

Art in Unexpected Places Plan

“Art in Unexpected Places” is a program that puts in an effort to beautify public spaces, surprise and delight passers-by, and encourage the community to reflect on themes and imagery that represent the heritage, natural beauty, diversity and creativity of our city. The program envisions out of the box thinking when it comes to locations for unexpected artwork on City owned property.

Creative Brief

The City of Cupertino and the Fine Arts Commission (FAC) announce an art contest entitled: *Art in Unexpected Places*. This program is an effort to beautify public spaces, surprise, and delight passers-by, and encourage the community to reflect on themes and imagery that represent the heritage, natural beauty, diversity, and creativity of our city.

Context

Visual artists who reside in Santa Clara County are invited to submit proposals for *Art in Unexpected Places*. Artwork should be innovative, colorful, and artists are encouraged to create work that addresses both the interests of the community and the context and history of the site. Imagery should celebrate the natural diversity and dynamism of the property. Each design must also be sympathetic to the structural limitations of the site and relate to its immediate environment, and to the typical use of the property.

Artist Criteria

- Must reside in Santa Clara County
- Submit the following:
 - Complete application (pdf format)
 - One to three image sketches (jpeg format) that reflect the theme, dimensions, and layout of the proposed work
- Be available for an interview as part of the judging process
- Artist fee of \$3,000 will be awarded to the artist whose work is selected
 - Artist fee covers
 - Intellectual property of the design
 - Labor associated with artwork
 - Cost of materials to complete the project

Selection Process

Criteria from the [City of Cupertino Public Art Program: Guidelines for Selection of Public Art](#) will be used in determining whether proposed artwork is acceptable. The criteria will include:

- Aesthetics
- Quality
- Style
- Permanence
- Public liability
- Variety
- Technical feasibility
- Duplication

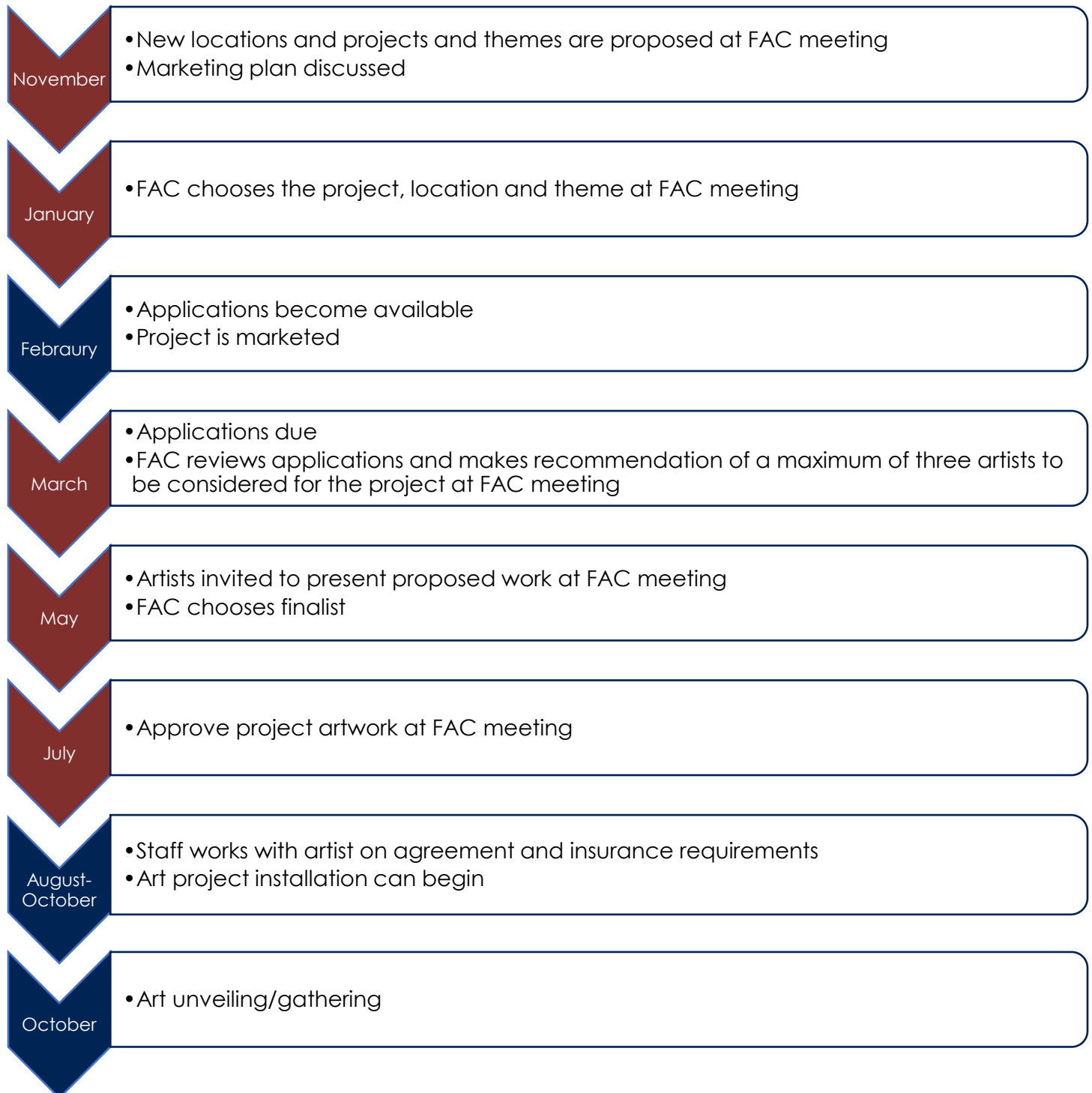
From submitted entries, the Fine Arts Commission will short-list a maximum of three artists. Artists with projects that best fit the criteria will be placed on the short-list and will be required to participate in an interview with the FAC to discuss their design and inspiration.

Frequency

FAC will propose one Art in Unexpected Places project per fiscal year.

Project Timeline

This is an anticipated timeline for the project. Staff and FAC will need to continue to evaluate and edit to create efficiencies as the project gets underway.



Budget

The budget for Art in Unexpected Places includes a nominal artist fee to help cover the cost of installation and materials. Public Works costs have been incorporated into the budget, for any prep work the site may need before installation. A budget for a marketing campaign has been included. This campaign that may include paid social media posts, multiple banners, and A-frame sign posters around the city. Once the project is installed, the commission will host an art unveiling for the community, and funds have been placed in the budget for that gathering.

\$3,000- Artist fee

\$4,000- Public Works costs (Prep and upkeep)

\$1,000- Insurance

\$1,000- Marketing (paid social media, banners, A-frame sign posters)

\$1,000- Project Unveiling

Examples of Artwork and Locations:



Umbrella Alley, Redding, California



Interactive Wall Art, Redwood City, CA



Manhole Covers, Seattle, Washington



Storm Drains, Santa Cruz, CA



Tiled Staircase, San Francisco, CA



Shadow Art, Redwood City, CA



Sculpture Art, Cupertino, CA



Interactive Playground