



DATE: September 29, 2016

AGENDA ITEM # 8

**TO:** Public Arts Commission

**FROM:** Jon Maginot, Staff Liaison

**SUBJECT:** Discuss opportunities to provide education and outreach to the community regarding public art

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## **BACKGROUND**

The Public Arts Commission (PAC) 2016/17 Work Plan includes a goal centered around Community Outreach.

## **DISCUSSION**

One of the opportunities discussed by the PAC has been an outreach series that could be presented to interested community groups and individuals. A subcommittee has been assigned and working on developing a draft presentation for review by the PAC.

The subcommittee has developed a draft presentation which is attached.

Attachment

1. Draft presentation

# Target Audience for this Presentation

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- × Other Commissions (e.g., Parks, BPAC, etc)
- × Chamber of Commerce
- × Los Altos Village Association (LAVA)
- × Friends of Los Altos (FOLA)
- × Paul Nyberg's group
- × Country and State Arts or Public Funding Orgs

# Engaging the Community through Public Art



Favella Murals, Rio

Presented by XXXXX XXXXX  
City of Los Altos Public Arts Commission

# Public Art Brands Communities

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St. Louis Arch, St. Louis, MO



The Bean in Chicago, IL



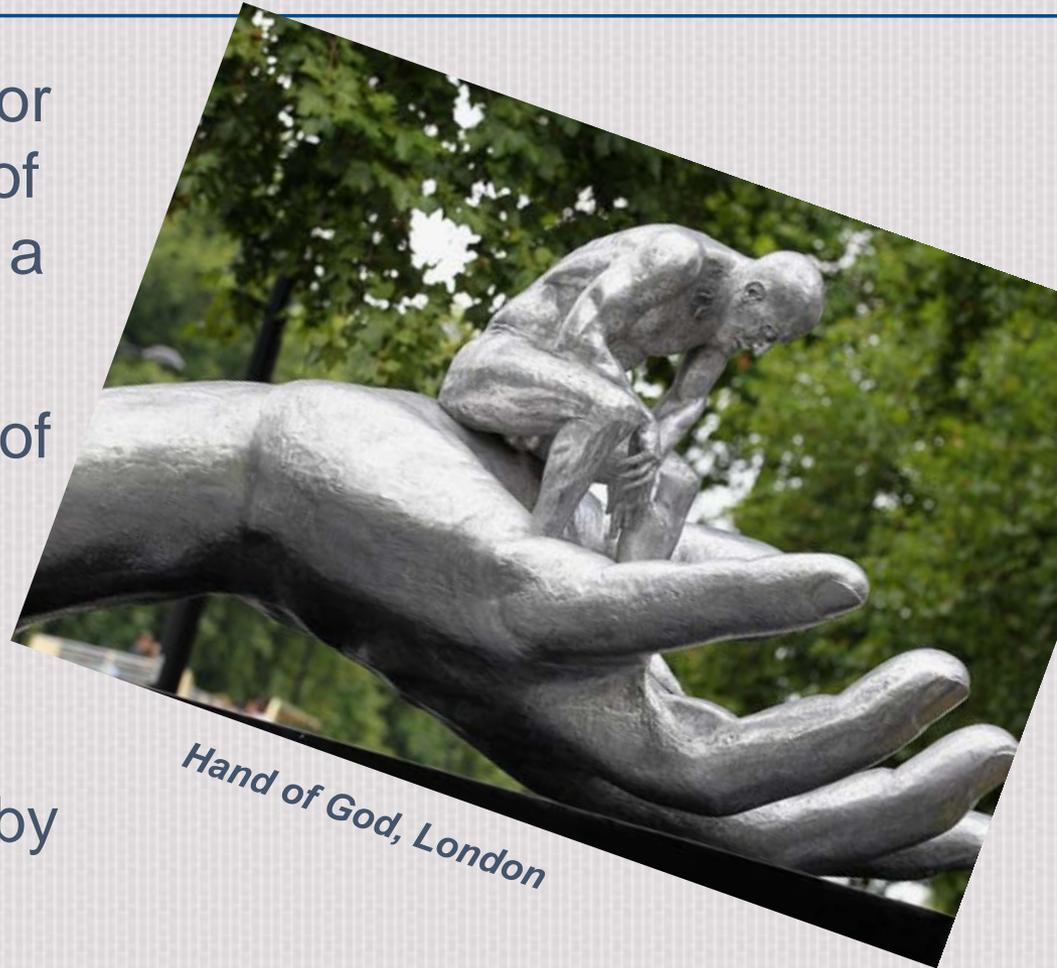
The Swimmer, London, England



Hearts, San Francisco, CA

# And Enriches Day-to-Day Community Experiences

- × Shapes the quality of life for people by offering a form of expression that embodies a community's spirit
- × Creates a stronger sense of place and identity
- × Represents community pride and collaboration
- × Creates economic vitality by invigorating public spaces



Hand of God, London

*Data strongly indicates that cities with an active and dynamic cultural scene are more attractive to individuals and business.*

Source: *Public Art Network Council Green Paper*

# How Art Benefits Communities Like Ours

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*Brilliant (Palo Alto Cultural Center)*

- × **ENGAGES** the community at large
- × **CREATES** civic dialogue
- × **ATTRACTS** attention and economic benefit
- × **CONNECTS** artists with communities
- × **ENHANCES** public appreciation of art

# Public Art in Los Altos Today



*Door Sculpture to Talk About the Idea of Different Possibilities You May Have to Process in Your Life (Lincoln Park)*

# Current City Arts Profile

- ✘ Our two-year Sculpture Loan Program displays XX sculptures in key venues across Los Altos
  - + XX of these sculptures are City-owned
- ✘ The Los Alto artistic bike rack program has placed 6 new racks with more to come
- ✘ We have an established art donation program—two pieces are currently in the donation “pipeline”
- ✘ LA City Council is considering a percent funding program to support future acquisitions or commissioned pieces
- ✘ Recently gained approval on a City-wide Master Arts Plan



***Rock Paper Scissors—  
recently donated to Los Altos***

# Our City Arts Portfolio Includes These Works



of current pieces

**Where Our Program Could Be**  
*Moving from Now to Then*

# Our Blue Sky List of Public Art in LA

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- × City “Branded” or Commissioned Sculpture
- × Kinetic Art
- × City Gateway
- × Mosaic or Painted Mural
- × Interactive Art
- × Additional Community Art Projects
- × MORE???

# Financing Public Art

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- × Percent financing programs based on city construction projects
- × City / State / Federal Grants
- × Community donations and fund-raising campaigns
- × Organization donations
- × Public or private partnerships
- × City CIP funding



**FPO—Photo of New Sculpture**

*Photo Caption*

# How You Can Help:

## Funding Opportunities for Art in Los Altos

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- × Public Arts Master Plan developed by an arts consultant
- × QR locators for walking, bike and auto tours of public arts
- × Additional community art projects (murals, interactive art, etc.)
- × “Peoples Choice” Award for purchase of loaned artwork
- × Purchase one new permanent piece of art with community and city funds
- × Public Arts website overhaul and content update

# About the Los Altos Arts Commission

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- ✘ Established as a commission by the City of Los Altos in 20XX
- ✘ Comprised of community artists and business leaders
- ✘ Placed more than 50(?) on loan pieces of art worth more than \$300K across our city in business districts, parks and community spaces
- ✘ Recently completed a community-designed artistic bike rack competition with XX entrants, resulting in 6 final designs currently being fabricated

**FPO – Midnight Stomp Series, 160 First Street**

# Questions?



*I Do Not Know But I am Open to Learning*  
(Chris Johanson) – SFMOMA in Los Altos

# Archive Slides for Commission Overview Presentation

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# Community Art Projects

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# Wall Mural Painting

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# Interactive Chalk Art (Temporary)

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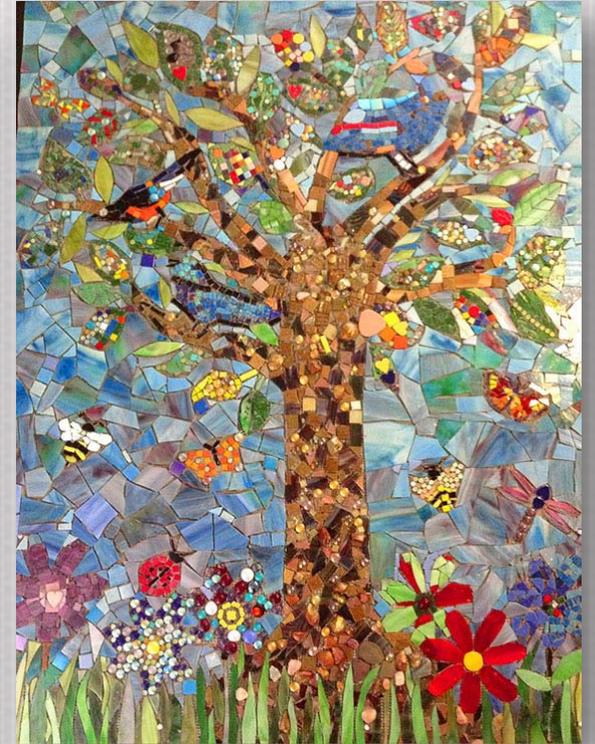
# Mosaic Community Bench / Play Structure

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# Mosaic Community Art Project

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# Public Art—Night and Day

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*Brilliant (Palo Alto Cultural Center)*

# Interactive Public Art



*Cha Cha Cha*

# Photo Library



*Zoo Scape, Los Altos Main L*



*CT-27 (Heritage Oak*



# Photo Library

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