

Temporary Art Walk Program

Program Update and Discussion

Art in Public Places Committee

October 7, 2024

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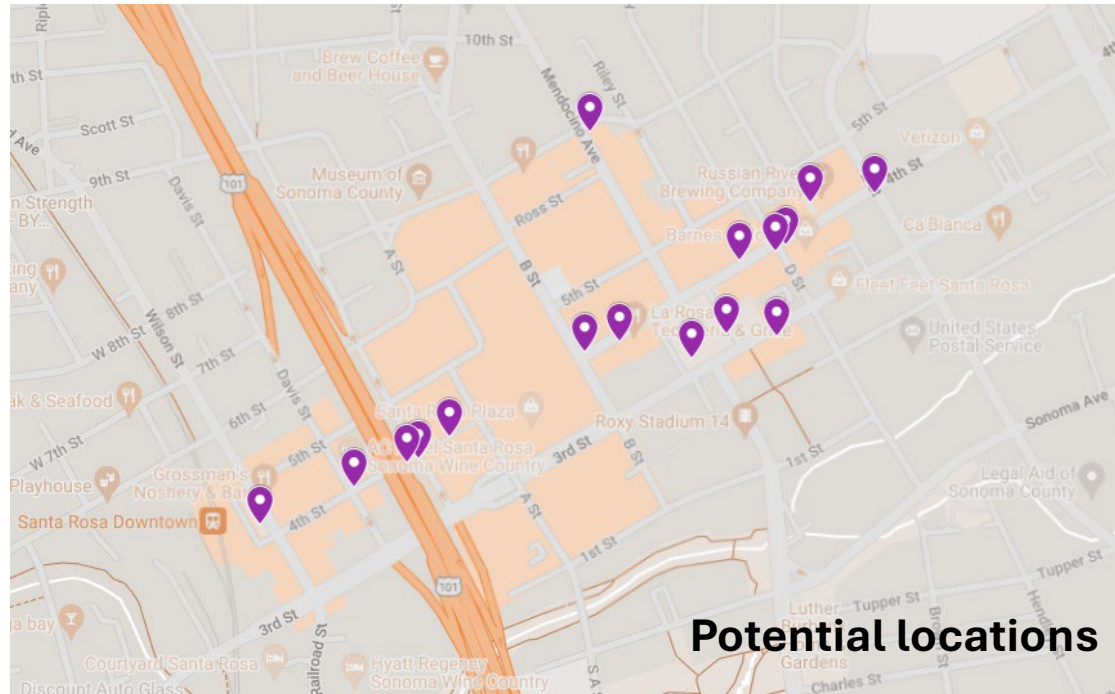


Program Overview

- The Santa Rosa Public Art Program is dedicated to enhancing civic life, showcasing the city's distinct artistic spirit, and solidifying Santa Rosa's status as a premier arts destination.
- On August 5, 2024 the Art in Public Places Committee approved an expenditure plan of \$75,000 for a temporary art program.
- More discussion and research was noted to be completed on how to move forward to install in Spring 2025

Program Location

- Santa Rosa is the vibrant heart of Sonoma County. This program would aim to transform our urban environment into an open-air gallery.
- Suggestion is to design to connect the cultural hubs downtown to railroad square



Program Goals

- **Foster Civic Excitement:** Enhance downtown Santa Rosa with **art that engages** and delights the community, boosting local pride and enthusiasm.
- **Encourage Creativity:** Provide a platform for **innovative and imaginative** artworks and contribute to Santa Rosa's growing reputation as Northern California's largest creative hub.
- **Support Artistic Growth:** Encourage emerging and established artists to experiment with new ideas and reach new audiences.
- **Transform Public Spaces:** Use art to invigorate and beautify downtown areas, **turning ordinary spaces into dynamic cultural destinations.**
- **Offer Learning Experiences:** Facilitate educational programs, workshops, and artist talks related to the art walk, enhancing public knowledge and appreciation of the arts.

Request for Proposals

- Open to U.S artists or artist teams aged 18 and older.
- Submissions only of previously completed artworks
- Up to eight artists selected, with three alternates
- Receive 5,000 stipend (3k on install, 2k on deinstall)
- Artwork mounted to concrete pads, other mounting is accepted with approval
- Artwork locations will be finalized with selected artists and best fit

Suggested 2025- 2027 Theme: Urban Renewal

The City of Santa Rosa Public Art Program invites artists to explore and reinterpret the transformative power of art in revitalizing urban spaces. This theme encourages creative installations that breathe new life into our cityscape, reflecting a **vision of renewal and innovation**.

- **Playfulness and Innovation:** Embrace creativity and inventiveness. We welcome artworks that are **playful, imaginative, and visually engaging**. Use light, interactive elements, or innovative materials to create installations that captivate and inspire.
- **Sustainability:** Reflect the principles of sustainability by incorporating **recycled or eco-friendly materials**. Your work should not only enhance the visual appeal of urban spaces but also align with environmental stewardship and responsible resource use.
- **Community Impact:** Consider how your artwork can foster community engagement and interaction. The goal is to showcase installations that resonate with local residents and visitors, **sparking conversations and connections**.
- **Durability and Maintainability:** Your installation should be designed to withstand the elements and remain intact throughout the exhibition period.

Estimated Timeline

- **October 2024** – APPC Approval of Project Plan
- **October 2024 – November 2024** Request for Proposals open
- **December 2025:** Selection Panel selects up to 8 final artworks, additionally three alternates.
- **December 2025:** APPC approval of final artists
- **January- March 2025:** Contracts and site prep
- **April – May 2025:** Artwork installations

APPC Discussion Items

- Temporary Art Walk name
- Program goals and duration
- Theme
- RFP guidelines