



Public Art Project Plan

Project Title: Santa Rosa Temporary Art Walk 2027-2029

August 3, 2026

Description Brief description of the project	The City of Santa Rosa Public Art Program invites artists to create original works inspired by the great masters of art history. Artists are encouraged to interpret the styles, movements, and creative legacies that have shaped the art world through their own unique perspective. This opportunity seeks up to 10 temporary public artworks to be installed throughout Downtown Santa Rosa and Railroad Square, transforming the area into an engaging open-air gallery that celebrates artistic inspiration across generations. Whether paying homage to a beloved masterpiece, reimagining a historic movement, or blending classical influence with contemporary expression, selected works should invite visitors to experience artistic traditions in fresh and unexpected ways. Selected artists will receive a \$5,000 stipend to create and exhibit their artwork for a two-year installation, contributing to a vibrant public art experience that celebrates creativity, history, and the enduring influence of the masters on today's artists.
Goal What will be achieved through the commission and placement of this artwork?	•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. •Make Art History Accessible Introduce audiences of all ages to iconic artists and artistic movements through engaging public artworks that spark curiosity and learning.

ART IN PUBLIC PLACES

	Celebrate Artistic Legacy Honor the enduring influence of art history by encouraging artists to reinterpret the styles, techniques, and ideas of influential masters through contemporary perspectives. •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.
Eligibility Who can apply?	U.S. Artists or Artists teams aged 18 or older.
Site Where will the art be placed? What must the artist consider when designing a piece for this site?	Throughout Downtown Santa Rosa and Railroad square. Exact locations to be matched with art.
Roles & Responsibilities - Arts Manager - Selection Panel - Art in Public Places Committee - Selected Artist(s)	Prepare Project Plan and Call for Art, issue Call for Art, pre-screen applications, form prepare selection panel, facilitate selection process, notify applicants, and prepare and manage artist contracts. Approve artwork locations. Review application materials using established criteria, evaluate each proposal, and recommend final artist selections to the Art in Public Places Committee (APPC). Approve Project Plan, approve final artist selections. Submit required documentation to execute contract. All materials needed for install unless otherwise agreed upon, marketing materials for promotion
Selection Process Open Competition, Limited or Invitational Competition, or Direct Selection?	Open competition: Call for art, must be already completed artwork. Selection Panel will include:



Identify Selection Panel members.	2 APPC members - 1 City staff - 2 members of the art community Applications will first be prescreened by the Arts Manager and then presented to the Selection Panel.
Describe selection process.	<u>Submission Requirements:</u> 1. Images: Up to 6 artworks, with 3 views each (18 images maximum). Video – up to 3 videos 2. Image List & Description: Include title, date, medium, dimensions, weight 3. Statement on “Inspired By..”: A 150-word maximum statement explaining how your work reflects the theme. Include photos if applicable. 4. Art Installation Plan: Detailed plan including size, weight, installation method, and hardware specifications. All installation materials and labor are the responsibility of the artist. City assistance is available upon request. 5. Artist Resume: Include relevant experience and background information.
Describe the selection criteria.	<u>Selection Process:</u> • Selection Jury: A panel of art professionals, including two members of Art in Public Places Committee, reviews and scores the submissions • Evaluation Criteria: The jury assesses each artwork based on artistic merit, thematic relevance, innovation, feasibility (including mounting and safety), and overall contribution to the exhibition’s diversity and impact. • Final Selection: The jury selects the final artworks, with up to three alternates, to be included in the art walk. They may also recommend adjustments or additional information required from artists. The Art in Public Places Committee will approve the final artist selections recommended by the Selection Panel, which includes up to three alternates. The Art in Public Places

ART TO PUBLIC

	Committee also reserves the right to decline any or all applications, or artists recommended by the selections panel, and to reissue the Call for Art for additional artist candidates.
Budget Estimated Total Project Budget: - Site planning and prep - Call for Art - Photo/Video - Marketing - Artist Stipends - Project Contingency	\$72,000 \$ 10,000 \$ 500 \$ 2000 \$ 3000 \$50,000 \$6,500
Estimated Timeline - Project Plan approved by APPC - Call for Art published - Application deadline - Selection process - Selection Panel makes final recommendation to APPC/Artists notified - Artist Contracts - Artwork Install - Artwork Deinstall	August 3, 2026 October 1, 2026 December 1, 2026 January- March 2027 April 2027 May– July 2027 October 2027 September 2029