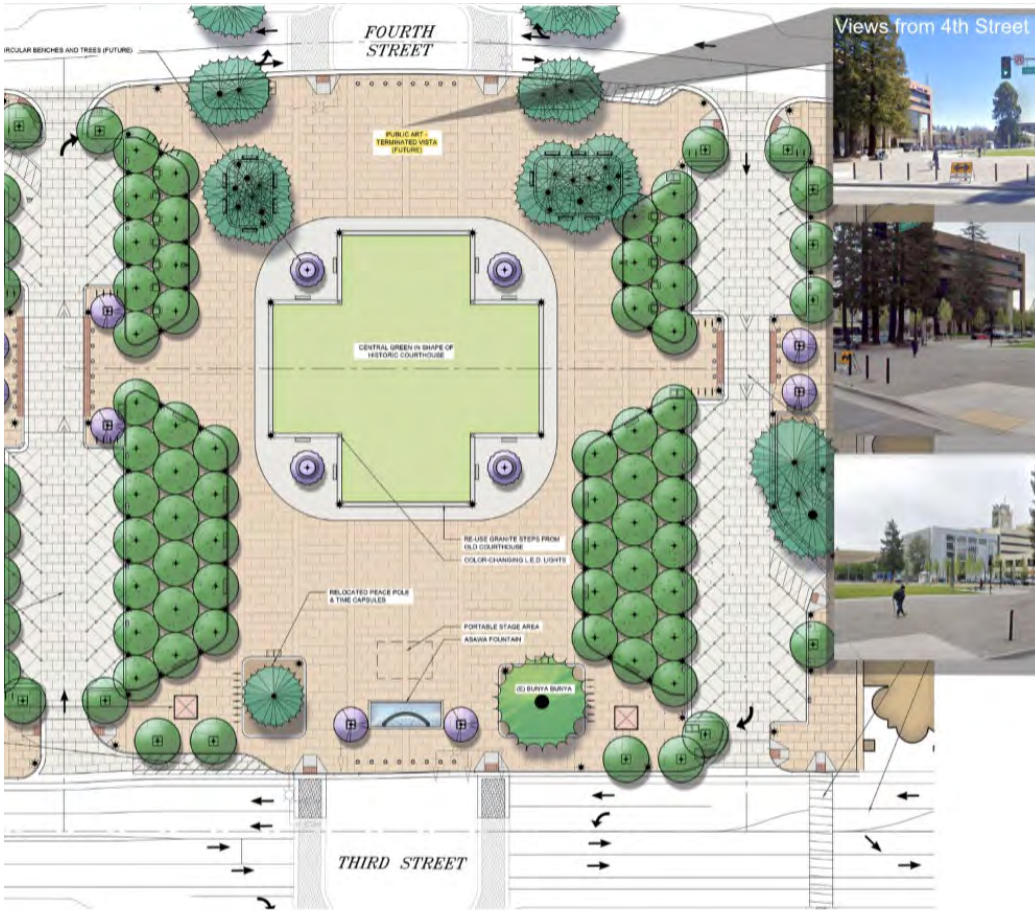


# Imagine Art in Old Courthouse Square

City of Santa Rosa Public Art Project  
Art in Public Places Committee Artist Recommendation  
December 14<sup>th</sup>, 2020



# Project Site & Background



- Original 1884 Courthouse destroyed in 1906 earthquake
- 1908 Courthouse served as the county courthouse for another 58 years before being demolished in 1966
- From 1967 to 2016, the square was bisected by a major thoroughfare connecting Santa Rosa Avenue and Mendocino Avenue
- Council-approved master plan dedicated space for new public art at north end of square; Ruth Asawa Fountain at south end of square
- Old Courthouse Square was reunified in 2017
- Reclaiming public square for a communal, public gathering space; art reflects a community's identity and aspirations for the future

# Project Development

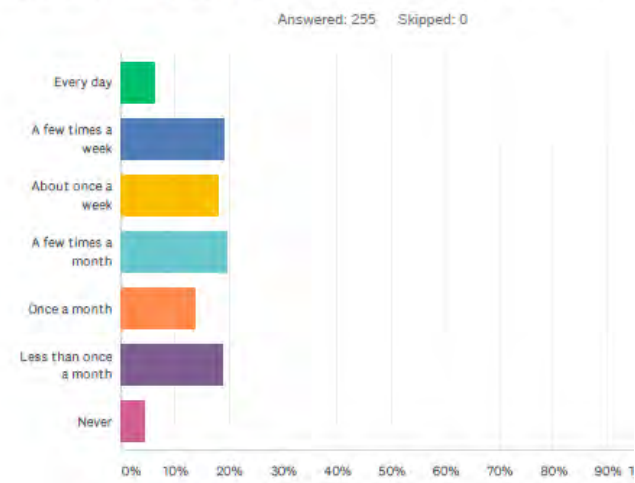
- Advisory Committee formed to assist with determining project criteria, goals, site considerations, selection criteria and community engagement components
- Project Planning Survey gathered public input on project goals, Santa Rosa values and use patterns at the site
- Request for Qualifications and Project Plan, including budget approved by APPC in Nov, 2019



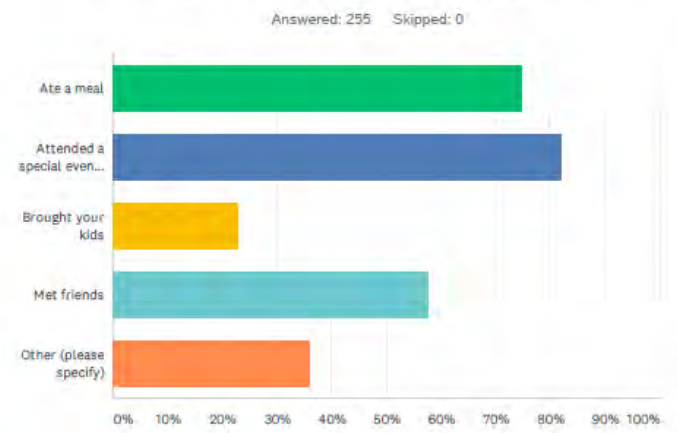


# Survey #1 Data

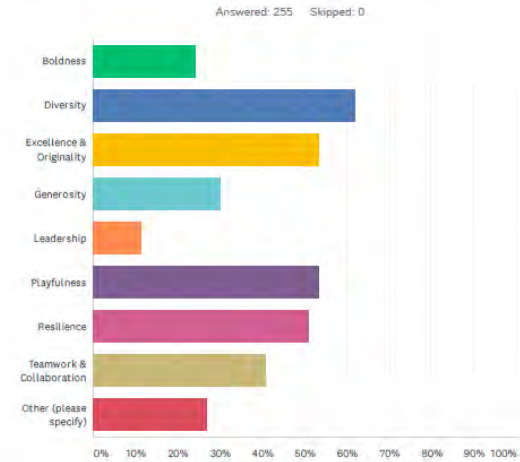
Q1 How frequently do you visit Old Courthouse Square?



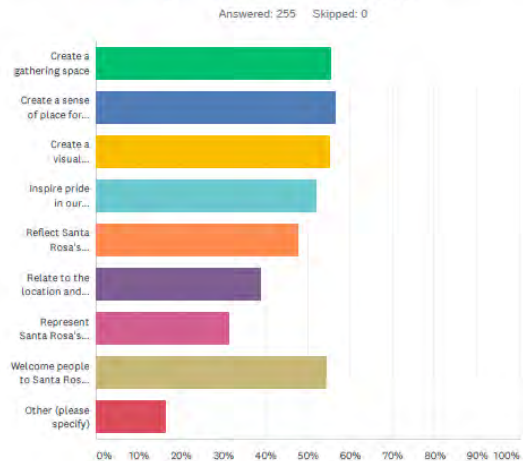
Q2 Which of the following have you participated in at Old Courthouse Square? (select all that apply)



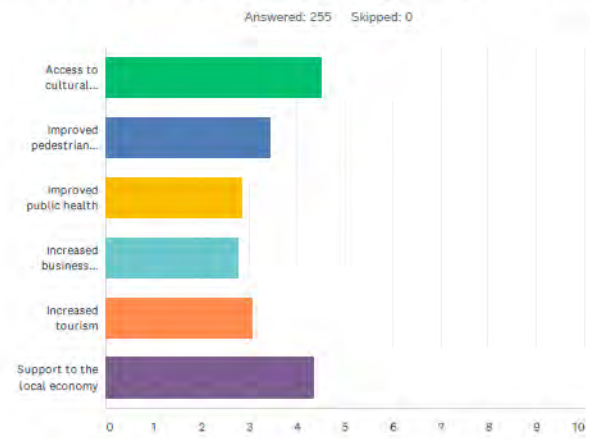
Q4 What community values could be represented by this project? (select all that apply)



Q5 Which of the following goals for this public art project are important to you? (select all that apply)



Q6 What do you believe are the greatest benefits for a community to gain from a centrally located public space? (please rank)

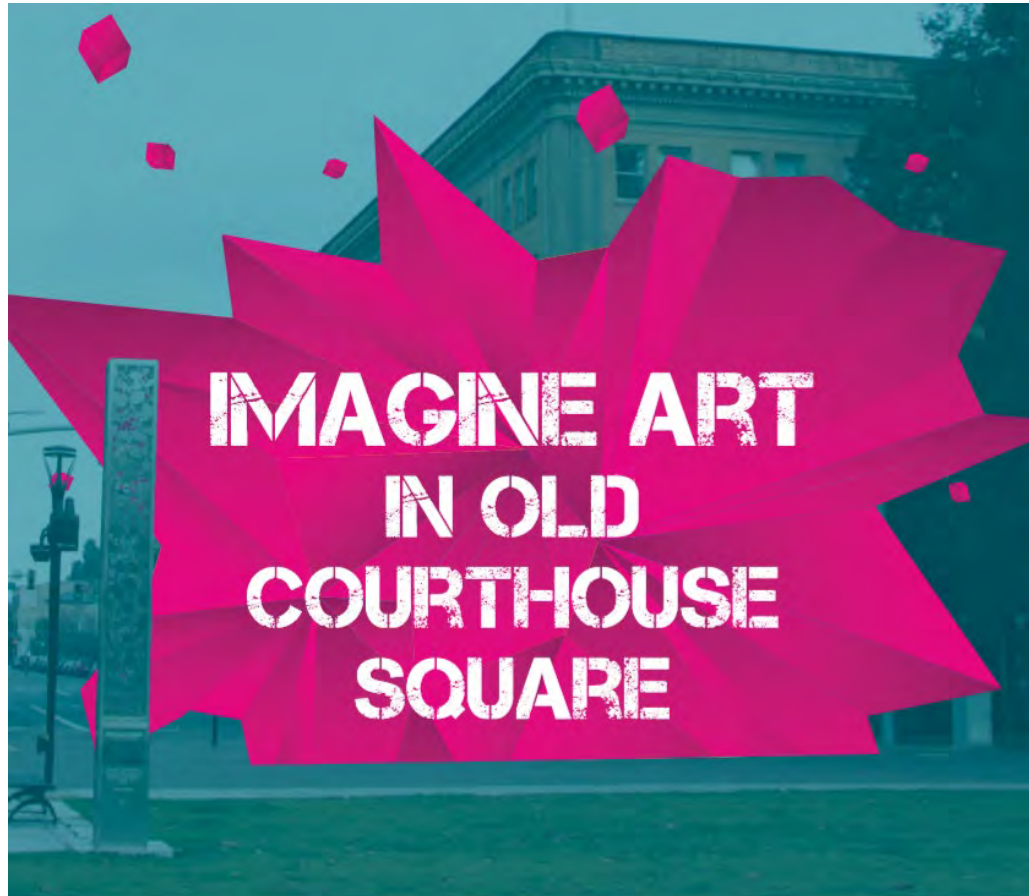


# Project Budget

- \$300,000 approved budget
- \$280,000 budget for selected artist (all inclusive – design and construction)
- Balance of approved budget for city costs such as artist honorariums; marketing & outreach; community engagement; site prep contingency
- Source of funding is the Public Art Fund, a combination of the required 1% of the construction budget for the square, and in-lieu fees from private development required to meet the City's public art in private development ordinance
- These sources of funding can only be used for public art

# Project Timeline

Aug – Nov 2019	Project development; Project Advisory Committee; first public survey
Nov 25	Request for Qualifications published
Jan 13, 2020	Deadline for artists to submit qualifications (EXTENDED from Jan 6)
Jan 13 – Feb 12	Selection process part 1
Feb 12	Five finalist artists selected and notified
Mar 2	On-site project orientation for finalists
Mar 18 - Jun 30	Project on hold due to COVID-19; resumed Jul 1
Aug 3	Deadline for finalist artists to submit design proposals
Aug 14 - Sept 20	Public display of artwork proposals; second public survey
Sept – Dec	Selection process part 2*
<b>Dec 14</b>	<b>Selection panel recommendation to Art in Public Places Committee</b>
Jan 2021	Finalize Artist Services Agreement with selected artist
Jan – Feb	Final Design; Community Engagement Process
Feb – Dec, 2021	Artwork fabrication
Feb, 2022	Artwork installation



# Project Goals

- Provide community with prominent artistic symbol representing Santa Rosa's unique values of innovation and cultural inclusivity
- Inspire visitors and residents to reflect on what is special about Santa Rosa
- Encourage people to gather downtown
- Implement a dynamic public art installation that contributes to a vital, thriving space to connect with each other and with the space
- Should be forward-thinking and express the innovation, diversity, and engagement of the community
- Create sense of place for Old Courthouse Square

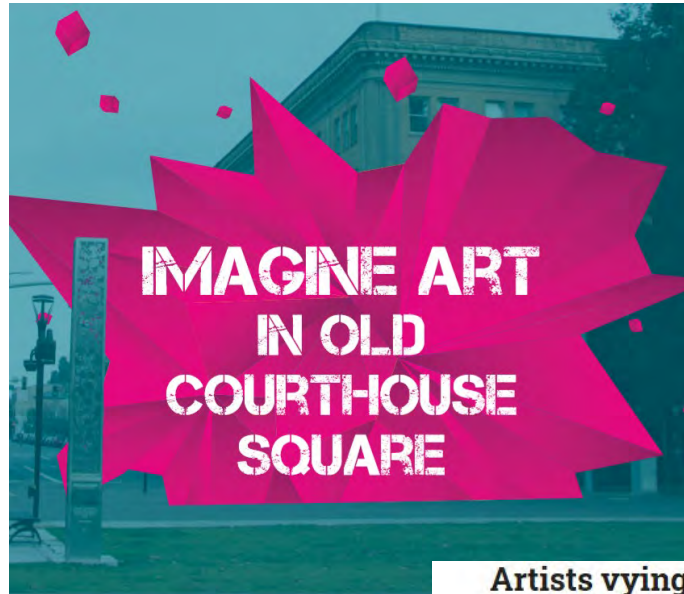


# Request for Qualifications

- 148 submissions across the US
- 40% from California
  - 14 submissions from Sonoma County
- Submissions from over 20 different states
- Submittable streamlined online submission







Artists vying to create Old Courthouse Square sculpture describe their visions



SLIDE 1 OF 10

"The Tie That Binds" by Benjamin Ball, (City of Santa Rosa)

MATT VILLANO  
FOR THE PRESS DEMOCRAT  
October 8, 2020



# Community Engagement

- Website: [www.srcity.org/imagineart](http://www.srcity.org/imagineart)
- Public survey: project development
- Public survey: finalists' proposals
- City Connections Newsletter
- City and OTSR social media posts
- Press Democrat articles
- APPC public meetings



# Selection Process

- Selection Panel was formed
- Panel scored all RFQ submissions
- Five finalists invited to submit design proposals and present to Selection Panel
- Two top-scoring artists identified
- Panel-generated, proposal-specific responses and questions
- Final scoring identified recommended artist

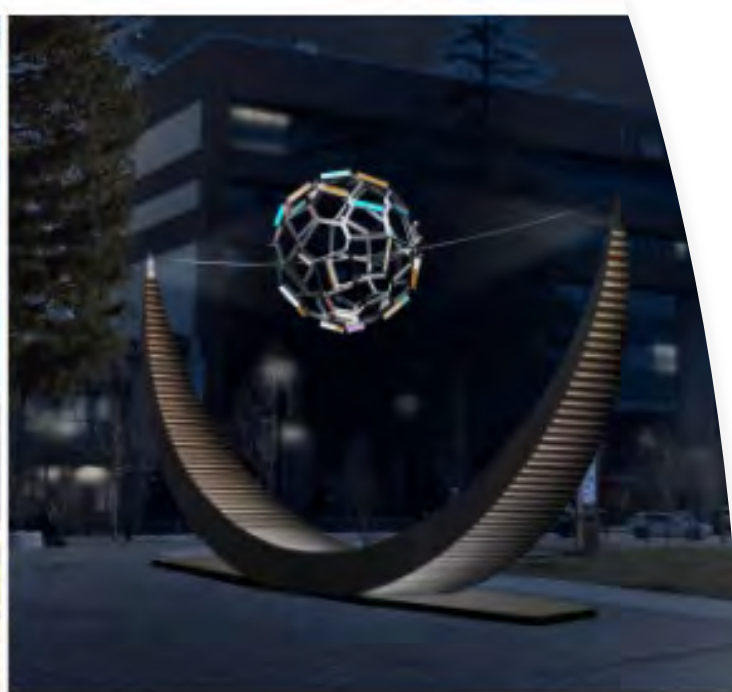
# Selection Process

Selection criteria developed based on project goals, Advisory Committee input, public survey.

## **For Artist Qualifications:**

- Artistic excellence, originality and innovation as evidenced by representations of past work in photos provided.
- Appropriateness of the artist's medium and style for this project.
- Experience developing artworks for public, outdoor environments.
- Experience, success and/or interest in creating public artworks in collaboration with an active stakeholder group, including community outreach.
- Experience with projects of similar scope and scale, or comparable professional experience to handle the requirements of working in the public sector.
- Availability to participate in the design, approval and implementation of the project, and complete installation by the deadline.





# Selected Finalists

*"Valley of the Moon"*

**Laura Haddad & Tom Drugan, Seattle, WA**

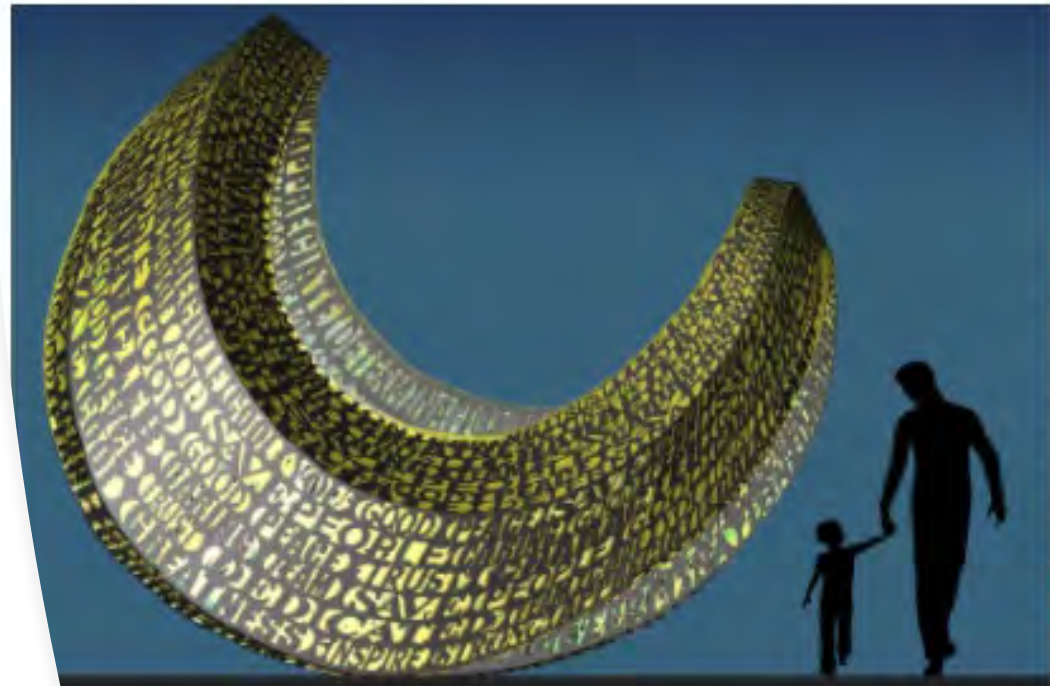




# Selected Finalists

*“Unum”*

**Blessing Hancock, Tucson, AZ**





# Selected Finalists

*"The Dome"*

**Gordon Huether, Napa, CA**







# Selected Finalists

*"Air Arbor"*

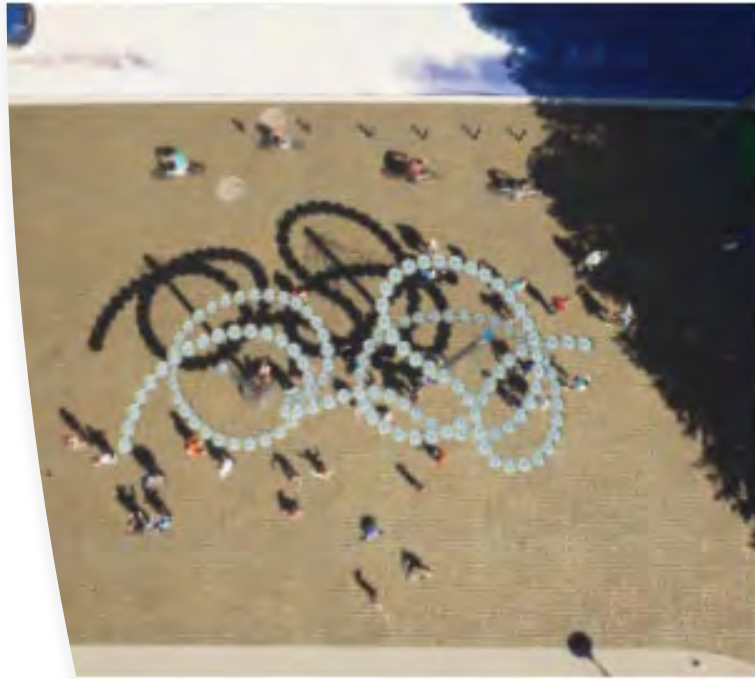
**Ned Kahn, Sebastopol, CA**



# Selected Finalists

*“The Tie that Binds”*

**Benjamin Ball**, Ball-Nogues Studio,  
Los Angeles, CA





# Final Selection

Selection criteria developed based on project goals, Advisory Committee input, public survey.

## **For Artwork Proposals:**

- Artistic excellence, originality and innovation as evidenced by quality of proposal for this project.
- Appropriateness of the artist's proposed medium, style, and project concepts.
- Demonstrated understanding and incorporation of the stated goals of the project.
- Proposed artwork should be suitable for permanent outdoor placement, and address durability, maintenance and public safety concerns.
- Proposed artwork should be an effective balance of size and scope of design and choice of materials, to ensure that the finished installation is of sufficient prominence to capture the positive attention of the public.
- Proposal includes description of how collaboration with active stakeholder group, including community outreach, might occur.
- Demonstrated sensitivity to address the potential impact of the project on public citizens.
- Availability to participate in the design, approval and implementation of the project, and complete installation by the deadline.

# Final Selection: Survey #2 Data

2. Which design best reflects the Santa Rosa values of innovation and cultural inclusivity?

[More Details](#)

	"The Tie that Binds" by Benja...	74	(10%)
	"Valley of the Moon" by Laura ...	108	(15%)
	"Unum" by Blessing Hancock	252	(34%)
	"Imagine Art" by Gordon Huet...	193	(26%)
	"Air Arbor" by Ned Kahn	106	(14%)



4. Which design do you think gives Courthouse Square a sense of place that speaks to Santa Rosa as a unique, diverse, and resilient community?

[More Details](#)

	"The Tie that Binds" by Benja...	66	(9%)
	"Valley of the Moon" by Laura ...	136	(19%)
	"Unum" by Blessing Hancock	174	(24%)
	"Imagine Art" by Gordon Huet...	219	(30%)
	"Air Arbor" by Ned Kahn	137	(19%)

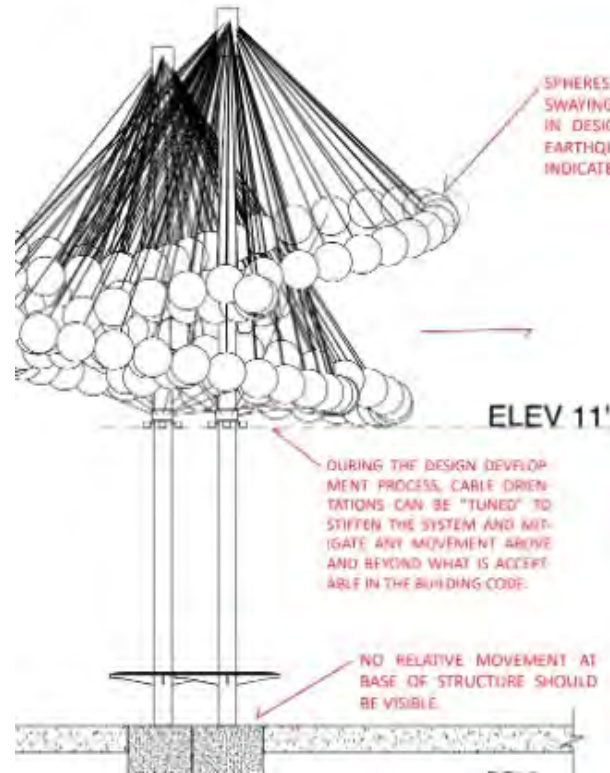
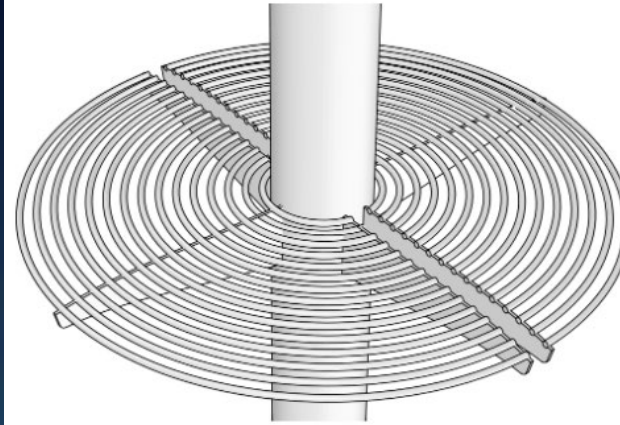
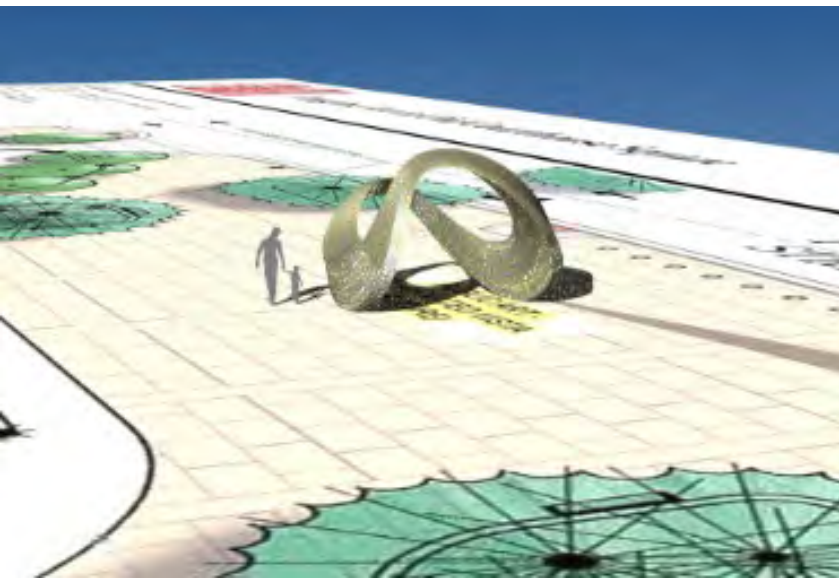
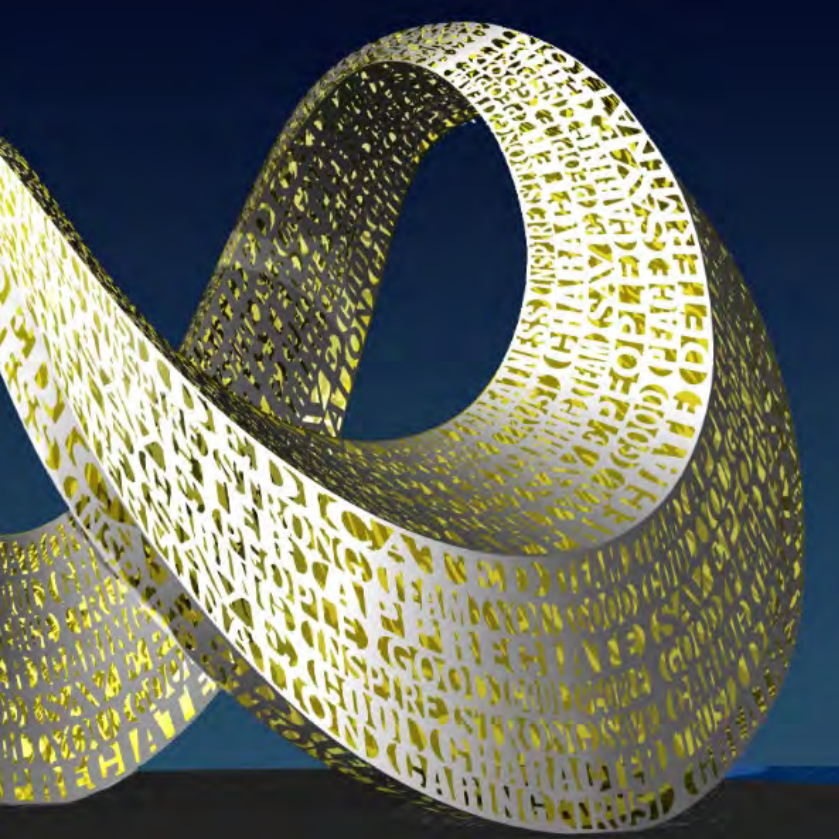


7. Which design do you like the most?

[More Details](#)

	"The Tie that Binds" by Benja...	59	(8%)
	"Valley of the Moon" by Laura ...	139	(19%)
	"Unum" by Blessing Hancock	163	(22%)
	"Imagine Art" by Gordon Huet...	218	(29%)
	"Air Arbor" by Ned Kahn	156	(21%)





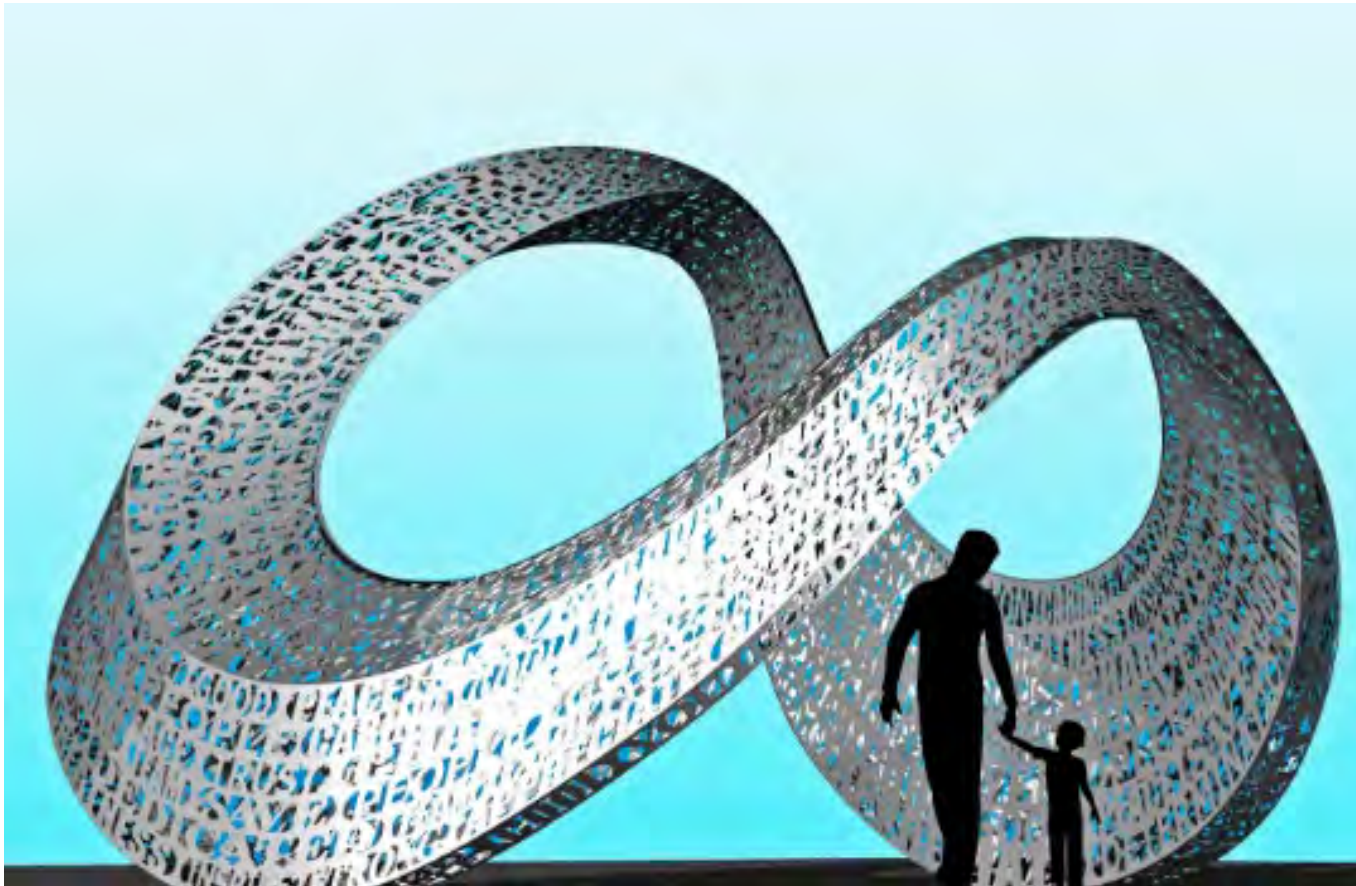
# Proposal-Specific Panel Feedback

- Selection Panel identified two final proposals: *Unum* and *The Tie that Binds*
- Artists asked to respond to unresolved questions and suggestions about specific elements



# Recommended Artist: Blessing Hancock

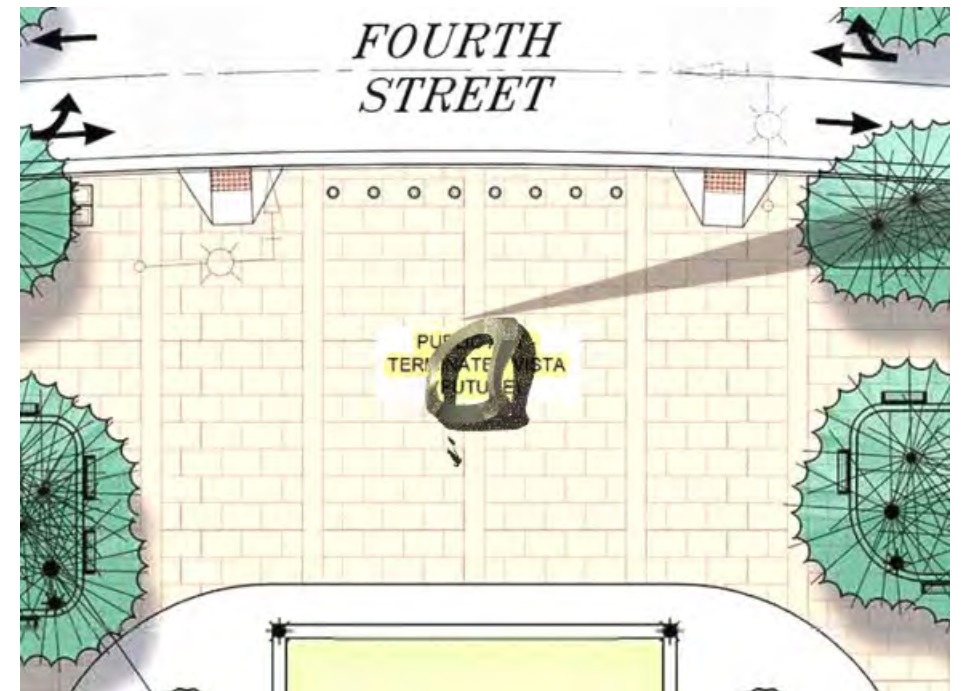
## *Unum*









# Recommended Artist: Blessing Hancock

- **Description:** “Unum”, Latin for ‘oneness or together’, is a signature artwork that places emphasis on innovation, diversity, and engagement as leading values of Santa Rosa. Inspired by the unified Old Courthouse Square, the sculpture embraces themes of welcoming and inspiration, while also relaying the Santa Rosa values of innovation and cultural inclusivity through its text which was collected through a community engagement process that speaks values inherent to Santa Rosa. During the day the sculpture casts shadows of the words onto the square using sunlight whereas in the early morning and evening hours, it will be illuminated by LED light fixtures mounted within the sculpture creating a soft, diffused glow with the structure’s form.
- **Community Engagement:** text on sculpture will be collected through public engagement opportunity with APPC to identify selected words that represent inherent values to Santa Rosa.
- **Dimensions:** approximately 12’ high and 15’ diameter
- **Materials:** water jet cut stainless steel, LED lights



# Blessing Hancock: Past Works

	<p><b>Chinook Arc</b> <i>Alberta, Canada</i></p> <p>2014 \$500,000</p>	<p><i>Steel, acrylic, LED lighting, touch sensitive electronics</i></p> <p>15' height x 28' dia.</p> <p><i>Commissioned by the City of Calgary</i></p>		<p><b>Camaraderie</b> <i>Palo Alto, CA</i></p> <p>2016 \$300,000</p>	<p><i>Steel, Paint, LED lighting.</i></p> <p>10' x 3' x 12', 3 total</p> <p><i>Commissioned by Palo Alto Veterans Hospital</i></p>
	<p><b>Fish Bellies</b> <i>San Marcos, Texas</i></p> <p>2013 \$250,000</p>	<p><i>Acrylic, steel, LED lighting, touch sensitive electronics</i></p> <p>30' x 15' x 12'</p> <p><i>Commissioned by Texas State University</i></p>		<p><b>Infinity</b> <i>Sarasota, FL</i></p> <p>2016 \$200,000</p>	<p><i>Stainless Steel, Acrylic, LED lighting.</i></p> <p>20' x 5' dia</p> <p><i>Commissioned by City of Sarasota</i></p>

# Project Timeline & Next Steps

<b>Dec 14</b>	<b>Selection panel recommendation to Art in Public Places Committee</b>
Jan 2021	Finalize Artist Services Agreement with selected artist
Jan – Feb	Final Design; Community Engagement Process
Feb – Dec, 2021	Artwork fabrication
Feb, 2022	Artwork installation

# Recommendation

- Approve recommended artist for the Imagine Art in Old Courthouse Square Public Art Project



# Questions