



Public Art: Process and Community Differences

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Question: What public art process would work best for Whitewater to plan and fund a Sculpture Walkway?

Interviews

West Bend

Interview with Shawn Graff of Shawn Graff & Associates

Concept: Placing public art around the city of West Bend

Campaign: for each project

Budget: \$5,000- \$250,000

Support from the city

Special receptions for the opening of new works
Temporary loan agreements, as well as permanent
Installations on gravel bases, 1" thick steel plate, or
built into landscape

Art is insured through the city

Small maintenance fund for small repairs

The West Bend Sculpture Walkway program is very successful with over 20 pieces placed around the city. They get a lot of support from local businesses and private donors. West Bend truly is a city that believes in the power of public art.

Green Bay

Interview with Andy Rosendahl, Neighborhood Development Specialist

Concept: 3 years of investment, 2 pieces/year

Campaign: 3 years of funds- all private

Budget: anywhere from 5,000-17,000

Support from the city

Unveiling of new pieces: July 4th

Permanent Sculptures, no loan agreements

Sculptures built into the landscape

Had to account for frost lines

Art is insured through the city

No vandalism problems

No maintenance fund

Will be creating a city-wide Public Art Plan

Life of the River has been well received by the city. They are proud to have the extended beautification of their public walkway. Most importantly, the Life of the River Program has created a gathering place for families to come and inexpensively enjoy their surroundings.

Stevens Point

Interview with Dr. Gerard McKenna, Interim Division Head at Stevens Point, and Elizabeth Wellso, a member of sculpture committee.

Concept: Natural Sculpture along the Green Circle Trails

Campaign: Hotel Tax Money

Budget: \$500/piece as of right now

Support from the city

Temporary loan agreements

Sculpture built into the landscape

The Stevens Point Project is a very new project and is just getting started. At the time of the interview some of my questions were still unanswered because they hadn't made decisions about them as a committee yet.

Whitewater Process

Select location

Temporary vs. Permanent

Campaign for sponsors

Send out an RFP or RFQ

Review Board picks 15 out of the submissions

Survey Monkey.com for community feedback

Review Board picks final 5 submissions

Review Board selects artist

Contract drawn up and signed

Advertising/Marketing for the new work

Sculpture Implementation

Conclusion

This information and research materials were presented to the City of Whitewater Park & Recreation Department on April 5th, 2010. They had a very positive reaction and gave positive feedback. This project will hopefully be implemented in the Whitewater community in the near future.