



**DEPARTMENT OF COMMUNITY DEVELOPMENT SERVICES**

*Economic Development Division*

**m e m o r a n d u m**

**TO:** Urbana Public Arts Commission

**FROM:** Christina McClelland, Public Arts Coordinator

**DATE:** July 6, 2012

**SUBJECT:** Murals on Glass Artist Selections

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**Background**

During 2012, the Downtown Arts subcommittee of the Public Arts Commission has been working to research and develop projects for downtown Urbana to bring positive attention to the area and create opportunities for local artists. Applying art to the windows of the downtown Urbana parking deck was one suggestion of Selbert-Perkins, the firm who created the Signage and Wayfinding plan for the City of Urbana. The subcommittee has developed this suggestion into Murals on Glass, a program featuring the work of local artists in temporary adhesive vinyl installations on the windows of the northeast and south towers of the downtown parking deck, as well as the windows of the Urbana Business Association.

**Discussion**

Following research by staff and the subcommittee of similar art windows projects by the Arts Council of Indianapolis and City of Atlanta Office of Cultural Affairs Public Art Program, price quotes were solicited and Dean’s Graphics was chosen as the company to produce and install the vinyl artworks. The Urbana Business Association expressed interest in featuring artwork on the window of their office and committed to paying half of the cost for this window. It was also decided to award each selected artist an honorarium of \$150. The budget for the project is as follows:

	<b>Parking Deck NE Tower</b>	<b>Parking Deck S Tower</b>	<b>UBA Window</b>		<b>TOTAL</b>
<b>Installation</b>	\$1,445	\$1,156	\$485		
<b>Removal</b>	\$250	\$250	\$75		
<b>Lift equipment</b>	\$200	\$200			
<b>Total</b>	\$1,895	\$1,606	\$560		<b>\$4,061</b>
			\$280	With UBA commitment	\$3,781
	\$150	\$150	\$150	Artist honorariums	\$450
				<b>TOTAL</b>	<b>\$4,231</b>

Staff and the subcommittee worked to draft a Call for Entries, (Exhibit A), and released it on May 14, 2012. Applicants were directed to submit an entry form, no more than six images with an image identification sheet, and proof of Champaign County residency. The Call for Entries outlined the following Program Goals for the project:

- Promote visible, outdoor activity in downtown.
- Integrate public art into the urban environment, creating a sense of place and purpose, and promoting tourism and commerce.
- Beautify and improve the city streetscape.
- Provide opportunities for local artists in Urbana and Champaign County.
- Enrich the lives of Urbana residents and visitors.

The Call for Entries also identified the following criteria for artist selection:

- Demonstration of artistic quality.
- Appropriateness of artwork to a high-profile, downtown Urbana setting.
- Artwork aligns with stated program goals.

The call was publicized through a press release to local media, an e-mail to local arts contacts, and the Urbana Public Arts Program Facebook, Twitter, and e-mail newsletter. The opportunity was also shared by 40 North | 88 West through their e-mail newsletter and Facebook page.

Twenty artists submitted 100 entries for consideration by the due date of June 18, 2012. Exhibit B contains statistics on the applications received. The selection panel included UBA staff and a board member, City staff, and Lisa Costello, Director of Parkland Gallery. The selection panel met on June 25, 2012 and considered each of the submitted entries according to the criteria and program goals laid out in the RFQ. Following several hours of deliberation, the panel recommended three pieces to be featured for Murals on Glass (Exhibit C.) The pieces are “Untitled” by Larry Steinbauer for the northeast parking tower, “Fiesta 3” by Lisa Kesler for the south parking tower, and “Glass Globes” by Kelly Eddington for the UBA office. The UBA selection was approved at their board meeting on June 28, 2012.

## **Recommendation**

Staff and the Downtown Arts subcommittee recommend that the Commission approve the selection panel’s chosen pieces for Murals on Glass.

Attachments:

- Exhibit A: Murals on Glass Call for Entries
- Exhibit B: Murals on Glass Applicant Statistics
- Exhibit C: Murals on Glass Recommended Pieces