



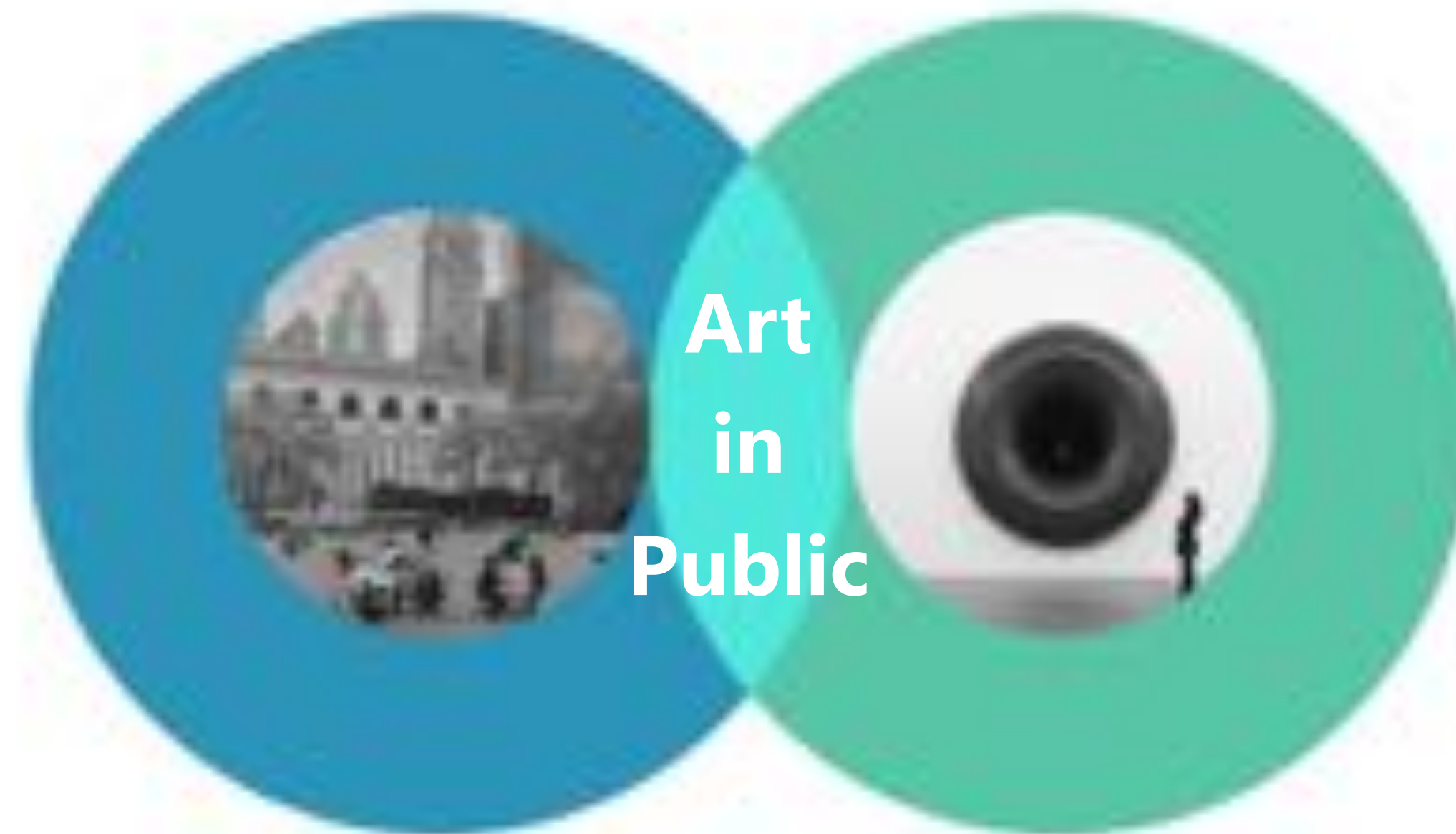
**NYC** Cultural  
Affairs  
Percent *for* Art Program

Mary Temple  
*Double Sun*

# What is Public Art ?

*Percent for Art*

Public Space



Art



# What is Public Art ?

*Percent for Art*







**In 1982, Local Law 65, the Percent for Art Law was passed and states that 1% of the capital funds appropriated for newly constructed or reconstructed buildings must be allocated for works of art.**





**Local Law 52 was passed in 2015 to revise the community engagement process for Percent for Art projects. Percent used this opportunity to create a more robust community engagement process and tailor our selection processes for various circumstances.**



# New Legislation

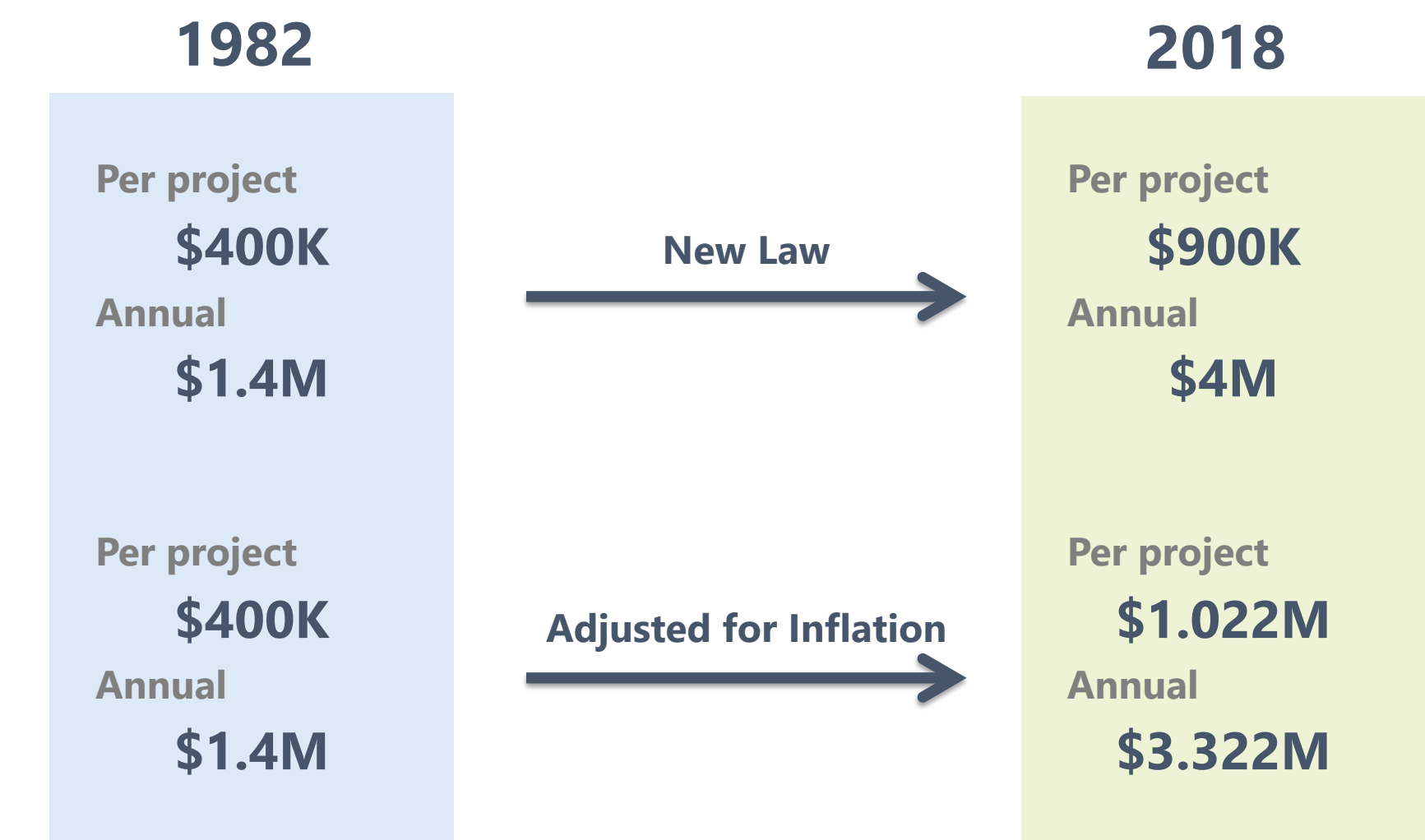
Percent for Art



In 2017 new legislation was passed to further update the Percent for Art Law.

## Local Law 22

Increases the amount the City of NY can spend on public art. One percent of the first **\$50 million** allocated for eligible capital projects must fund public art, replacing the existing rule of one percent of the first **\$20 million**. It also increases the annual project cap per project **to \$900k**, and total project cap **to \$4M**.



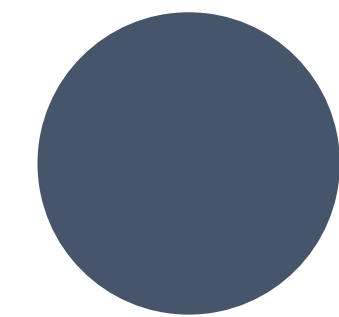


# Percent for Art Eligibility Criteria

Percent *for* Art



Natasha Johns-Messenger, *Alterview*. HS/ IS 404, Hunters Point, Queens



**Commissions are installed in new or reconstructed City-owned buildings and structures.**

**COURTHOUSES · PARKS · CULTURAL INSTITUTIONS · POLICE PRECINCTS · FIRE STATIONS · STREETSCAPES PLAZAS · LIBRARIES · SCHOOLS · MEMORIALS · ESPLANADES · FERRIES · EMERGENCY ASSISTANCE CENTERS · HEALTH CENTERS · DETENTION CENTERS · CHILDRENS SERVICES**

# What Makes an Eligible Capital Project?

Percent *for Art*

**Is the site City-owned?**

**Is the site visible from the public right of way or accessible by the public?**

**Does the capital project involve at least one of the following?**

**Other considerations**

**New Construction**

**Addition to an existing facility**

**Major renovation & Systems Upgrade**

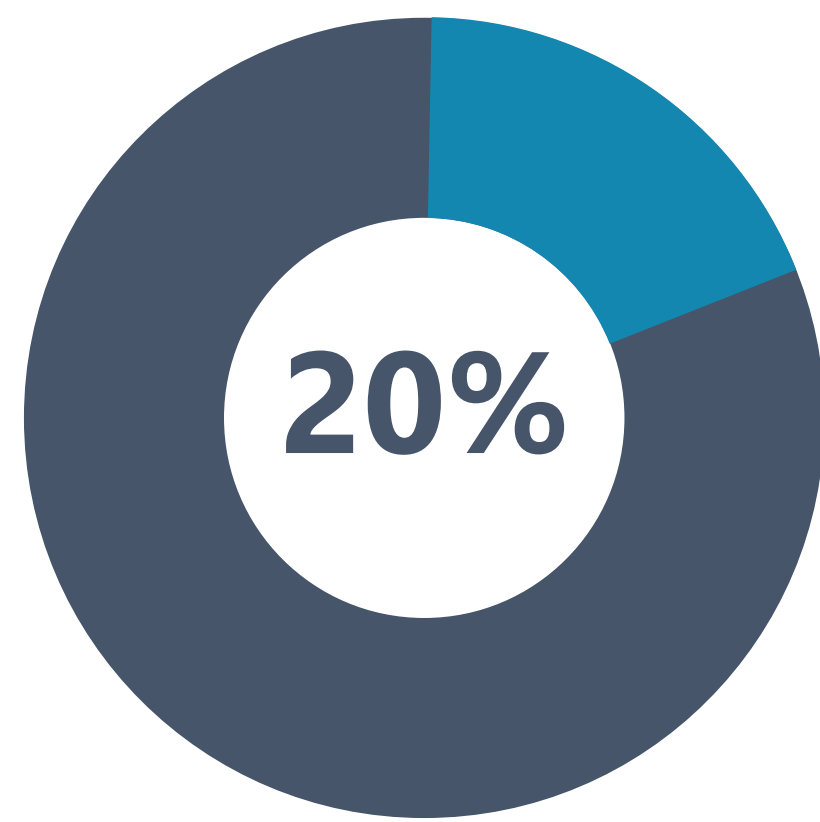
**Are there existing works of art at the site?**



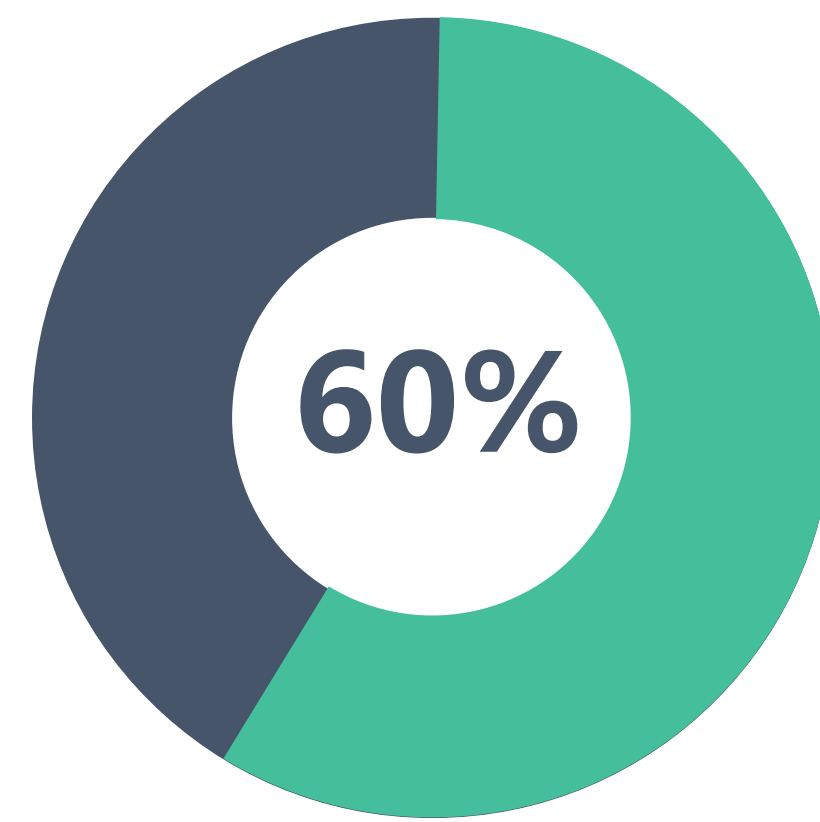
# Budget

Percent for Art

Art budget must be at least \$50,000

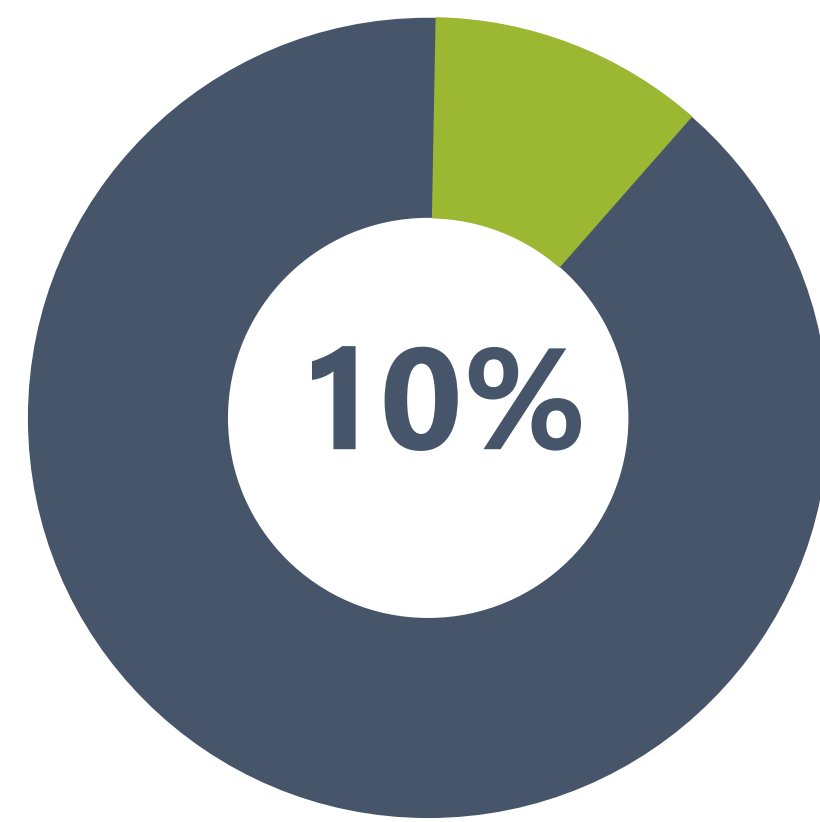


**Artist's Fee**



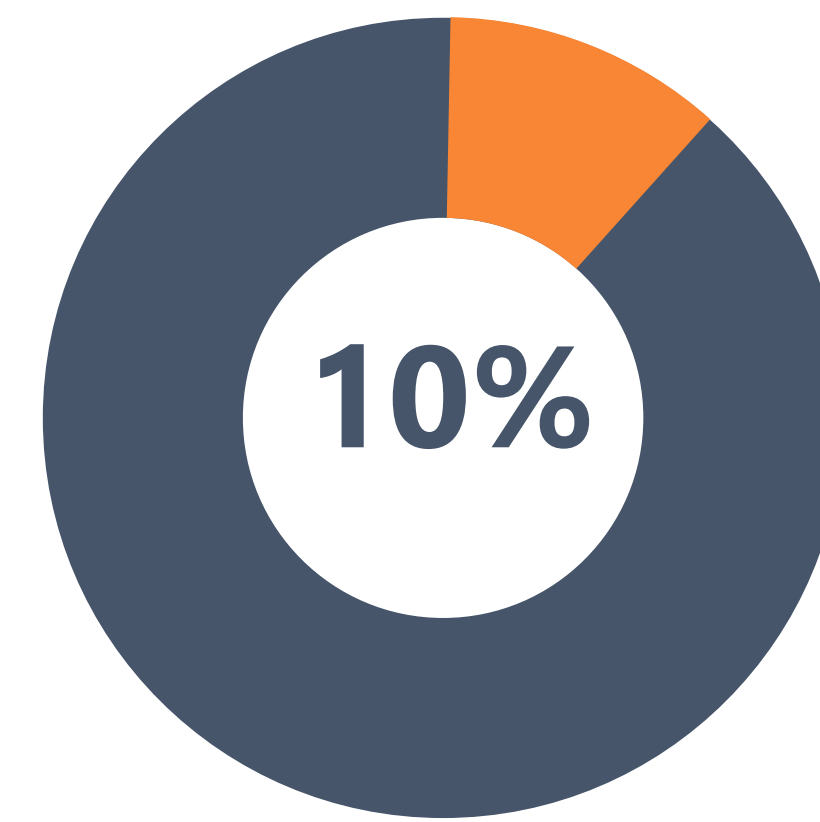
**Installation & Fabrication**

- Material and Tools
- Labor (Fabrication/Installation)
- Site Preparation



**General Expenses**

- Professional Fees
- Documentation



**Contingency**



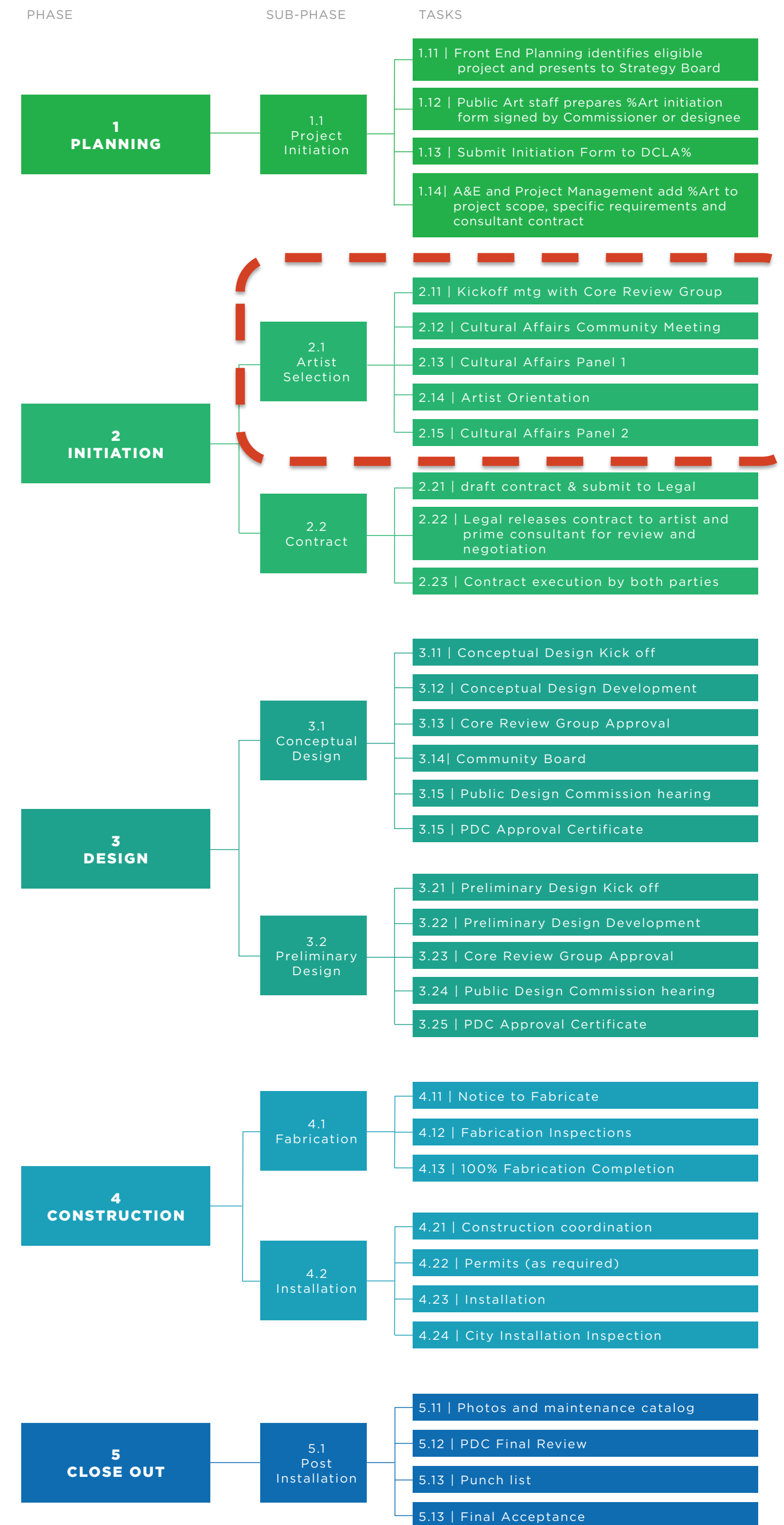
A photograph of a playground. In the foreground, two large, circular, metallic-looking art pieces are mounted on a brick-paved area. In the middle ground, three children are standing and looking towards the art pieces. In the background, there is a standard playground with slides and climbing equipment, and a few more people. The scene is outdoors with trees and a building in the distance.

**WHAT IS THE PROCESS FOR COMMISSIONING  
A NEW WORK OF ART?**

Bill and Mary Buchen  
*Sound Playground*



# Work Breakdown Structure





# 2 INITIATION

## 2.1 Artist Selection

- 2.11 | Kickoff mtg with Core Review Group
- 2.12 | Cultural Affairs Community Meeting
- 2.13 | Cultural Affairs Panel 1
- 2.14 | Artist Orientation
- 2.15 | Cultural Affairs Panel 2

## 2.2 Contract

- 2.21 | draft contract & submit to Legal
- 2.22 | Legal releases contract to artist and prime consultant for review and negotiation
- 2.23 | Contract execution by both parties



# Artist Selection Panel Composition

*Percent for Art*

## Voting Panelists

- DCLA Commissioner or designee (Chair)
- Representative of Design Agency
- Representative of Sponsor Agency
- Three representatives of the public

The voting panelists must include members who are knowledgeable about:

- Public art;
- The project; and
- The community in which the project will be located.

## Advisory Panelists

- Architect / Design Team
- Public Design Commission
- Local borough president, council member and community board representative
- Local organizations, community groups
- General Public

# Artist Selection Panel Meetings

Percent for Art

## First Meeting

- Introduction to Percent for Art
- Architect presents the project's architecture and highlight potential artwork locations
- Review past work of artists under consideration
- Select finalists and alternates

## Second Meeting

- Introduction to Percent for Art
- Present the project's architecture and highlight potential artwork locations
- Artists present their proposals with Q&A from the panel.
- Discussion and voting
- Artist(s) is selected to award the commission



# Artist Selection Panel Considerations

Percent *for Art*

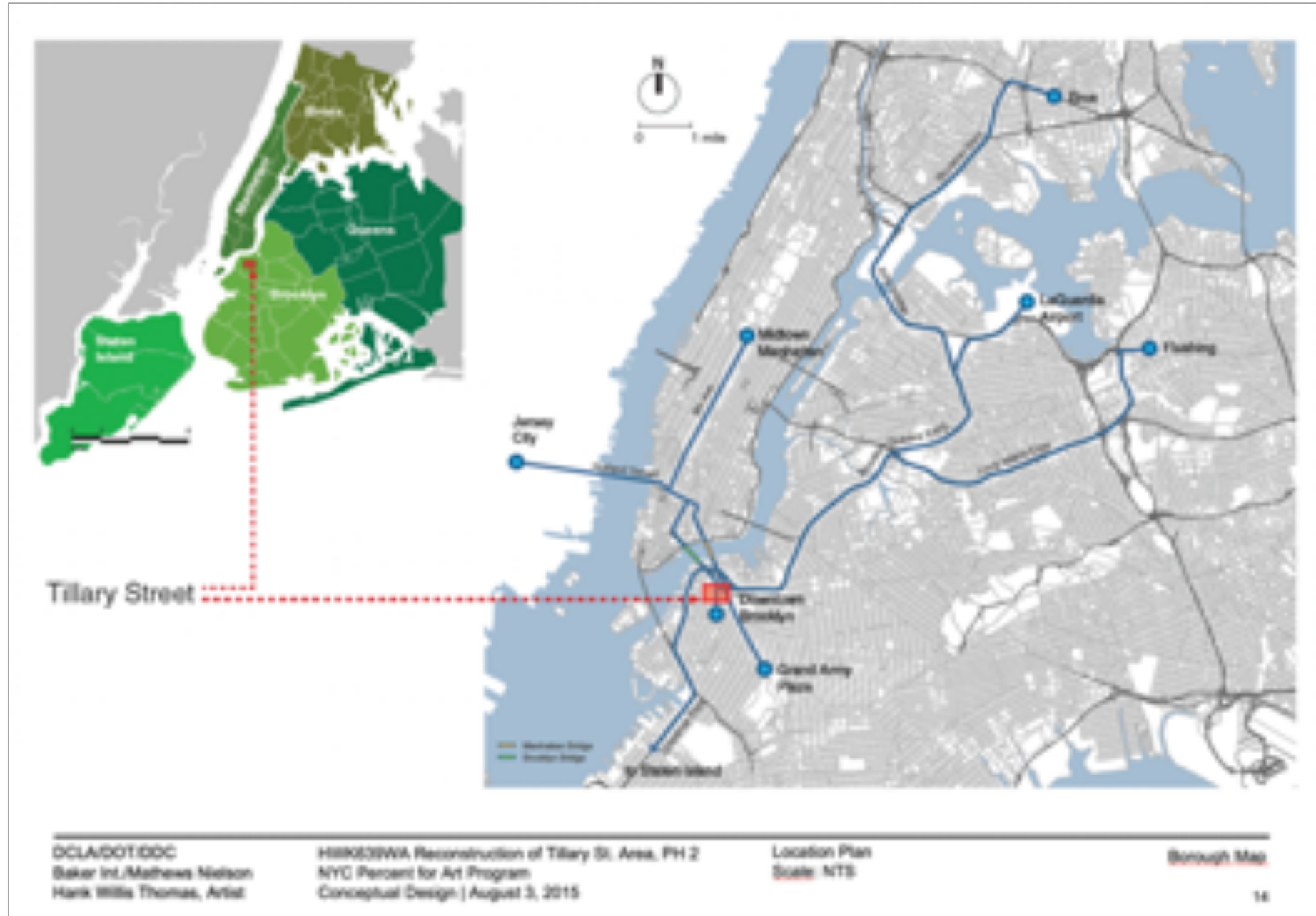
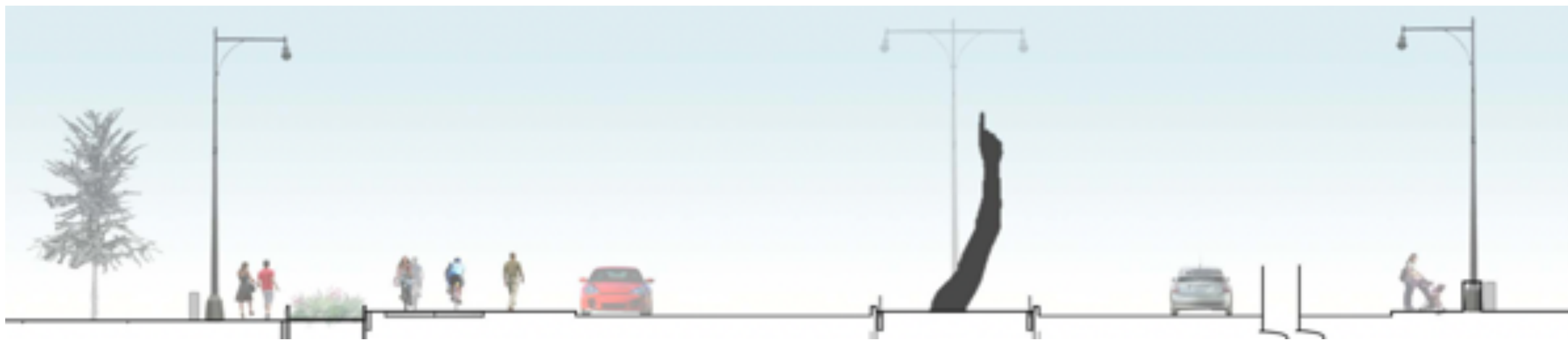
- Commission artwork of the highest caliber possible
- Set a national example for public art commissioning, while reflecting contemporary art practices.

- Appropriateness to the site's architecture, function and users
- Skilled craftsmanship
- Clarity of artistic vision
- Consideration of the **costs and durability**
- That the artist's public commission is **true to his/her sensibility**



"Mirror Globe (Mapping the New World)" by Janes Benson 2012  
IS HS 585, Queens





DCLA/DOT/DOC Baker Int./Mathews Nelson Hank Willis Thomas, Artist  
 HHS/311WA Reconstruction of Tillary St. Area, PH 2 NYC Percent for Art Program Conceptual Design | August 3, 2015  
 Location Plan Scale: NTS  
 Borough Map 14



DCLA/DOT/DOC Baker Int./Mathews Nelson Hank Willis Thomas, Artist  
 HHS/311WA Reconstruction of Tillary St. Area, PH 2 NYC Percent for Art Program Conceptual Design | August 3, 2015  
 NYC Percent for Art Program Conceptual Design Proposal 35

**ARTIST DEVELOPS CONCEPT DRAWINGS**





## ARTIST PRESENTS AT COMMUNITY BOARD

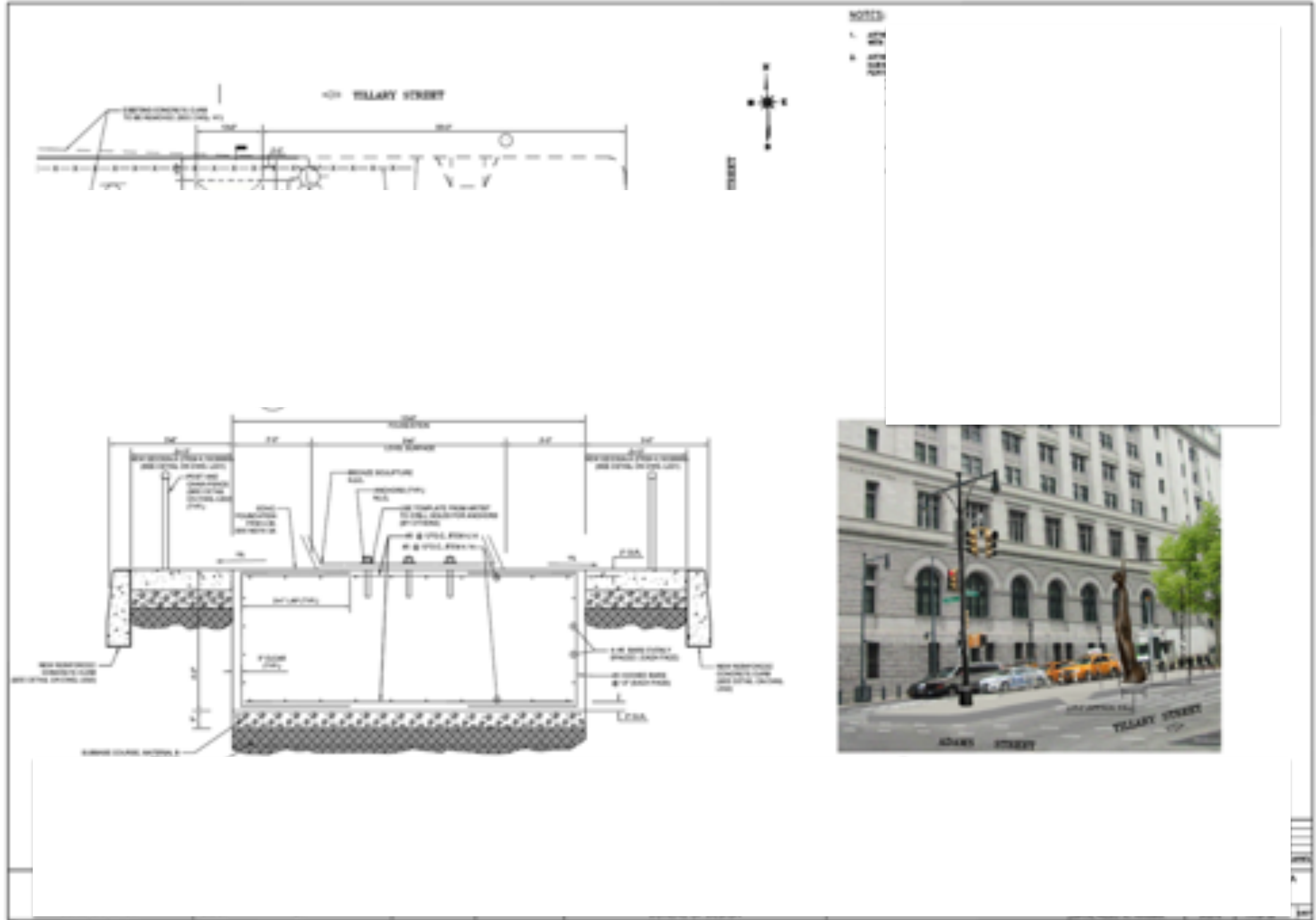
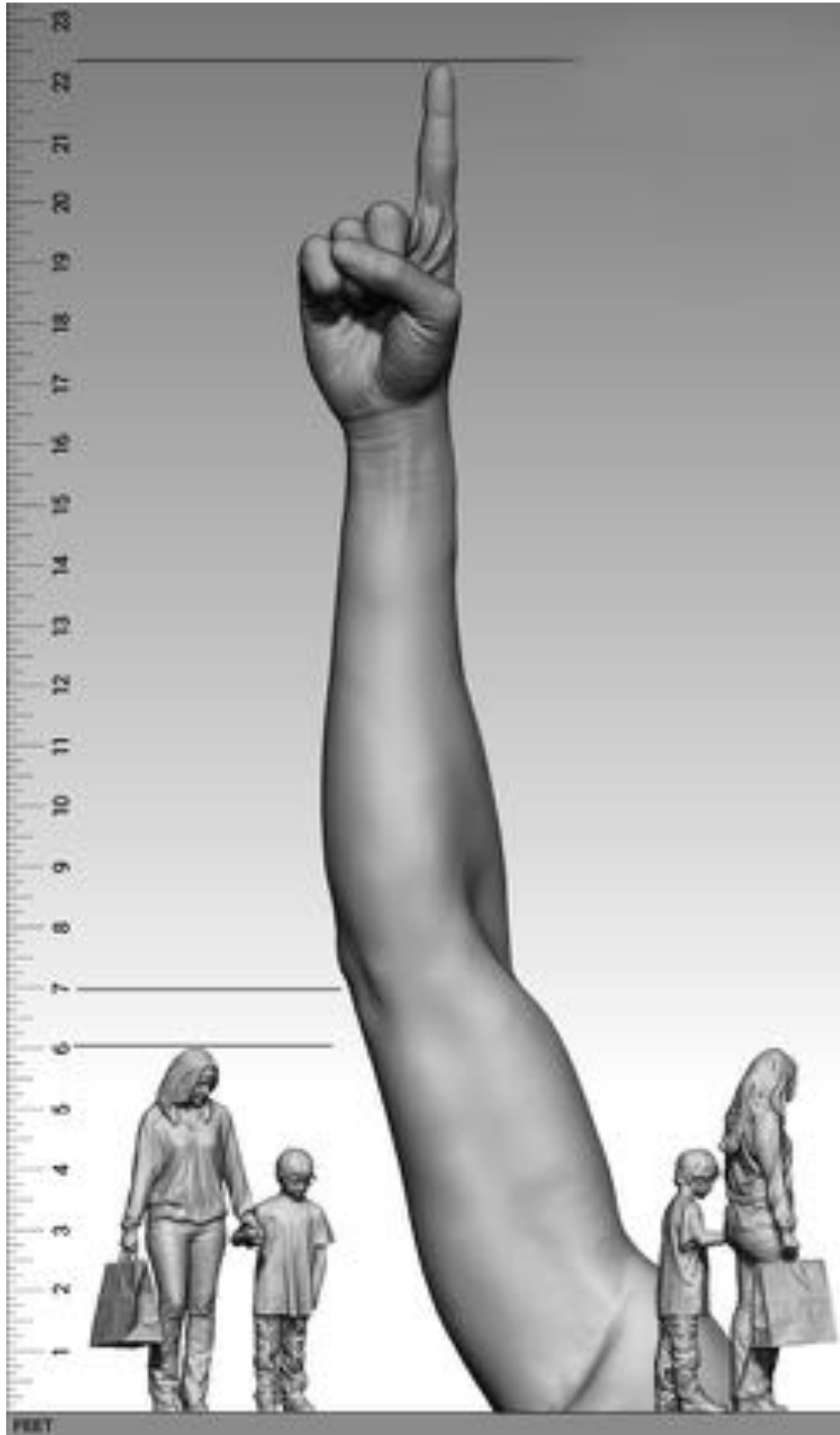




**ARTIST PRESENTS AT PUBLIC DESIGN COMMISSION**

Shellyne Rodriguez  
Grand Concourse Ph4 | DOT | Bronx, NY





**ARTIST DEVELOPS PRELIMINARY DESIGN**





**ARTIST FABRICATION – 50% INSPECTION**





## ARTWORK SITE PREPARATION





**ARTWORK INSTALLATION**

Hank Willis Thomas | Unity  
Tillary Street ph2 | DOT | Brooklyn, NY





Hank Willis Thomas, *Unity*  
Tillary Street / Brooklyn Bridge Gateway, Brooklyn





**HOW CAN I BE CONSIDERED  
FOR PERCENT FOR ART PROJECTS ?**



# Artist Considerations

Percent *for Art*

Artists need **NOT** have prior public art experience

- Artists should be at least **18 years** of age .
- Artists should have a **website or online digital representation** of work
- An **artist statement** (description of artistic practice)
- **Email address** & phone number
- Submit material to:  
**PercentInfo@culture.nyc.gov**



"Gateway" by Sarah Morris



**NYC** Cultural  
Affairs  
Percent *for* Art

Questions?