART attendees
15 Bay Area and international artists
7 interactive new media installations
Data from 134 survey responses
100% of visitors surveyed would like more events like this in Palo Alto
75% of attendees visited a business
87% of those business visitors also made a purchase
64% of visitors visited downtown specifically for Code:ART
96% of visitors rated Code:ART a 4 or 5 out of 5

GOAL 2: Develop public art projects that will continue to advance cultural inclusion and social and racial equity. ACCOMPLISHED by (1) Equity and Accessibility Consultant Elizabeth D. Foggie conducted a thorough review of the PAP policies and documents, PAP website, social media, and artist calls for equitable and culturally inclusive language. The consultant provided a report with analysis and recommendations on cultural and racial equity and inclusion; she developed a list of BIPOC artists and creatives in the Bay Area, as well as a best practices manual for communications and outreach to BIPOC artists communities. Applying the provided manuals and recommendations, the Public Art Program expanded and focused its ongoing commitment to more equitable, inclusive, and accessible artist outreach. As a result, we have observed a more diverse pool of artists applying for opportunities with the City of Palo Alto and getting commissions. (2) In Sep 2021 the Public Art Commission approved Rayos Magos as the first artist for the King Artist Residency starting in January 2022, based on recommendations by a selection panel. Rayos Magos will utilize the power of storytelling and imagery in community conversations about culture, identity, and mental health within Latinx/BIPOC communities living and/or working in Palo Alto. His documentation of personal stories will result in a final temporary artwork displayed on King Plaza for a period of six months to one year. (3) Met with the Human Relations Commission to learn the results of "The 100 Conversations." These findings influenced the artist call for the Race and Equity Art on King Plaza. Next meeting: March 17, 2022 to continue conversation.

GOAL 3: Widen and strengthen education and advocacy for public art, including through the roll-out and implementation of the California Ave District Master Plan and the Baylands Art Plan. ACCOMPLISHED by (1) Four temporary murals by Bay Area artists were installed on fencing surrounding the PSB construction site August 2021 to be displayed for up to a year. The next round of murals is undergoing design development and will be installed in summer 2022. Community feedback has been overwhelmingly positive. and (2) Baylands Vignettes installed Highway 101 Bike/Pedestrian Bridge in January 2022. Inspired by the wetlands and the many creatures that live below, Mary Lucking designed her artwork for the overlook on the Baylands side of the bike and pedestrian bridge. She created grass themed custom railing and three sculptures for the overlook area that double as creative seating. The cast aluminum pieces have a brushed finish and sculpted textured grasses and creatures that make them visually engaging and interesting to touch. and (3) Charleston-Arastadero Corridor project will be installed in Summer 2022.
### Purpose Statement:
The Public Art Commission oversees Palo Alto's temporary and permanent public art programs. The Commission's primary duties are:

- To advise the city in matters pertaining to the quality, quantity, scope, and style of art in public places
- To periodically review the capital improvement program with the staff for inclusion of works of art in various projects
- To devise methods of selecting and commissioning artists with respect to the design, execution, and placement of art in public places and to advise staff on the selection and commissioning of artists, and the amounts to be expended on art in public places
- To advise and assist staff in obtaining financial assistance for art in public places from private, corporate, and governmental sources
- To review plans for the installation of art in public places and review the inventory of art in public spaces

### Priorities Approved by PAC in 2021:

**Building Community Priority:** Develop public art that encourages playing, belonging, community participation and that promotes shared experiences in and around Palo Alto neighborhoods and commercial corridors.

**Racial Justice Priority:** Develop public art projects that will continue to advance cultural inclusion and social and racial equity.

**Public Art Education Priority:** Widen and strengthen education and advocacy for public art, including through the roll-out and implementation of the California Ave District Master Plan and the Baylands Art Plan, and PAMP long-term goals, while responding to current issues and supporting a wider network of artists.

### Project/Goal 1:

**Artlift Microgrant 2022:** The Palo Alto Public Art Program is making ten $4,000 Microgrants available to artists and creatives with the goal of helping the community find connection and joy through the arts and creative outlets. We welcome proposals for non-traditional artwork, experiences, and performances in the City of Palo Alto with the goal of helping our community reconnect, recover, and find joy within social distancing conditions. Taking advantage of unique locations across Palo Alto, artists will perform, create or place temporary artworks focused on play, community connectedness and shared experiences, resiliency, empathy, vibrancy, and recovery. We encourage fun and whimsical creative projects that will bring positive energy, joy and encourage play and participation. All funded projects will be temporary in nature (up to six months) and have an impactful presence in the community, engaging a large and diverse population of Palo Alto residents and visitors alike.

### Beneficial Impacts

<table>
<thead>
<tr>
<th>Building Community Priority: Develop public art that encourages playing, belonging, community participation and that promotes shared experiences in and around Palo Alto neighborhoods and commercial corridors.</th>
<th>Timeline</th>
<th>Resources Needed</th>
<th>Measure of Success</th>
<th>State Mandated / Local Law / Council-Approved</th>
</tr>
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<tbody>
<tr>
<td>March 1, 2022 - December 31, 2022</td>
<td>Funds are available through percent for art Municipal funds. Staff resources and time will be used for artist calls and the selection processes. Staff will work with the artists during the design development and implementation.</td>
<td>Overwhelmingly positive feedback from the community and grant recipients</td>
<td>N/A</td>
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### High Priority

- High priority for building community.

### Lower Priority

- COUNCIL-DIRECTED POLICY UPDATE

- N/A
**PROJECT/GOAL 2:**

**King Artist Residency:** Artist Rayos Magos. Project titled *Rituals Of Resilience* is focused on capturing community narratives of Latinx & BIPOC community members and service providers living and/or working in the Palo Alto area. The goal of the project is to discover the rituals that people have developed and used during the pandemic to maintain their mental health. The residency will continue the collaboration with the Human Relations Commission and result in a temporary artwork placed on King Plaza that will be in place for 6 - 12 months.

<table>
<thead>
<tr>
<th>BENEFICIAL IMPACTS</th>
<th>TIMELINE</th>
<th>RESOURCES NEEDED</th>
<th>MEASURE OF SUCCESS</th>
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<td>Racial Justice Priority: Develop public art projects that will continue to advance cultural inclusion and social and racial equity. Stimulating important conversation in the community about equity and belonging in Palo Alto. Ongoing collaboration with HRC. Racial justice, community building and public art education priorities.</td>
<td>February 16, 2022 - ongoing. Rituals of Resilience is the first installation of the King Artist Residency Program</td>
<td>Funds are available through percent for art Municipal funds. Staff resources and time will be used for artist call and the selection processes. Staff will work with the artist during the design development and implementation. Artist Rayos Magos will use studio at the Cubberley Campus.</td>
<td>The Public Art Commission is committed to a permanent platform for ongoing conversations about equity, inclusion, and belonging in Palo Alto through the arts. As a result, the King Artist Residency Program was established. Community participation will be measured.</td>
<td>Council referral to the Public Art Commission</td>
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**HIGH PRIORITY**

High priority for racial justice, building community and public art education.

**PROJECT/GOAL 3:**

**Implementation** of the *California Avenue Public Art Master Plan* approved by PAC in 2021

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| Activating the California Avenue corridor with public art such as rotating performance space, mural program, temporary artwork on new garage, and way finding. Building community and public art education priorities and plan implementation. | Ongoing  | Municipal percent for Art Fund, as well as private development funds may be available to fund these projects | 1. Build partnerships between local businesses, art groups, and the Palo Alto Public Art Program to commission art that attracts people to the district.  
2. Enhance pedestrian experiences and engage people of all ages by installing changing and permanent artwork throughout identified locations within the district.  
3. Build local pride and educate visitors with public art that explores the district’s history by supporting outdoor exhibitions that highlight the work of local and regional artists. | N/A                |

**HIGH PRIORITY**

High priority for community building and plan implementation
### PROJECT/GOAL 4:

**Phase 2 of Temporary Murals** on the construction fence at the Public Safety Building Site. A total of eight local artists were selected to create murals relevant to the history and current life in the California Avenue District. This project is aligned with the California Avenue Public Art plan.

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<td>Public Art Education Priority: Widen and strengthen education and advocacy for public art, including through the roll-out and implementation of the Cal Ave District Master Plan and the Baylands Art Plan, and PAMP long-term goals, while responding to current issues and supporting a wider network of artists. Racial justice, community building, educational priorities, way finding.</td>
<td>Phase 2 will be installed Summer 2022</td>
<td>Funds are available through percent for art Municipal funds. Staff resources and time will be used for artist calls and the selection processes. Staff will work with the artists during the design development and implementation.</td>
<td>Community and stakeholder feedback</td>
<td>N/A</td>
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**HIGH PRIORITY**

- High priority for racial justice, community building, Education, and way finding.

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<th>PROJECT/GOAL 5:</th>
<th>Charleston / Arastradero Corridor: completion of artist Susan Zoccola's plan to enhance new traffic calming corridor.</th>
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<td>BENEFICIAL IMPACTS</td>
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<td>Community building, way finding, enhancing popular corridor that was recently redesigned to reduce traffic.</td>
<td>Ongoing, September 2016 - present</td>
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**HIGH PRIORITY**

- High priority for community building.

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<th>PROJECT/GOAL 6:</th>
<th>Ongoing Maintenance and Care of the Collection. With a collection of more than 300 artworks, preventative maintenance and restoration of these valuable City assets are an essential part of a public art program.</th>
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<td>Ensuring that these valuable assets are maintained properly and reflect well on the City. Building community and education priorities.</td>
<td>Ongoing</td>
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Images clockwise: Cycles of Regeneration by Liz Hickok; See You Soon by Lauren Berger; It’s a Beautiful Day by J.Duh; Curiosity by t.w.five
Prior Year Accomplishment 1: Artlift Microgrants funded 40 temporary projects across Palo Alto in 2021. View the virtual map of all projects.

Images left to right: *Connection* by Marina Berlin on King Plaza; *One Home Only [Iterations]* by Martha Sakellariou at Rinconada Library

Marpi Studio
Paleoalto
Oct 5-7, 2021
Palo Alto, CA

Utilizing the latest touch-free technology, the new media artwork was designed with accessibly in mind. Paleoalto allowed visitors regardless of their age, language and physical abilities to engage, play, and experience the installation.

The installations animated downtown Palo Alto’s plazas, alleys, and public spaces through interactive light, sound, and motion, and were easily walkable and accessible to the public during the event.
Prior Year Accomplishment 2: For the first artist residency focused on equity and belonging in Palo Alto, artist Rayos Magos has launched *Rituals of Resilience*. The project utilizes storytelling, imagery, reflections, and rituals, engaging the larger Palo Alto community in a series of conversations and art making workshops that will offer participants space to reflect and share their stories about belonging, human connection, and the impact of social distancing on their mental health during the pandemic. His documentation of personal stories and learned experiences will result in a final temporary artwork displayed on King Plaza for a period of six months to one year. Learn more about the [King Artist Residency](#).
Prior Year Accomplishment 3: *Baylands Vignettes* installed Highway 101 Bike/Pedestrian Bridge in January 2022. Inspired by the wetlands and the many creatures that live below, Mary Lucking designed her artwork for the overlook on the Baylands side of the bike and pedestrian bridge.
Project Goal 1: Ongoing call for the ArtLift Microgrants. The funded projects will be on display in summer – fall 2022. See previously realized projects here.
Project Goal 2: Implementation of the California Ave Public Art Plan approved by PAC in 2021

The plan aims to:

Build partnerships between local businesses, art groups, and the Palo Alto Public Art Program to commission art that attracts people to the district.

Enhance pedestrian experiences and engage people of all ages by installing changing and permanent artwork throughout identified locations within the district.

Build local pride and educate visitors with public art that explores the district’s history by supporting outdoor exhibitions that highlight the work of local and regional artists.
Project Goal 4: Phase 2 of Temporary Murals on the construction fence at the Public Safety Building Site. A total of eight local artists were selected to create murals relevant to the history and current life in the California Avenue District. This project is aligned with the California Avenue Public Art plan.

Project Goal 5: Charleston-Arastradero Corridor. Rendering of a permanent artwork by Susan Zoccola. Expected to be installed in summer 2022.
Project Goal 6: Ongoing Maintenance and Care of the Collection. Preventative maintenance and restoration of these valuable City assets are an essential part of a public art program.

Images: Modern and Antient Medicine, 1932 by Victor Arnautoff

City of Palo Alto Public Art Program is launching a comprehensive protection and restoration project of a series of seventeen frescoes of significant historical and artistic value at the Roth building.