

MEMORANDUM

To Mayor and Council
From Janet Kagan
Date 7 January 2008
Re Endorsement and Support for Public Art 360

On behalf of the sponsors of *Public Art 360: A Symposium from Seven Perspectives*, we request endorsement and support from the Town of Chapel Hill for this multi-state convening about public art.

Public Art 360: A Symposium from Seven Perspectives

Public Art 360: A Symposium from Seven Perspectives is a multi-state convening that will be held 11 April 2008 - 12 April 2008 at Hanes Auditorium on the campus of UNC-Chapel Hill. The Symposium will address the functional and aesthetic interaction among public art, professional design disciplines, private development, and government. Nationally and internationally recognized speakers will explore the inherent complexities in public art from the perspectives of artist, architect, landscape designer, government, private developer, community, and critic. Sessions will frame critical issues associated with how public art projects are initiated, approved, funded, and implemented; how to reinforce shared objectives through public review; and, implications for public policy. Each of seven keynote sessions will represent an affiliated field; sessions are designed to be between 90 minutes and 120 minutes. Throughout the Symposium we will encourage dialogue among participants and speakers.

Context

Four hundred public art programs across America and hundreds of regional organizations are developing legal policies and public procedures to commission works of public art in their communities; many groups are exploring percent for art ordinances, which allocate a percentage of a capital project budget for an artist and/or work of art. Across the Southeastern United States, there is a pressing need to educate organizations, elected officials, the public, and design professionals about inventive responses to bring the work of artists into our experience of built and natural environments. There is also a critical want to develop public art policies and procedures that recognize the sometimes conflicting perspectives among artists, the owner of the project site, the source of funds, and public perception and evaluation of art in public space. In North Carolina, there are dozens of communities exploring how public art can become integral to municipal planning, streetscape design, cultural arts programming, and the commissioning and/or acquisition of specific works of public art. Public art in private development is a notably salient priority to both emergent and established public art programs across the State.

In February 2005, the Town Council endorsed and supported a public art lecture by Ron Fleming of The Townscape Institute, which initiated a larger discussion about public art in Chapel Hill. Since then, many of us (including the sponsors of Public Art 360) have met formally and informally to advance the reception of public art across the southeastern states: Public Art 360 is the outcome of these deliberations.

Symposium Details

Public Art 360 will draw approximately 250 arts professionals, students, and the public from multiple disciplines to address current and future orientations on public art through the perspectives of architecture; landscape architecture and design; artist; government; private development; critical scholarship; and the community. Program information is being distributed to allied professional design organizations such as the AIA, the ASLA, and the American Planning Association; the US Conference of Mayors and the Association of County Commissioners; universities; public art programs; arts funding agencies; municipal and county governments; and foundations and private developers. Attendees are expected to come from North Carolina, South Carolina, Washington DC, Maryland, and Virginia.

Public Art 360 is being organized by the Percent for Art Collaborative, North Carolina Arts Council, South Carolina Arts Commission, and the Orange County Arts Commission; its sponsors also include the Southern Arts Federation, Americans for the Arts Public Art Network, University of North Carolina-Chapel Hill, and Forecast Public Artworks.

Sponsorship of the symposium includes live links to the sponsor's website for a year as we will maintain the Symposium website to post updates prior to the event and conference proceedings and photographs following the convening. Interest has been expressed in conducting a live blog throughout the two days. The Town of Chapel Hill, a leader in public art, will gain broader and national recognition as we announce the event to professional organizations and artists noted above as well as offer opportunities for the display of program information. Finally, we hope the Town will find this event educational and see the benefits of supporting a strong outreach and communications project that enhances our collective understanding of public art.

For an interactive description of the Symposium, please visit www.publicartcollaborative.org



public art 360: symposium from seven perspectives

Opening reception and registration
4:00pm Friday 11 April 2008

Closing reception

6:30pm Saturday 12 April 2008

Hanes Art Center Auditorium
University of North Carolina-Chapel Hill
Chapel Hill North Carolina

Organized by the Percent for Art Collaborative, North Carolina Arts Council, South Carolina Arts Commission, and the Orange County Arts Commission.

what

This one and half day symposium presents the functional and aesthetic interaction between public art and professional design disciplines, private development, and government.

Public Art 360 will address current and future orientations on the field of public art from the perspectives of the artist, architect, landscape designer, government, private developer, community, and critic, responding to the inherent complexities in the public art design process when multiple constituencies need voice and there is potential for conflicting perspectives among commissioning organizations, review agencies, elected officials, taxpayers, design professionals, and artists.

who

Public Art 360 will give participants knowledge about why public and private organizations ask artists to remake their cities and projects to break through anonymity and reinvigorate shared, public, urban space.

Each of seven keynote discussions will frame critical issues associated with how public art projects can be initiated, approved, funded, and implemented, how to reinforce shared objectives through a public review process, and implications for public policy.

(Partial List of Speakers)

Charlotte Cohen Fine Arts Manager:
General Services Administration

Brett Cook Artist

Robert Frasca FAIA Partner:

Zimmer Gunsul Frasca Architects

Glenn Harper Editor: Sculpture Magazine

Walter Hood Professor of Landscape Architecture:
University of California-Berkeley

Larry Kirkland Artist

Barbara Lau Director of Community Programs: Center
for Documentary Studies, Duke University

Marc Pally Artist and Public Art Consultant

Glenn Weiss Aesthetic Grounds of Arts Journal

Norie Sato Artist

Thomas Sayre Artist

Bill Thompson FASLA Editor: Landscape Architecture

Janet Zweig Artist

sponsors

Public Art 360 is made possible, in part, by the Percent for Art Collaborative, North Carolina Arts Council, South Carolina Arts Commission, Orange County Arts Commission, Southern Arts Federation, Forecast Public Artworks, University of North Carolina-Chapel Hill, and Americans for the Arts Public Art Network.

registration

Registration fee includes both the opening and closing receptions and lunch on Saturday 12 April. \$60 early registration postmark deadline is 22 Feb. 2008. \$70 later registration.

Please complete included registration form. Please remit payment by check or money order made payable to:

Orange County Arts Commission - Public Art 360

Please mail checks to

Public Art 360

Orange County Arts Commission

Po Box 1177

Hillsborough NC 27278

travel and accommodations

The Franklin Hotel in downtown Chapel Hill is the official conference hotel. Please reference Public Art 360 when making your reservation to receive the discounted conference rate. Note, a limited number of rooms are available at the conference rate and we encourage you to make your reservations early to ensure availability.

The Franklin Hotel

311 West Franklin Street

Chapel Hill North Carolina

919.442.9000, <http://www.franklinhotelinc.com>

The Sheraton Hotel is our overflow hotel. Reservations may be made by contacting:

Sheraton Chapel Hill Hotel

One Europa Drive

Chapel Hill North Carolina

919.969.2174, <http://www.sheraton.com/chapelhill>

questions and answers

<http://publicartcollaborative.org>

Janet Kagan, Percent for Art Collaborative
919.942.8835, jkagan@nc.rr.com

Martha Shannon, Orange County Arts Commission
919.245.2335, mshannon@co.orange.nc.us

**Public Art 360 symposium from seven perspectives
11 - 12 April 2008**

Registration form

name _____

title _____

organization _____

address _____

city _____

state _____

zip _____

work telephone _____

home telephone _____

mobile _____

email _____

web address _____

how would you like your name to appear in print? _____

**Please remit payment by check or money order made payable to
Orange County Arts Commission public art 360.**

Please send this form with your payment to

Public Art 360
Orange County Arts Commission
Po Box 1177
Hillsborough NC 27278

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\$60 early registration postmark deadline is 22 February 2008
\$70 later registration

If you require further information, please contact us:

Janet Kagan
Percent for Art Collaborative
919.942.8835
jkagan@nc.rr.com

Martha Shannon
Orange County Arts Commission
919.245.2335
mshannon@co.orange.nc.us

Or visit the Symposium website:
public art 360 website at <http://publicartcollaborative.org>.