



CITY OF CUPERTINO

AGENDA

ARTS AND CULTURE COMMISSION

10300 Torre Avenue, City Hall Conference Room C

Monday, March 25, 2024

6:30 PM

CALL TO ORDER

ROLL CALL

APPROVAL OF MINUTES

1. Subject: Meeting Minutes for the January 22, 2024 Arts and Culture Commission meeting.
Recommended Action: Review and approve the minutes for the January 22, 2024 Arts and Culture Commission meeting.
[A - Draft Minutes](#)

POSTPONEMENTS

ORAL COMMUNICATIONS

This portion of the meeting is reserved for persons wishing to address the Commission on any matter within the jurisdiction of the Commission and not on the agenda. Speakers are limited to three (3) minutes. In most cases, State law will prohibit the Commission from making any decisions with respect to a matter not on the agenda.

WRITTEN COMMUNICATIONS

OLD BUSINESS

NEW BUSINESS

2. Subject: Election of Chair and Vice Chair
Recommended Action: Elect a Chair and Vice Chair of the Arts and Culture Commission.
3. Subject: Artist Awards Program Requirements and Evaluation Criteria
Recommended Action: Receive an update on the Artist Awards program requirements and provide feedback on the evaluation criteria.

[Staff Report](#)

[A - Artist Award Descriptions and Application Requirements Redlined](#)

[B - Artist Award Evaluation Forms](#)

STAFF AND COMMISSION REPORTS

This portion of the meeting is reserved for staff to provide any updates on matters pertinent to the Commission and for Commissioners to report on any Commission related activities they have taken part in since the prior regularly scheduled meeting.

FUTURE AGENDA SETTING

This portion of the meeting is reserved for the Chair or any two Commissioners to propose a future agenda item within the jurisdiction of the Commission. A proposal to add a future agenda item shall be brief and without discussion by the Commission.

ADJOURNMENT

In compliance with the Americans with Disabilities Act (ADA), anyone who is planning to attend this meeting who is visually or hearing impaired or has any disability that needs special assistance should call the City Clerk's Office at 408-777-3223, at least 48 hours in advance of the meeting to arrange for assistance. In addition, upon request, in advance, by a person with a disability, meeting agendas and writings distributed for the meeting that are public records will be made available in the appropriate alternative format.

Any writings or documents provided to a majority of the members after publication of the agenda will be made available for public inspection. Please contact the City Clerk's Office in City Hall located at 10300 Torre Avenue, Cupertino, California 95014, during normal business hours.

IMPORTANT NOTICE: Please be advised that pursuant to Cupertino Municipal Code section 2.08.100 written communications sent to the Cupertino City Council, Commissioners or City staff concerning a matter on the agenda are included as supplemental material to the agenda item. These written communications are accessible to the public through the City's website and kept in packet archives. Do not include any personal or private information in written communications to the City that you do not wish to make public, as written communications are considered public records and will be made publicly available on the City website.

Members of the public are entitled to address the members concerning any item that is described in the notice or agenda for this meeting, before or during consideration of that item. If you wish to address the members on any other item not on the agenda, you may do so during the public comment.



CITY OF CUPERTINO

Agenda Item

24-13030

Agenda Date: 3/25/2024

Agenda #: 1.

Subject: Meeting Minutes for the January 22, 2024 Arts and Culture Commission meeting.

Review and approve the minutes for the January 22, 2024 Arts and Culture Commission meeting.



Draft MINUTES
ARTS AND CULTURE COMMISSION
Tuesday, January 22, 2024
6:30 p.m.

ARTS AND CULTURE COMMISSION MEETING

CALL TO ORDER

At 6:30 p.m., Chair Maa called the meeting to order at City Hall, 10300 Torre Avenue, Conference Room C.

ROLL CALL

Commissioners Present: Carol Maa, David Wang, Dana Ford, Kiran Rohra
Commissioners Absent: Rani Agrawal
Staff Present: Gian Martire
Presenters: Dorka Keehn
Jennifer Skillings (remote)

APPROVAL OF MINUTES

1. Subject: Meeting Minutes for the December 6, 2023 Arts and Culture Commission Meeting
Recommended Action: Review and approve the minutes for the December 6, 2023 Arts and Culture Commission meeting.

Vice Chair Wang motioned to approve the December 6, 2023 Arts and Culture Commission meeting minutes. Commissioner Ford seconded. Motion carried with 4 yes and 1 absent (Agrawal).

POSTPONEMENTS

None

ORAL COMMUNICATIONS

None

WRITTEN COMMUNICATIONS

None

OLD BUSINESS

None

NEW BUSINESS

2. Subject: Architectural and Site Approval (ASA-2023-013) to consider a public art installation for the Westport Development at 21301 Point Reyes Terrace (APN: 326-027-049, -046).

Recommended Action: Receive a presentation on a public art installation and approve public art application, subject to conditions of the draft resolution.

Gian Martire, Senior Planner, gave a presentation and overview of the proposed Westport development public art installation and the considerations for reviewing art pieces put forth in the Municipal Code (Chapter 19.148).

Chair Maa asked for clarification if the commission's decision would be final and not sent to City Council for approval. Senior Planner Martire stated that that was correct. Chair Maa asked for clarification if the item was approved on condition, would the commission ever find out if the conditions were met. Planner Martire stated that all conditions are subject to final inspection approval and the Conditions of Approval. He clarified that if these were not met, final occupancy would be restricted until the violations were corrected.

Dorka Keehn, art consultant for the applicants, introduced herself and gave a presentation on the Senior BMR proposed art pieces for the Westport Development.

The commissioners asked clarifying questions.

Chair Maa inquired if the retail portion of the development had been determined. Consultant Keehn stated the space had not been leased yet. She stated the original seating outside the area was being replaced by the new art benches.

Commissioner Ford inquired how many people would be able to sit on a bench. Consultant Keehn stated three would fit comfortably. She stated that she had added an additional bench to what was originally proposed bringing the total to five.

Commissioner Rohra asked for clarification of the surface on which the benches would be placed. Consultant Keehn stated the surface would be hard concrete and the benches would be bolted to it.

Vice Chair Wang inquired as to how the five species of oak for the bench designs were selected. Consultant Keehn stated that the species were chosen by the artist because they are all endemic and local to California.

Chair Maa asked what kind of plaque would be present on site. Consultant Keehn stated a steel plaque would have the artist's name, the title, date and description of the piece, and a funding dedication.

Chair Maa asked for clarification on budget for the art portion of the development. Consultant Keehn clarified that it was 1% of the entire budget, but what she was presenting was only two thirds of the development. She stated she would be back at a later date for the senior assisted living portion of the development artwork.

Commissioner Ford asked for clarification if the benches would be hot in the warmer weather. Consultant Keehn stated that the back would be made of wrought iron and not absorb heat. She stated the base would be Ipe wood.

Consultant Keehn gave a presentation on the townhouse proposed art pieces for the Westport Development.

The commissioners asked clarifying questions.

Commissioner Rohra asked for clarification on the dimensions and stability of the piece in the wind. Consultant Keehn stated that the piece was roughly 20'L x 13'H x 14'W. She stated that the sculpture would be structurally engineered and submitted to the Building department for permitting.

Commissioner Ford asked for clarification if birds would be a problem landing on the structure. Consultant Keehn stated that birds were always a factor but was not concerned. She stated the structure would be easily maintained.

Chair Maa asked for clarification on who and what type of maintenance would be performed. Consultant Keehn stated that a maintenance plan and schedule would be developed and provided to the developer.

Vice Chair Wang asked for clarification on the benches and the skateboarder deterrent. Consultant Keehn explained that the benches would be rough concrete wrapped in steel with a small lip, making it harder for skateboarders to ride the edge. Vice Chair Wang asked if this would impact the sitting experience. Consultant Keehn stated it would not. She further explained that the steel wrap would be used for the quotes on the benches with the smallest bench having the dedication plaque. Vice Chair asked what the quotes were going to be. Consultant Keehn stated they would be inspirational and related to dreams and/or butterflies. She said that any suggestions the Commissioners might have could be given to Senior Planner Martire and they would be forwarded to the artist.

Vice Chair Wang asked if there were any details on the butterfly garden. Jennifer Skillings with the Land Team at Taylor Morrison introduced herself and gave a brief description of the company's partnership with the National Wildlife Federation. She stated that the goal was to promote habitats for native pollinators across every community the company builds. She stated that the plants take time to establish, but within a year or two should reach their full potential.

Chair Maa asked for clarification on parking and traffic studies in the area. Senior Planner Martire clarified. Chair Maa asked what constraints were put on developers concerning the buildings and areas available for the public art. Senior Planner Martire stated that the standard requirements were in place, but there were a few waivers for height and setbacks.

Chair Maa opened and closed the public comment seeing no one present.

Chair Maa stated she was very pleased with the art pieces but wished placement had been in more public trafficked areas for more residents to engage and enjoy. She stated, if possible, it would be nice to have more explanation of the art pieces especially the benches. Consultant Keehn stated that unfortunately the development project was farther along when her firm was brought in. She explained that for the third portion of the development they would have more of an opportunity to engage with the landscape and surrounding areas.

Chair Maa stated she was interested in pushing different voices for the quotes to be used on the Kaleidoscope sculpture. She stated she did not want to hear the same tired quotes and voices. Vice chair Wang suggested that local voices that could be tied back to Cupertino might be considered. Consultant Keehn reiterated that any suggested quotes be given to Senior Planner Martire for consideration. Chair Maa stated she wanted an emphasis on undercelebrated voices that give acknowledgement to Cupertino's unique community demographic. Commissioner Rohra supported representation of diversity for the quotes. Senior Planner Martire suggested adding language to the resolution and conditions of approval to capture the idea.

Commissioner Rohra stated that she would like to see the figure for the Kaleidoscope be more abstracted and inclusive and not necessarily female.

Commssioner Ford stated he agreed with the other commissioner's comments and did not have a problem with moving along with the project.

Consultant Keehn clarified and summed up the commissioner's comments.

Commissioner Rohra suggested that for future projects with quotes, that it be opened to the community to make suggestions. Vice Chair Wang stated the idea was more of what he had in mind for local voices.

Vice Chair Wang reemphasized that artwork for the third portion of the development should be more visible and accessible to the general public. He also stated he would like the benches to be more engaging through more detailed explanations about the artwork on the accompanying plaque. Consultant Keehn stated she agreed that the city being more active in the early stages of a development would help make art more accessible and significant. She stated that the plaque for the benches should provide adequate explanation. Chair Maa echoed Vice Chair Wang's statements on the need for earlier involvement to more fully engage the public.

Chair Ma motioned to pass the resolution with the following additions to the conditions:

- The figure for Kaleidoscope Dreams be more abstract.
- The Commission be able to review the quotes proposed for Kaleidoscope Dreams.

- The four quotes for Kaleidoscope Dreams emphasize undercelebrated voices that give acknowledgement to Cupertino's unique community demographic.

Consultant Keehn stated that the artists' time and budget were limited. She stated that they did not have the time for extensive research and community input for the quotes but would welcome suggestions put forward by the Commission. Chair Maa asked if there was a possibility of the project not moving forward if they asked to review the quotes. Consultant Keehn stated that was not the case but emphasized no extensive community engagement would occur to help decide the quotes.

Chair Maa asked for feedback on the motion.

Commissioner Rohra stated she felt the Commission's guidelines for the quotes were sufficient to allow the artist and staff to represent their wishes. Vice Chair Wang and Commissioner Ford agreed.

Chair Ma motioned to pass the resolution with the following additions to the conditions:

- The figure for Kaleidoscope Dreams be more abstract.
- The four quotes for Kaleidoscope Dreams emphasize undercelebrated voices that give acknowledgement to Cupertino's unique community demographic.

Vice Chair Wang seconded the motion. The motion carried unanimously with 4 – Yes, 0 – No, 1 – Absent.

Chair Maa closed the item.

3. Subject: Discuss City Council Work Program Items for 2024.

Recommended Action: Recommend City Council Work Program Items for 2024.

Senior Planner Martire gave a presentation and explained what was expected of the Commission.

The commissioners asked clarifying questions.

Vice Chair Wang asked for clarification of the Commission Governance Reform Package and if there was anything that would affect how commissions operate. Senior Planner Martire stated that it was intended to have procedures operate uniformly across all meetings. Vice Chair Wang asked for clarification of the violation of Commission-Staff relationship section. Senior Planner Martire stated it was probably referring to the Grand Jury report. Commissioner Ford asked for clarification of the \$25,000 additional portion of the item budget. Senior Planner Martire clarified.

Vice Chair Wang asked for clarification of the Revise and Update Heart of the City Special Area item. He asked if this could be tied into transforming unused and underutilized areas with art. Senior Planner Martire stated that it possibly could.

Vice Chair Wang asked for clarification as to what the Commission should be proposing for the following year. Senior Planner Martire stated that the Revise and Update item was on the not funded list. He stated if the commissioners liked an item on the list, they could put it on their recommendation list.

Chair Maa asked for clarification as to why certain items were on the hold list. Senior Planner Martire stated it was a matter of prioritization and availability of funds.

Chair Maa asked if the Art in Lieu fee study and process was accounted for on the Work Program List. Senior Planner Martire clarified that it was not. He stated it was on hold indefinitely. Vice Chair Wang asked for clarification if Art in Lieu was not placed on the recommendation list might in not be revisited. Senior Planner Martire stated that was a possibility.

Chair Maa asked for clarification on how funded items were chosen and prioritized. Commissioner Ford asked if the Commission had the ability to swap ranking priorities. Senior Planner Martire clarified that they could add items to the recommendation list if they chose to. Commissioner Rohra asked for clarification if the Commissioner should be proposing recommendations that were in the scope of Arts and Culture. Senior Planner Martire stated that each commission is considered to have their own expertise. He stated that of the four goals stipulated for the City Work Program, Quality of Life was probably the most applicable to Arts and Culture.

Chair Maa suggested the commissioners broaden the scope of their recommendations to include items where Arts and Culture could have an influence not normally recognized. Vice Chair Wang stated they could collaborate and have an impact in areas not traditionally considered within their jurisdiction. Senior Planner Martire suggested that language to unfunded items could be added to ask that Arts and Culture be part of the process. Chair Maa asked if they could insert themselves in projects already funded. Senior Planner Martire stated that those projects were already set. He stated unfunded and new projects were a better possibility.

Commissioner Rohra voiced concern that the commission was not having enough impact in early development phases of projects. She suggested the commission insert themselves in unfunded items where they could possibly make an impact. Senior Planner Martire suggested the commissioners take those ideas and concepts for public engagement and craft a new recommendation.

Vice Chair Wang asked for clarification on the FY 2023/24 City Work Program funded projects and the To be Considered Projects lists. Senior Planner Martire stated that the funded projects

were already approved and the To Be Considered Projects were on the list already for possible inclusion on the FY 2024/25 City Work Program list.

Vice Chair Wang suggested as one of their recommendations, part two of the Revise and Update the Heart of the City from the To Be Considered list. Chair Maa stated she wanted the description to be more significant and palatable to City Council. Vice Chair Wang asked if the description could be rewritten to be more art centric. Senior Planner Martire stated they could possibly add a third point. The commissioners worded a third point to add to Revise and Update the Heart of the City item as follows:

- Include standards for early engagement of the AACC in the development process in evaluating uses to revitalize new and existing local public facing commercial uses (retail/restaurant/entertainment/professional office, etc.).

The commissioners agreed to check multiple goals for the item including Public Engagement and Transparency, Sustainability and Fiscal Strategy, and Quality of Life.

Chair Maa and the commissioners discussed the possibility of engaging with private business owners to enhance their properties.

Chair Maa asked for other suggestions.

Commissioner Rohra suggested an art talk with goals covering Public Engagement and Quality of Life. She also stated she would like to see a program that had greater focus on the community culture aspect of the Arts and Culture commission. She suggested an event in the same respect as the Artist Awards where different cultures are invited and asked to represent and educate the community. She stated that partners could be found to minimize the impact on City staff time. Chair Maa stated that the Parks and Recreation department holds a number of ethnic culture events throughout the year and she did not want to take away from those. She stated that maybe they could find a way to be more involved in those events.

Commissioner Ford left the meeting at 9:04 p.m.

Commissioner Rohra asked for clarification as to the next steps in the process. Senior Planner Martire stated that a motion is made to be on the final list. When approved it will be sent to the City Manager's office. He stated the list will then be submitted to the City Council for their consideration.

Vice Chair Wang asked that the Art in Lieu Policy be considered for the recommendation list. Senior Planner Martire stated that having it on the list would allow for more staff time to be dedicated and make it a priority. Chair Maa asked that the scope be broadened to include allocation, distribution and use of funds concerning art for development projects. Senior Planner Martire suggested the commissioners revisit Chapter 19.148: Required Artwork in

Public and Private Developments in the City Municipal Code in conjunction with the Art in Lieu Policy. A second recommendation title was decided on as Art in Public and Private Development with the following description:

- Revisit Municipal Code standards for the art in public and private development, including the standards in the Municipal Code and developing an Art-in-lieu fee policy.

Chair Maa asked for additional goals to be checked for the item. The commissioners agreed on Public Engagement and Transparency, Sustainability and Fiscal Strategy, and Quality of Life.

Vice Chair Wang asked if a third recommendation should be proposed. Chair Maa and Commissioner Rohra stated they were satisfied with the two recommendations.

STAFF AND COMMISSION REPORTS

None

COMMISSIONER ATTENDANCE AT UPCOMING MEETINGS AND EVENTS

The Mayor's meetings is bi-monthly and alternate between in-person and remote. The meetings must be attended by either the Chair or Vice Chair.

Commissioners to attend the upcoming Mayor's meetings as follows:

March – Vice Chair Wang (virtual)

FUTURE AGENDA SETTING

Vice Chair Wang reminded the Commission of their request for a discussion on procedure and process for future Artist Award Program cycles.

ADJOURNMENT

Chair Maa adjourned the meeting at 9:21 p.m. to the March 25, 2024, meeting at 6:30 p.m.

Respectfully Submitted by,

Jon de Ridder, Administrative Assistant
Community Development Department
Minutes approved at the _____ regular meeting



CITY OF CUPERTINO

Agenda Item

24-13031

Agenda Date: 3/25/2024
Agenda #: 2.

Subject: Election of Chair and Vice Chair

Elect a Chair and Vice Chair of the Arts and Culture Commission.



CITY OF CUPERTINO

Agenda Item

24-13036

Agenda Date: 3/25/2024
Agenda #: 3.

Subject: Artist Awards Program Requirements and Evaluation Criteria

Receive an update on the Artist Awards program requirements and provide feedback on the evaluation criteria.



PARKS AND RECREATION DEPARTMENT

QUINLAN COMMUNITY CENTER
10185 NORTH STELLING ROAD • CUPERTINO, CA 95014-5732
TELEPHONE: (408) 777-3120 • FAX: (408) 777-1305
CUPERTINO.ORG

ARTS AND CULTURE COMMISSION STAFF REPORT

Meeting: March 25, 2024

Subject

Artist Awards Program Requirements and Evaluation Criteria

Recommended Action

Receive an update on the Artist Awards program requirements and provide feedback on the evaluation criteria.

Discussion

The purpose of the Arts and Culture Commission is to foster and encourage artistic expression and achievement in the fields of visual, verbal, and performing arts while preserving and advancing the arts for the benefit of the citizens of Cupertino. Every year the commission presents awards to deserving artists in recognition of local talent in these fields.

In 2021 the Arts and Culture Commission reviewed and updated the Artist Awards descriptions, application requirements, and evaluation forms for the three award categories: Distinguished Artist, Emerging Artist, and Young Artist. Following the 2023 Artist Awards, the Arts and Culture Commission requested to review and provide feedback on the program. Given the large increase in the number of submissions for the Artist Awards program, City staff has refined the Artist Award Descriptions and Application Criteria (Attachment A) to help clarify the process for applicants and better manage the staff and Commission time required during the evaluation process.

It is recommended that the Commission review the award requirement changes and provide feedback on the Artist Award Evaluation Forms (Attachment B). City staff will bring a revised copy of the updated Artist Award Descriptions/Application Requirements and Evaluation Forms for the Commission's approval in May.

Sustainability Impact

No sustainability impact.

Fiscal Impact

No fiscal impact.

Prepared by: Jessica Javier, Administrative Assistant

Reviewed and Approved for Submission by: Rachelle Sander, Director of Parks and Recreation

Attachments:

A – Artist Award Descriptions and Application Requirements Redlined

B – Artist Award Evaluation Forms

Artist Award Descriptions and Application Requirements

Distinguished Artist Award Description

The Distinguished Artist Award recognizes established artists having a substantial body of work that display merit and excellence, as well as a history of contributions to their artistic field and the community. Prior winners of the Distinguished Artist Award have taught art classes, participated in shows or performances, and won awards for their work.

Applicants for the Distinguished Artist Award will be evaluated on design and composition of their submitted portfolio, along with technique and skill of construction. The Commission will be looking to see if the artist has demonstrated a high level of skill and ability in the selected techniques for the pieces chosen for their submitted portfolio. Creativity and Originality will also be observed and evaluated. The artist must show evidence of creative and unique thought.

All applicants must include a written personal statement that includes goals, education, training, volunteerism, community involvement and any achievements or awards.

Applicants can participate in any of the following artistic categories: Visual Arts, Performing Arts, Literary Arts, or Digital Arts.

There is a cash award of \$1000 for the Distinguished Artist platinum winner (1st place). To receive funds, a completed W-9 will be requested.

How to Apply

- **Who may apply:** Artists must live ~~or work~~ in Cupertino or attend high school, college and/or art school physically located within Cupertino.
- **Deadline:** Applications must be submitted by ~~Sunday~~Tuesday, October 1 ~~at 4:30 p.m.~~
- **Complete Online Application [HERE](#)**

Online Application Requirements

1. Submitted Application

2. Personal Statement

3. One letter of endorsement and/or support, which includes relationship to artist.

4. Digital portfolio: (saved as PDF, JPG, JPEG, or PNG ~~or TIFF file~~)

Artists submitting ~~printed-visual~~ art can include up to ~~ten-three~~ pieces that best represent the artists' body of work. Performing artists' may submit no more than five minutes worth of performances, ~~and~~ film entries may submit no more than ~~ten-five~~ minutes worth of film, and literary artists' may submit no more than a total of 5 pages.

5. Resume and exhibition record (if any)

Winners who receive cash awards must:

- Be willing to work with the Arts and Culture Commission to promote the arts in the community through participation in one or more events designed for that purpose.
- Acknowledge the recognition of the City of Cupertino on any printed advertising, programs or brochures they produce related to the award.

Questions? Please email artsandculture@cupertino.orgartistawards@cupertino.gov

Emerging Artist Award Description

The Emerging Artist Award was established to encourage and recognize demonstrations of artistic promise. This award recognizes younger artists as well as those rediscovering their love of artistic expression later in life.

Applicants for the Emerging Artist Award will be evaluated on their use of media, tools and working materials. The Commission will also be looking for evidence of creative thought and originality in the artists' submitted portfolio. How well the artists' showcase their individuality in their art will also be evaluated.

All applicants must include a written personal statement that includes goals, education, training, volunteerism, community involvement and any achievements or awards.

Applicants can participate in any of the following artistic categories: Visual Arts, Performing Arts, Literary Arts, or Digital Arts.

There is a cash award of \$750 for the Emerging Artist platinum winner (1st place). To receive funds, a completed W-9 will be requested.

How to Apply

- **Who may apply:** Artists must live ~~or work~~ in Cupertino or attend high school, college and/or art school physically located within Cupertino.
- **Deadline:** Applications must be submitted by ~~Sunday~~Tuesday, October 1 ~~at 4:30 p.m.~~
- **Complete Online Application [HERE](#)**

Online Application Requirements

1. Submitted Application

2. Personal Statement

3. One letter of endorsement and/or support, which includes relationship to artist.

4. Digital portfolio: (saved as PDF, JPG, JPEG, or PNG ~~or TIFF~~ file)

Artists submitting ~~printed-visual~~ art can include up to ~~ten-three~~ pieces that best represent the artists' body of work. Performing artists' may submit no more than five minutes worth of performances, ~~and~~ film entries may submit no more than ~~ten-five~~ minutes worth of film, and literary artists' may submit no more than a total of 5 pages.

5. Resume and exhibition record (if any)

Winners who receive cash awards must:

- Be willing to work with the Arts and Culture Commission to promote the arts in the community through participation in one or more events designed for that purpose.

- Acknowledge the recognition of the City of Cupertino on any printed advertising, programs or brochures they produce related to the award.

Questions? Please email artsandculture@cupertino.org or artistawards@cupertino.gov

Young Artist Award Description

Each year the Commission presents awards to deserving young artists in recognition of local achievements in the visual arts in the following age groups:

Group A: 6-10 years old

Group B: 11-14 years old

Awards: Three awards (Platinum, Gold, and Silver), are given to each age group. ~~Additionally, A~~ a cash prize of \$150 ~~and a plaque~~ is awarded to the Platinum winner. ~~The Gold and Silver winners will receive a plaque.~~

Rules:

- All applicants must live in Cupertino or attend an educational institution or art school physically located within Cupertino. Only one entry per artist will be allowed.
- Artwork must be completed by the young artists only – parents and teachers cannot assist or participate in the production of the art.
- Artwork that does not fit the contest theme and/or does not contest parameters will not be considered.
- Artists may use a medium of their choice including digitally created still art. Original artwork may be requested at a later date for public display.
- Artwork and completed application form should be submitted by ~~Sunday~~Tuesday, October 1 at 4:30 p.m.

Judging Evaluation Criteria: The primary criteria for both age groups will be how effectively and/or creatively the applicant has communicated the contest theme. Evidence of imagination and individuality as well as effective use of media and tools will also be considered.

The theme of the ~~2023-2024~~ award program is:

“[INSERT THEME]”

Complete Online Application [HERE](#)

Questions? Please email artsandculture@cupertino.org artistawards@cupertino.gov



CITY OF CUPERTINO

DISTINGUISHED ARTIST AWARD JUDGING FORM

Artist Name _____

Judge Name _____

Evaluate the piece on each of the four judging criteria indicated below, from 5 points (high) to 1 point (low). Suggested criteria guidelines are below.

<u>Criteria</u>	<u>Points</u>	<u>Notes</u>
Design and Composition <ul style="list-style-type: none"> Observe the totality of the artists portfolio. Consider if the following elements and principles are evident in their work. Note that not all principles will apply to every medium. <ul style="list-style-type: none"> *Principles: Unity, Balance, Rhythm/Movement, Emphasis, Contrast *Elements: Line, Shape, Space, Form, Color, Value, Texture <i>*For additional guidance on the principles and elements, see below the criteria table.</i> 		
Technique/Skill of Construction <ul style="list-style-type: none"> Has the artist demonstrated a high level of skill and/or ability in the selected techniques that they have chosen for their artwork? Do the pieces display an effective use of tools, methods, and working materials? Has the artist used materials and skills to effectively portray what they are trying to convey? 		
Creativity and Originality <ul style="list-style-type: none"> Is the work executed in a manner that is unique to the idea expressed? Is there evidence of creative thought? 		
Personal Statement <ul style="list-style-type: none"> Does the personal statement include goals, education, training, volunteerism, community involvement, and/or achievements and awards? 		

Total Points _____/20

Design and Composition

Observe the totality of the artists portfolio. Consider if the following elements and principles are evident in their work. Note that not all the principles will apply to every medium.

Principles

Unity: Do the parts work as a whole? Consider the marks, shapes, colors, values, and textures.

Balance: Is there an equal distribution of visual weight? Has symmetrical or asymmetrical balance been created in the shapes, colors, textures, and values?

Rhythm/Movement: Is there fluidity of form in three-dimensional works? Are there shapes or directional lines to connect pieces within two-dimensional works? Does your eye travel around the entire picture plane?

Emphasis: Is there a defined focal point or center of interest?

Contrast: Is there a variety of values, shapes, colors, lines and textures?

Elements

Line: Is there variety of line? Have lines been used to create texture, perspective, or movement?

Shape: Is there variety of shape? Are the shapes used been successfully created and used in the work?

Space: Has the illusion of foreground, middle ground, and background shape been successfully created?

Form: Has the illusion of depth been successfully created in two-dimensional works? Have appropriate figures been used to represent the ideas within three-dimensional works?

Color: Is there a variety of color? Have colors been used to create space or emotion?

Value: Is there a defined light source? Have highlights, shadows, and cast shadows been included in the art?

Texture: Are there visual or tactile surface characteristics in the work? Does it have a variety of texture and interesting patterns?



CITY OF CUPERTINO EMERGING ARTIST AWARD JUDGING FORM

Artist Name _____

Judge Name _____

Evaluate the piece on each of the five judging criteria indicated below, from 5 points (high) to 1 point (low). Suggested criteria guidelines are below.

<u>Criteria</u>	<u>Points</u>	<u>Notes</u>
Media/Tools <ul style="list-style-type: none"> - Does the piece display an effective use of tools, methods, and working materials? Has the artist used materials and skills to make an effective piece for what they are trying to convey? 		
Creativity and Originality <ul style="list-style-type: none"> - Is the work executed in a manner that is unique to the idea expressed? Is there evidence of creative thought? 		
Imagination <ul style="list-style-type: none"> - Has the artist shown imagination in their artwork? Is there evidence of creative thought? 		
Individuality <ul style="list-style-type: none"> - How well does the artist showcase their individuality in the piece? 		
Personal Statement <ul style="list-style-type: none"> - Does the personal statement include goals, education, training, volunteerism, community involvement, and/or achievements and awards? 		

Total Points _____/25



CITY OF CUPERTINO

YOUNG ARTIST AWARD JUDGING FORM

Artist Name _____

Judge Name _____

Evaluate the piece on each of the four judging criteria indicated below, from 5 points (high) to 1 point (low). Suggested criteria guidelines are below.

<u>Criteria</u>	<u>Points</u>	<u>Notes</u>
Media and Tools <ul style="list-style-type: none"> - Has the artist demonstrated a level of skill and ability in the selected techniques? Does the piece display an effective use of tools, methods, and working materials? Has the artist used materials and skills to make an effective piece for what they are trying to convey? 		
Creativity of Contest Theme <ul style="list-style-type: none"> - How well has the artist conveyed the contest theme? Can it be understood by others? 		
Imagination <ul style="list-style-type: none"> - Has the artist shown imagination in their artwork? Is there evidence of creative thought? 		
Individuality <ul style="list-style-type: none"> - How well does the artist showcase their individuality in the piece? 		

Total Points _____/20