

# 2015 Art in Public Places REQUEST FOR PROPOSALS

Madison Arts Commission  
City of Madison Department of Planning and  
Community and Economic Development  
Planning Division  
215 Martin Luther King, Jr. Blvd., Suite LL-100  
P.O. Box 2985, Madison WI 53701-2985  
Phone: (608) 261-9134  
Fax: (608) 267-8739  
[www.cityofmadison.com/mac](http://www.cityofmadison.com/mac)



Public Art enhances the beauty of public places, provides visual focal points for parks and public gathering spaces and documents the history and unique character of our neighborhoods. The City of Madison's Public Art Framework and Field guide encourages integrating public art in all of its neighborhoods. One of the Madison Arts Commissions (MAC) most important roles is to commission and place public art throughout the city.

This year MAC expects to fund up to three Neighborhood, City Agency or their associated non-profit foundation, or friends group initiated public art projects (range of funding \$5,000-\$10,000). **This grant is for site-specific, three-dimensional sculptural art only.** This money can only be used on expenditures of \$10,000 or higher for projects that will last 10 or more years. It cannot be distributed through MAC's annual project grant program, Signature grant program, Blink program or for the creation of any other ephemeral art.

MAC recognizes that some public art projects take years to accomplish, however, expenditures for the proposed phase of the project that MAC funds, should be for projects contracted in the 2015 calendar year. **Please read through this document in its entirety.** If you feel like you can answer most of the questions with ease your project is probably viable. If you have questions about whether or not your project **fits the spirit and intent of our request for proposals, or if you have any questions about your project readiness please contact** the Madison Arts Program Administrator at [kwolf@cityofmadison.com](mailto:kwolf@cityofmadison.com).

## **PURPOSE:**

The Madison Arts Commission will review community-based proposals for permanent Public Art Projects to determine how best to invest exactly \$20,000. Requests should be in the range of \$5,000 to \$10,000. The MAC AIPP award is available for the creation of permanent public art projects. MAC anticipates leveraging funding and community attention for up to three projects that have artistic merit and will make a positive, long-term impact on Madison.

## **ELIGIBILITY:**

Applicants must either be a recognized Madison neighborhood association, or a City of Madison agency or their associated non-profit foundation, or a friends group that holds a tax-exempt status under Section 501(c)3 of the Internal Revenue Code (organized in the City of Madison). Individual artists or ad hoc groups of artists interested in applying must partner with a neighborhood association, nonprofit organization, or City agency or their associated non-profit foundation or friends group.

## **FUNDS AVAILABLE**

\$5,000 to \$10,000 will be awarded per project. Eligible expenses on which the grant funds can be spent include: materials, insurance, maintenance, artist design fees, artist commission fees, marketing, signage, and printing. (Please note: MAC Art in Public Places funds cannot be used to pay for project staff salaries, food, beverage, travel, or permanent production equipment. The Madison Arts Commission reserves the right to disqualify proposals that are incomplete or do not fit the spirit and intent of the guidelines).

**2015  
Art in Public  
Places Projects  
GUIDELINES**

Madison Arts Commission  
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**TIMELINE:**

Tuesday, June 30, 2015 4:00pm (electronic submission)	Deadline for applicants to submit an application via email to MAC
Prior to July 6, 2015	Executive Committee application review
Tuesday, July 7, 2015	Applicants notified via email if they are invited to step 2, presentation of proposal at the July 14, 2015 MAC meeting
Tuesday, July 14, 2015, 5:30pm 215 Martin Luther King, Jr. Blvd. Room LL 110 (Madison Municipal Building)	MAC review of step 2 public art proposals
Tuesday, August 4, 2015 6:30pm 210 Martin Luther King, Jr. Blvd. Room 201 (City-County Building)	Resolution introduced to Common Council with MAC funding recommendations
September 2015	Common Council vote on resolution to fund recommended projects
October 2015	Grant contracts issued electronically

**STEP 1 – APPLICATION – TUESDAY, JUNE 30, 2015 4:00PM**

Applications must be received electronically by 4:00pm on Tuesday, June 30, 2015 (font size of 12).  
Email to [kwolf@cityofmadison.com](mailto:kwolf@cityofmadison.com).

**STEP 2 - PRESENT TO MAC – TUESDAY, July 14, 2015 5:30PM**

Organizations that are invited to move on to *Step 2* will be expected to present full proposals to the Madison Arts Commission on Tuesday, July 14 at 5:30pm in room LL 110 of the Madison Municipal Building. Applicants are required to bring the following with them (be prepared to leave a copy of all submission materials with MAC staff as a permanent public record):

- 1) **A presentation** with visuals that will show the commissioners what the project will look like when installed (for example - PowerPoint, work samples, design boards, sketches, models). Please email your technology needs to the Arts Administrator by noon Monday, September 21, 2015.
- 2) **A list of people on the advisory committee**, including their names and affiliations (for example - business owner, visual artist, city staff, musician, chamber of commerce staff, curator, entrepreneur, science teacher, etc.).
- 3) **Letter or email of support from the property owner**, or city agency where project will be located, including necessary permissions as required by City ordinances (for example - private property, parks, streets, library, fire station, and UDC, Landmarks, Zoning permissions, etc.).
- 4) **Letter or email of support from partnering organization** (if applicant is an individual artist or ad hoc group of artists partnering with a neighborhood association, nonprofit organization, or city agency).

- 5) **IRS 501c3 letter re tax-exempt status** (units of local government are exempt from this requirement).
- 6) **Supplementary materials** (for examples see below).

Organizations will have five minutes to present their projects and five minutes to answer questions from commissioners and staff:

**Please address the following in your presentation:**

- **Evidence of permission to site public art in your proposed location** (for example - surveys, signatures, list of meetings you have held or attended, emails, etc).
  - Explain how you engaged in a public process resulting in the identification of a publicly accessible place in your neighborhood that is an appropriate permanent site for a work of art. Possible examples are a mural on an outdoor wall; a sculpture or bench in a public park or along a sidewalk; mosaic tiles in a dark underpass; aesthetic street treatments; or a plaza design for an urban gathering place.
  - Explain the process you took, or are taking, to secure necessary permits and permissions to use that site.
  - Submit a map showing where, exactly, the project will be placed.
  - NOTE - If this project is going to be located in a public space and “gifted” to the City of Madison for its public art collection, then MAC and the Common Council will have to accept it as a gift upon installation. The City requires a maintenance endowment upon acceptance of a new public art piece – plan now for your project’s ongoing maintenance costs and eventual end.
- **Evidence you have strong neighborhood support for your proposed public art project** (for example - surveys, signatures, list of meeting dates, emails, etc).
  - Demonstrate neighborhood resident and business support of the proposed public art project.
    - Is the community willing to donate funds for this project?
    - Are there residents and business representatives on a steering committee that is guiding the project?
    - Have you held meetings to develop a project design through give-and-take between neighborhood residents and artists?
  - Provide a list of community individuals who serve on the Advisory Board for the project.
  - Identify who is coordinating the project and breakdown committee responsibilities.
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- **Evidence that the district alderperson supports the project** (for example - letter, email, etc.).
  - Support from your district alderperson is recommended for Art in Public Places proposals.
- **Evidence of communication with the Arts Program Administrator** (for example - letter, email, list of meeting dates, etc.).
  - Prior discussions with the Arts Program Administrator make it more likely that your project is aligned with the City’s Public Art Framework and Field Guide, Neighborhood Plans, and other Civic goals. Prior contact with the Art Program Administrator is recommended for Art in Public Places proposals.
- **Evidence of a developed partnership or a plan to develop a partnership with the artist(s)** (for example - RFP, RFQ, letters, email, article, etc.).
  - How did/will an appropriate artist for your proposed public art project be identified?
    - How did/will the following be determined:
      - Budget requirements
      - Size and Material specifications

- Aesthetic criteria
- **Plan to acquire the appropriate insurance.** The City Risk Assessor will require proof of insurance if your project is funded (see below)
- **Plan for acquiring sufficient funds to complete the project.**
  - Explain fundraising plan to complete this project.
  - Please note that, while in-kind matches are encouraged, applicants that show a cash match will be more competitive within the pool of applicants.

### **STEP 3 – IMPLEMENTATION**

Projects that are chosen by MAC to be recommended for funding will move on to Step 3, the review process. In this phase you will—

- **Monitor the review process.**
  - Both the Board of Estimates and the Common Council will review MAC’s recommendation to fund Public Art projects from the City’s Municipal Art Fund. (The Art Program Administrator can explain the review process and timeline.)
- **Continue to raise private funds and in-kind contributions** to match grant funds. Private matching donations are strongly encouraged for Art in Public Places Grant projects. Think of neighborhood residents or businesses that may be willing to offer in-kind or cash contributions to this public art project.
- **Provide the City with a Certificate of Insurance.**
  - The City’s Risk Manager will determine the requirement of insurance for your project.
  - Determination is based on the risk level of an event taking into consideration the type of art and potential for injury.
  - If a Certificate of Insurance is required the project organizer will submit a general liability insurance policy certificate in the amount of \$1,000,000 naming the City of Madison as an additional insured.
  - This official certificate may be submitted electronically, mailed or faxed.
- **Ensure Accessibility**
  - Public Art Projects must not create barriers or obstructions that impede movement through public space.
  - Public Art Projects must offer equal opportunities for access.
- **Commit to include the Madison Arts Commission logos** and credit lines on all signs and printed material.
- **Assure timely completion.**
- **Provide names of three outside evaluators, submit a W9, turn in a final report, and add two to five high quality, digital images of project activities and/or resulting work to MAC Flickr project grant site.**
  - Please note that the grant recipient must include the name of the photographer, and obtain all needed permissions to publish the photographs for reporting purposes.

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APPLICANT ORGANIZATION

Madison Public Library Foundation

PROJECT CONTACT NAME AND TITLE

Jennifer J Collins, Executive Director

IS THIS CONTACT A STAFF PERSON WHO IS PAID FOR THEIR WORK WITH THE APPLICANT ORGANIZATION?

YES       NO

IF NO, PLEASE DESCRIBE CONTACT'S STATUS WITHIN THE ORGANIZATION:

APPLICANT STREET ADDRESS / CITY / STATE / ZIP

201 W. Mifflin Street

APPLICANT PHONE

608-266-6318

CONTACT PHONE

APPLICANT EMAIL

[jcollins@mplfoundation.org](mailto:jcollins@mplfoundation.org)

CONTACT EMAIL

APPLICANT WEBSITE

[www.mplfoundation.org](http://www.mplfoundation.org)

GRANT AMOUNT REQUESTED: (\$10,000)

\$5,000

APPLICANT MATCH (AT LEAST \$10,000):

CASH	\$5,000
IN-KIND	
TOTAL MATCH	\$5,000

APPLICANT'S FISCAL YEAR 2013 ORGANIZATIONAL BUDGET:

\$250,000

ELECTRONIC SIGNATURE (NAME) OF PERSON WHO CAN LEGALLY OBLIGATE THE ORGANIZATION

Jennifer J. Collins

Application Questions:

1. What kind of public art project will be created for the site?
- Existing work
  - Site specific work that is commissioned for the space
  - A combination of both types of work

2. If you will commission new work, within what fee range will you pay the commissioned artist(s)?

\$10,000

3. Which of the following types of artists will you engage in this program?

- Established Artists
- Emerging Artists
- Both Established and Emerging Artists

4. Describe the proposed work of art and required materials:

The proposed work would be a site specific glass sculpture by the artist Lisa Koch. The work would be positioned in the spacious rear window of the Monroe Street Public Library. This window faces toward Lake Wingra, the only of the Madison area's five lakes that is not a widening of the Yahara River, but a spring fed entity that was very important to the Native Americans that lived in this same area. The water from these springs and our lakes is what allowed this community to develop as it did.

Lisa's recent sculptural glass work has to do with the travel of water. She writes: "The cloud and raindrop imagery in my work is symbolic of the travel of matter (in this case, water) around the earth, without knowing its history. Imagine how water moves around the earth - how did that glass of water travel to be in front of you? One molecule may have rained down in India, flowed to the ocean, swirled around for decades, evaporated into a cloud, and rained down in California where it was purified and bottled. It could have also been a part of someone or something else before becoming a part of you. My work investigates these processes and the mixing of information that takes place. Consider this fact: with each breath you take, at least one molecule of that breath was once a part of Cesar's very last breath. On this small blue planet, we are all much more interconnected than we often realize."

The work for this site will consist of multicolored blown glass drops mounted in a dynamic organization using a delicate fabricated metal frame. The light from the window will give life to the luminous glass material, and the drops will have subtle etchings on them that represent the lakes, the springs, the history of the area and the current dynamic and community of Monroe Street.

Glass is an ideal material for this large windowed site because glass has a unique ability to work with light. Glass is also historically important in Madison: 52 years ago the UW had the first glass art program in the US and is considered the birthplace of studio glass. Lisa continues in this tradition, has trained and instructed at the University of Wisconsin, and was recently recognized in the Museum of Wisconsin Art's future-focused exhibition of glass art, "Antifragile", which celebrated the 50th anniversary of studio glass in the US.

5. What is the goal of your project?

The goal is to create a site-specific permanent artwork for the Monroe Street Library that reflects the history, landscape and character of the neighborhood.

6. What is the timeline for your project?

The piece will be constructed in fall 2015 and installed by early 2016.

7. Describe the professional experience of the proposed artist OR the process you will use to guaranty a highly qualified artist:

Lisa Koch is a nationally recognized artist residing in Madison WI who has been working with glass since 2000. Lisa has an MFA in Sculpture and Dimensional Studies from Alfred University, has taught glassworking and neon art at the university level, spent seven summers working at the international glass art hot-spot Pilchuck Glass School, and exhibits work at museums and galleries across the country. Lisa also has a background in the sciences, and her recent glass work has been focused on how water moves around the world and is part of us all. She uses water as a metaphor for how we are all intricately connected, which is an important theme in Madison because of our local lakes and springs and the community that thrives between them. Her CV is attached as well as a portfolio of sample work.

8. Describe the proposed site for this project and explain why it is appropriate for the work of art. How the work of art would enhance the location:

Monroe Street Library is a community gathering place for the near west side, bringing together people of diverse socio-economic, linguistic, racial and cultural backgrounds. Our location near to University of Wisconsin-Madison campus, elementary and high schools, a vibrant retail corridor, and a neighborhood that is composed of student, family and mixed residential housing makes Monroe Street Library a natural place of community convergence. The goal of our project is to reflect this convergence, as well as the landscape and the life of our community, in a permanent art installation that will be accessible to all. This piece will connect the historical, environmental and human elements of our neighborhood in a tangible work of public art that will enhance the library for years to come. Within the library, the work will be positioned to maximize the impact of the light cascading through the large south-facing windows at the back of the library.

9. How will the work of art fit with neighborhood and City goals?

Lisa Koch will develop a unique piece that reflects a sense of the neighborhood and community, both past and present. The medium of sculptural art glass and the placement in a public library space will represent a unique addition to the City of Madison's collection. This project has strong support from the Monroe Street Merchants, Monroe Street Library League and neighborhood residents.

10. How long do you anticipate the project lasting (number of years)?

The piece will be a permanent part of the library's collection and is expected to last 10 years or more.

11. How will you know this project is successful?

Success will be measured in terms of the public interaction and engagement that results from experiencing the work. We view the library as a platform or canvas upon which people create their community experience. The success of this project lies in facilitating a robust personal and community experience with the work and the artistic process. This can be measured qualitatively, through observation of how the presence of art that reflects the community enhances the space.

12. How do you plan on contextualizing the artwork for the casual passerby? (for example - downloadable podcast or info on website, artist statement available someplace nearby, etc.)

We will post an artist's statement at Monroe Street Library and feature contextual information through the library's website and social media sites. In addition, the Monroe Street Library League plans to host a lecture by the artist, Lisa Koch, as part of the grand opening of the installation.

13. What maintenance costs do you anticipate in the course of the work's life and what is your plan to pay for them?

Biannual cleaning and check of the attachments will be performed by library staff following directions provided as part of a maintenance manual. Maintenance of library owned artworks is included in the library's annual operating budget.

14. What is your plan for the work's end of life?

It is anticipated that the piece will enjoy a long life at Monroe Street Library. In the event that the piece needs major restoration, Madison Public Library Foundation will attempt to contact the artist for assistance. If it is not possible to reach the artist, MPLF would consult with a conservator and the glass art specialists from the University of Wisconsin. If the artwork were to be irrevocably damaged, it would be offered back to the artist. Photographic record will be made for permanent documentation of the project.