

QUESTIONS TO CONSIDER WHEN PLANNING YOUR PROJECT

CONTENT

What is the intended message or main idea behind the project? How will it be communicated?

Who is the intended audience (or “public”) of the project? Is there more than one audience? In what ways will you engage people through the project?

How does the piece relate to the history of public art, contemporary art in general, and the work of the artist? What artistic influences does the project incorporate?

How does the work relate to its site? Are there aesthetic, historical or social contexts to draw on from the surrounding community or built environment?

LOGISTICS

Electricity

- Does the project need electricity? Is a power source available at the chosen site?

Sound

- Does the project require amplification? (an amplification permit may be required)
- Will the performance/project be audible by its intended audience, given the noise levels at the site?
- Will noise generated by the project cause any disturbance?

Obstructions

- Does the project obstruct movement or other daily activity in a public space?
- Does the project obstruct views?
- Does the project increase the risk of injury of people using the site?
- Is there likely to be activity at the site that would damage the piece or project (especially in the case of a visual art installation)?

Accessibility

- How “public” is the site? Who can access it? At what times of day?
- Will the project be visible at night?

- If the project is a live performance, is it being presented at the time of day that is most convenient for its intended audience?
- What type of marketing, promotion, and educational outreach is appropriate for the project?
- What is the maximum capacity of the site to hold an audience?
- How will crowds be controlled at a performance or event?
- Are there considerations for non-English speakers, or audiences with special needs?
- If your project is outdoors and event-based, do you have a backup plan for inclement weather?

Documentation

- How will the project be documented and how much will this cost?
- Who is the intended audience for the documentation of the project? Where and how will it be distributed?

Staffing

- Does someone need to be at the site? At what times of day?
- Is there the need for security to protect the project?
- Have you planned and budgeted for costs of maintaining the work during the presentation period in case of damage, malfunction or wear & tear?

RESOURCES AND NETWORKS FOR BEST PRACTICES IN PUBLIC ART

Creative Time: Open Door Program

www.creativetime.org/programs/opendoor

Open Door is an advisory program that invites artists to come to Creative Time's office to share project ideas and to get feedback and guidance from Creative Time's team to independently realize projects. It is not a call for proposals.

Public Art Network (PAN)

www.thepublicartnetwork.blogspot.com

www.artsusa.org/networks/public_art_network

The PAN network brings together artists, community members and art and design professionals through online resources including a blog, listserve and information resources. The PAN network includes services and materials (including contract for commission), public art research and planning tools, as well as further resources for public artists. Best practices, professional development and education opportunities, knowledge-sharing practices, and strategic partnerships are also featured. PAN convenes an annual national conference on public art. You must be a member of Americans for the Arts to access some resources.

Public Art Review

<http://forecastpublicart.org/par.php>

A biannual journal on public art, published by Forecast Public Art out of Minnesota. Each issue provides opinion, analysis, and criticism about the nature and trends in public art.