



CITY POLICY

POLICY NUMBER: C548

REFERENCE:

C458B Percent for Art to Provide and Encourage Art in Public Areas
C459 Statuary Policy
C547 Public Art Administration, Registration and Outreach
C549 Public Art Conservation, De-accession and Re-site
Public Art Master Plan – City Council 17/18 September 2008

ADOPTED BY:

City Council
19 June 2009

SUPERSEDES:

New

PREPARED BY: Edmonton Arts Council

DATE: 9 April 2009

TITLE: **Public Art Accession, Selection Criteria and Gift Policy**

Policy Statement:

Public art is attained through the accession of new artworks, acquisition of existing artworks, or acceptance of gifts of public art according to the highest standards of quality and transparency of process.

Public artworks accessioned/acquisitioned on behalf of the City of Edmonton, must fit within the purpose, guiding principles and definitions of the Edmonton Public Art Program, as approved in the *Public Art Master Plan* (MAP) and as described in the MAP.

The purpose of this policy is to: create a transparent process and standards for how public artworks are attained, and to collect the best quality of artworks.



CITY PROCEDURE

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AUTHORITY: City Manager

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Page 1 of 4

1. DEFINITIONS

- 1.1. **Accession:** the process of attaining and registering a newly created Public Artwork to the Civic Art Collection.
- 1.2. **Acquisition:** the process of attaining and registering a pre-existing Public Artwork to the Civic Art Collection.
- 1.3. **Art Bank:** an account set up to hold funds for public art conservation and outreach programming and to fund the protection of Civic Art Collection Artworks not currently on public display.
- 1.4. **Art Consultant:** an advisor, recognized by the Public Art Committee as having a broad knowledge of current public art-making practices as well as artists able to work in public art contexts.
- 1.5. **Artist:** a practicing professional art-maker recognized by peers as such; commissioned specifically to create an artwork or design project, or to collaborate on a design team to complete a Public Artwork.
- 1.6. **Art Selection Committee:** committees representing expertise in all areas relevant to selection of Artworks for the Civic Art Collection.
- 1.7. **City of Edmonton (City):** the official City of Edmonton municipality, a corporate entity.
- 1.8. **Civic Art Collection:** All Public Artworks recognized as being owned by the City of Edmonton.
- 1.9. **Conservation of Artwork (Conservation):** The protection, preservation, or restoration of a public artwork by a qualified Conservator.
- 1.10. **Edmonton Arts Council (EAC):** a not-for-profit society and charitable organization that supports and promotes the arts community in Edmonton. The EAC has a service agreement to provide arts and cultural services for the City of Edmonton.
- 1.11. **Gifts of Public Art (Gift):** Artworks or funds to acquire Artworks donated to the City of Edmonton.
- 1.12. **Maintenance of Artwork (Maintenance):** The inspection and routine work of keeping a public artwork in a high quality condition by City or EAC staff.
- 1.13. **Maquette:** a scaled model of a Public Artwork created as part of a proposal process.
- 1.14. **Private Sector Public Art:** Public Artworks in the Civic Art Collection that are acquired from the private sector as a result of any City of Edmonton policies or other directives.



CITY PROCEDURE

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Page 2 of 4

- 1.15. Project Manager:** the individual responsible for the overall implementation of a building or construction project where a Public Artwork is to be included.
- 1.16. Public Art (Artwork or Public Artwork):** any original work of art that is accessible to the general public. Typically, the creation of a Public Artwork takes into consideration site and context as part of its process; the Artwork can be functional, integrated or discreet to its site (types are further described in the MAP). Public Art mediums can include, but are not limited to: sculpture, installation, paintings, drawings, prints, photography, multi-media projects, murals, mosaics, land art/earth works, or projects which incorporate design, architecture, or landscape architecture. An edition, multiples or series of artworks may qualify provided the run is limited and consistent with professional artistic standards. While it is recognized that architecture, interior design, and landscaping are artistic in nature and have artistic components, this policy defines Public Art as a distinct component of a building project that, while it may be integrated to its site, is created by a person engaged as an Artist or its creation is directed by an Artist.
- 1.17. Public Art Committee (PAC):** a committee mandated through the Percent for Art to Provide and Encourage Art in Public Areas C458B. PAC is a committee of the EAC. The Public Art Committee is comprised of, but not limited to, individuals who are visual artists, curators, architects, landscape architects, civil engineers and business representatives.
- 1.18. Public Art Master Plan (MAP):** a ten-year public art planning document approved by Edmonton City Council in 2008.
- 1.19. Public Artwork Critical Path (Critical Path):** a detailed plan for the Accession or Acquisition of a specific Artwork approved by the EAC and Project Manager. The plan will include: theme/purpose of the Artwork; placement of the Public Artwork; identification of critical stages, processes and dates in the Accession or Acquisition of the Artwork; final budget and payment schedules for the Artwork.

2. PROCEDURES

2.1. ACCESSION OR ACQUISITION OF ARTWORKS

- 2.1.1 Artworks for the Civic Art Collection may be acquired as a result of Policy C458B; from other City policies affecting, or directives to, the private sector; or as Gifts to the City from the general public or other levels of government.
- 2.1.2 The Accession or Acquisition of Artworks for the Civic Art Collection will incorporate procedures inclusive of the following: creation of a Public Art Critical Path, call to artists for proposals, Artwork selection process, contract with artist, Artwork production, Artwork installation, final inspection and formal acceptance of the Artwork, reporting, and archiving of the Artwork.

2.2. ART SELECTION

- 2.2.1. Edmonton public art selection criteria will provide a high standard of quality and context for the Accession, Acquisition, or Gift acceptance of Public Artworks to the Civic Art Collection.



CITY PROCEDURE

POLICY NUMBER: C548

AUTHORITY: City Manager

EFFECTIVE DATE: 19 June 2009

TITLE: **Public Art Accession, Selection Criteria and Gift Policy**

Page 3 of 4

- 2.2.2. Decisions on the Accession or Acquisition of Public Artworks will be based on recommendations by Art Selection Committees.
- 2.2.3. Art Selection Committee members will be appointed by the EAC and will be comprised of a range of qualified representatives as determined by the EAC on a per-project basis.
- 2.2.4. Art Selection Committees will, in general, have representatives from: the arts, the Project Manager, City of Edmonton or other site ownership or user groups, persons qualified to ensure an Artwork's technical feasibility, persons recognized as able to ensure the Artwork's suitability in the general community.
- 2.2.5. Artwork selection criteria for the Civic Art Collection will include assessment of the following components: artistic quality and originality, suitability for the overall design and/or architecture of the Artwork site, qualifications of Artist or Art Consultant, Conservation and Maintenance requirements, technical feasibility, public safety, community or civic suitability

2.3. GIFTS OF PUBLIC ARTWORKS OR OF FUNDS DESIGNATED FOR PUBLIC ART

- 2.3.1. Gifts of Public Art to the City of Edmonton must be preceded by a Gift proposal package which must include the following:
 - 2.3.1.1. If the Gift is funds to Accession or Acquisition a Public Artwork in a process directed by the EAC: the total amount of funds to be donated, all specific requests or restrictions identified by the donor as a condition of the Gift. Specific requests or restrictions may include but are not limited to theme, location, artistic medium.
 - 2.3.1.2. If the Gift will be the result of an Accession process not directed by the City: a Critical Path; project budget including funds for conservation and maintenance; Artist's portfolio and curriculum vitae if applicable, conservation and maintenance requirements and schedules if applicable; Maquette if applicable.
 - 2.3.1.3. If the Artwork already exists: a description of the Artwork; an independent appraisal of the Artwork's value; verification of the Artwork's origin and ownership; the Artwork's maintenance requirements and schedules.
 - 2.3.1.4. A guarantee that, if required by the EAC, up to 20% of the total appraised value or Accession budget will accompany the Artwork as capital for administration and conservation of the gift. The acceptance of a Gift must not require additional civic funds for siting and installation unless these additional funds are deliberately provided by the City of Edmonton.
- 2.3.2. The Gift proposal package must be submitted to EAC.
- 2.3.3. PAC will adjudicate Gift proposals and, based on art selection criteria identified in this policy, will, on behalf of the City, accept or reject the Gift. The donor will receive a written justification for the decision of the PAC.
- 2.3.4. If a Gift is rejected, donors will be eligible to submit an appeal to PAC. Normal basis for an appeal will be a belief that PAC has based its decision on a misunderstanding of some aspect of the Gift proposal.



CITY PROCEDURE

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TITLE: **Public Art Accession, Selection Criteria and Gift Policy**

Page 4 of 4

- 2.3.5. If a Gift is accepted, the EAC will, on behalf of the City, enter into a contract or letter of agreement with the donor confirming roles and responsibilities, processes, and project outcome related to the Artwork.
- 2.3.6. Donations of funds for Public Artworks can be allocated to specific initiatives according to the donor's request or, in the absence of a donor's request, the funds will be allocated to a specific public art initiative identified by the Public Art Commission.