

PUBLIC ART ON THE GREENWAY

A FIVE-YEAR STRATEGY: 2013 - 2017



This document is based on the research and recommendations of consultants, Renee Piechocki and Jennifer McGregor, presented to the Conservancy in *Connective Innovative Celebratory: A Five Year Public Art Strategy for the Rose Kennedy Greenway*.

Our five-year public art strategy is supported largely by Fund for the Arts, a public art program of New England Foundation for the Arts and Robert and Doris Gordon.

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Os Gemeos mural
Rose Kennedy Greenway, Boston, MA,
photo ©Ben Gebo

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experiences

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Dialog

INTRODUCTION

THE ROSE KENNEDY GREENWAY, BOSTON'S MOST

contemporary park, is poised to be the premier outdoor space for artwork that reflects our city's 21st century identity as a world class hub of innovation. The Rose Kennedy Greenway Conservancy will collaborate with Boston's creative community to present public art that enhances our city's imaginative capacity, enlivens our neighborhoods, contributes to economic vitality, and sparks civic exchange.

This five-year public art strategy takes our community a step forward in presenting contemporary public art by capitalizing on the energy, creativity and adaptability that the Greenway offers as an evolving public space. Our curatorial vision and organizational structure are the product of public input, best practice research, and the passionate contributions of artists and arts advocates from across the country. We are excited to gain your support as we launch this world class public art program.

emporary

BOLD

Environment

Innovative

Evolving

ence

Connective

ENGAGING

gue

Temporary

Vibrancy

Beauty

Rose Kennedy Greenway & Conservancy

The Rose Kennedy Greenway is a ribbon of contemporary urban parks that connects people and the city by providing beauty, fun, and a sense of community in Boston. The Conservancy is the designated steward of the Greenway, delivering on the promise of a vibrant, beautiful, innovative city park.

VISION

PUBLIC ART VISION

The Rose Kennedy Greenway Conservancy will bring innovative and contemporary art to Boston through free, temporary exhibitions on the Greenway, engaging people in meaningful experiences, interactions and dialogue with art and each other. We will give artists unique opportunities to exhibit bold, new work that considers the possibilities of 21st century Boston.

CURATORIAL CONSIDERATIONS

The Conservancy's curatorial agenda considers both the content of artwork and its form. To guide content, we will adhere to a series of Conceptual Frameworks.

CONCEPTUAL FRAMEWORKS

The Conservancy will employ the following conceptual frameworks to inspire artists and guide proposals.

Connection

Projects that unite the segmented parks and connect the individual communities along the Greenway.

Interactivity

Projects that engage visitors with the park and one another.

Civic Dialogue

Projects that highlight freedom of expression, freedom of speech, diversity, and other civic and community issues.

Ecology and the Environment

Projects that deal directly with issues of sustainability and the environment.



Antony Gormley, *Horizons*
Madison Square Park, New York, NY
photo ©Getty Images



Jean-Claude & Christo, *The Gates*
Central Park, New York, NY
photo ©Janeen



Anish Kapoor, *Sky Mirror*
Rockefeller Center, New York, NY
photo ©Public Art Fund

“Boston has so long been tied to its past. Its tradition of public art is rooted in memorials and the City Beautiful movement, when the notions of civic life and urban culture were vastly different. This tradition still has value, but we should not be beholden to it. Let Boston be brave enough to embrace new modes of making art, especially temporary ones, which allow us to honor the culture of the past while we forge its vital present. Let’s not be enslaved to a nineteenth-century vision for a twenty-first-century park.”

Dr. Cher Krause Knight, Emerson College
-April 2012 public meeting



Jim Cambell, *Scattered Light*
Northern Spark, Minneapolis, MN
photo ©Northern Spark

PROJECT TYPES

PLATFORMS + MAGNETS

Each year, the Conservancy will consider artistic opportunities, the needs of the Greenway, and the aspirations of the Boston community to develop its public art project plan. To guide form, the Conservancy will choose from a menu of Platform and Magnet project types.

Example Platform: Light Blades



Rose Kennedy Greenway, Boston, MA
photo ©John Horner

Example Platform: Placemaking Projects



HWKN, Wendy
PS1 MOMA, New York, NY
photo ©Jessica Sheridan

Example Magnet: Sculpture +



Orly Genger, Puzzlejuice
photo ©Bravin Lee

PLATFORMS

Short-term Platform Projects take advantage of existing park conditions and are intended to support diverse artworks over time.

Light Blade transformation

Use of existing lighting technology or enhancement of the Light Blade surfaces, making these structures more interactive and engaging.

Light and projections at Dewey Square Park

Projected light, video, and animation projects that engage the commuting public and activate the park during evening hours and winter nights.

Boston Harbor Islands Pavilion screens

Partnership with the National Parks Service and the Boston Harbor Islands Alliance to select and review artworks created for the existing digital platform.

Winter Lights

Light-based winter installations that enhance and increase the impact of the Conservancy's annual Winter Lights program.

SmARTphone

Smartphone technology artworks that encourage visitors to explore the entire Greenway and connect with the park.

Interdisciplinary place-making projects

Design teams and artists create interactive, temporary place-making installations.

Parcel 12 project space

Until a long-term use is determined, this is a potential experimental zone to test ideas, prototypes, and partnerships, as well as a place for collaborations with local universities and students.

Vent Stacks and Air Intake Structures

Ideal platforms for presenting video, light, projection, sculpture, and two-dimensional artworks. The Conservancy will work with MassDOT to gain access to these spaces.

MAGNETS

Long-term Magnet Projects bring local, national, and international attention to the Greenway, drawing residents, visitors, and public art pilgrims alike. Magnets make the Greenway a destination and are impressive in scale, interactivity, and artistic excellence. Planning and implementation of these projects is a multi-year endeavor that requires greater staff capacity and fundraising.

Sculpture +

Curated sculpture exhibitions and must see installations whose content and location support one or more conceptual frameworks. These are high visibility, large-scale, high impact projects with big budgets, created by internationally recognized artists who might not otherwise exhibit in Boston.

Artist-in-Residence

Multi-disciplinary artists selected to engage the Greenway as a studio and collaborate with its connected communities. These projects are focused on long-term relationship building and an understanding of community and urban design concerns.

Design Team Projects

The Conservancy aims to prompt creativity in new construction and design in and around the Greenway by encouraging the creation of design teams that include artists.

SELECTION & REVIEW

ARTIST SELECTION & PROPOSAL REVIEW

The Conservancy's new public art strategy shifts our role from receptive to proactive. Our Vision and Conceptual Frameworks will guide calls produced by the Conservancy's public art project plan as well as unsolicited proposals.

ARTIST SELECTION

Selection Processes

Open Selection: calls for artists to apply for opportunities are posted widely.

- * Request for Qualifications
- * Request for Proposals

Invitational Selection: a limited group of artists are invited to submit their qualifications.

Direct Selection: a specific artist is selected directly to create a proposal.

Guest Curators: A guest curator is engaged, either through a call or approached directly.

Selection Panel

A specialized selection panel may be formed to assist the Conservancy for certain projects as a supplement to the Art Advisory Committee.

APPROVAL PROCESS

The approval process outlined to the right is appropriate for both public art projects that evolve through the Conservancy's Public Art Project Plan and unsolicited proposals presented to the Conservancy.

Unsolicited Proposals

Unsolicited proposals will be evaluated using the vision and conceptual frameworks previously outlined. Proposals will be approved or declined using the process outlined to the right.

Moratorium on Permanent Works

As the Greenway is a young park and the area continues to evolve, the Conservancy will not consider proposals for permanent works of art, monuments, memorials or donations of works of art during the five year period of this strategy.

Public Engagement

Public input is an important step in the process. Every effort will be made to engage and inform the public about projects concurrent with steps 2-4.

Approval Process:

1

Greenway Conservancy Public Art staff reviews the proposal in regard to the public art vision, goals, and conceptual frameworks. Conservancy park operations team reviews the proposal for design, siting, installation, maintenance and/or funding concerns.

2

Greenway Art Advisory Committee provides aesthetic review of the project. The Committee will approve or decline proposals based on artistic excellence and curatorial consistency.

3

MassDOT District Engineer reviews the proposal for structural and safety concerns that may impact the tunnel or State property. If approved, MassDOT will provide an access permit.

4

Boston Art Commission reviews the proposal for compliance with city standards of safety, maintenance, potential impacts and aesthetic concerns. If approved, the Conservancy will pursue additional city permits necessary for installation.

Jacob Kulin, *Modern Dance*
Rose Kennedy Greenway, Boston, MA



ADMINISTRATIVE FRAMEWORK

PROJECT PLANNING

The Conservancy will develop an annual public art project plan for projects underway and those to be initiated in the coming year. The plan will be formed with input from Conservancy staff and the Art Advisory Committee.

PUBLIC ART STAFF

To have a truly first-class public art program the Conservancy will need to build over time an experienced public art team, starting with a full-time Public Art Director. As frequency of projects increases, a Public Art Project Manager and Program Assistant may be added. The addition of staff positions is dependent on fundraising.

Public Art Director

This full-time staff person implements the vision and goals of this strategy, and is a peer of the Design, Program, and Operations directors of the Conservancy, often collaborating with all three on public art projects.

ART ADVISORY COMMITTEE

The Conservancy will form an Art Advisory Committee to provide aesthetic review and advice to the Conservancy on all public art projects and matters.

Responsibilities

The Art Advisory Committee will meet quarterly to:

- * Connect the Greenway to the local, national, and international contemporary art world
- * Help guide the artistic excellence of the public art program
- * Review the Public Art Project Plan
- * Approve all art projects prior to submission to the Boston Art Commission

Composition

The Art Advisory Committee will consist of experts in their respective areas of practice. Boston residency is not a requirement. Members will include art curators, art historians, arts administrators, artists, landscape designers or architects; neighborhood residents or property owners; Conservancy board members; and selected staff to support the work of the Committee.

Terms

Art Advisory Committee members are appointed by the Executive Director and serve for one three-year term. Staggered, limited terms will assure both continuity and diversity of perspectives on the committee.

OUTREACH & EDUCATION

The Conservancy will develop an outreach plan for each project that addresses the best way to inform interested parties, the general public, and art press about the project. Outreach platforms will include: Online platforms, Conservancy Leadership Groups and Committees, Regional Arts Councils, Press Releases.

Advertising

The Conservancy will allocate an advertising budget for each public project. Magnet projects will require sponsorship support for major advertising campaigns.

Interpretation and Education

The Conservancy will create ways for visitors to learn more about each project when they are on the Greenway including:

- * Signage
- * Audio Guides
- * Website
- * Public Programs: artist talks, events & tours
- * Offsite exhibitions associated with projects on the Greenway



Susan Hoffman Fishman and
Elena Kalman, *The Wave*
Rose Kennedy Greenway, Boston, MA

"I really appreciate the Conservancy's efforts to promote art on the Greenway. My office overlooks the Greenway and it has lots more potential for more visual interest."

— Public Art Survey Response

NEXT STEPS 2012-13

FUNDRAISING + CURRENT PROGRAM

The Conservancy's five year public art strategy is dependent on private funding. A clear funding structure must be established for the Conservancy to sustain and execute the public art program launched by our five year strategy. While appropriate funds are raised, the Conservancy will continue with next steps below.

CURRENT STAFF STRUCTURE

The Conservancy will continue to pursue public art projects with the current staff as funding and capacity allow. Staff includes:

Director of Public Programs
Director of Planning and Design
Visual Arts Manager

CONTINUATION OF WORKING GROUP

While funding is raised, we are fortunate to continue to work with our current Public Art Working Group who has advised the planning process to date and will serve in the same capacity as the Advisory Committee outlined previously.

Working Group Members Include:

Nick Capasso

(deCordova Sculpture Park and Museum)

Kate Gilbert

(artist, Greenway neighbor: Leather District)

Robert Gordon

(art collector, Greenway neighbor: Wharf District)

Geoffrey Hargadon

(artist, UBS, NEFA board member)

Ralph Helmick

(artist)

Young Park

(Conservancy board member)

Edward Saywell

(MFA and Boston Art Commission)

Deborah Spiro

(Neiman Marcus Group, Greenway neighbor, Trustee, Intercontinental Residences)

Meejin Yoon

(architect and MIT faculty member)

CURRENT PUBLIC ART PROGRAM

Beyond producing our own artist calls, the Conservancy will consider incoming proposals that are fully funded. Projects will be evaluated using the Conservancy's vision and conceptual frameworks as criteria for review by staff and the Public Art Working Group.

Building Public Art Synergy

The Conservancy plans to expand the supportive public art community who came together through the planning process. Partnering with like-minded organizations to host a compelling speaker series and energetic gatherings of the arts community, we hope to build awareness, excitement and support for our developing public art program. The Conservancy will also focus efforts on developing buzz events and educational programming around our existing public art projects.

Artist Opportunities

The following calls to artists are part of the planning process for this Five Year Public Art Strategy. We value artists' input and to complete the planning process, we ask artists to contribute ideas and challenge them to imagine the possibilities of the Greenway as a dynamic space for public art.

Winter Light RFQ

We are seeking artists' and multi-disciplinary artist led teams' qualifications. Up to three artists will be selected by year-end to develop proposals for a temporary, site-specific, light-based, winter art installation on the Greenway in 2014.

Open Call to Artists: call for qualifications

Proposal Honorarium: \$5,500

Greenway Connection RFQ

We are seeking artists' and multi-disciplinary artist led teams' qualifications. Up to three artists will be selected by year-end to develop proposals for a temporary, site specific art installation in 2015, that will physically and/or experientially unite the segmented parks and connect the communities along the Greenway

Open Call to Artists: call for qualifications

Proposal Honorarium: \$5,500

Download the complete calls on our website at:

www.rfkgc.org/publicart

These artist opportunities are supported by Fund for the Arts, a public art program of New England Foundation for the Arts.

The Rose Kennedy Greenway Conservancy

The Conservancy is the designated steward of the Rose Kennedy Greenway, a new ribbon of contemporary urban parks in the heart of Boston. We are delivering on the promise of a beautiful, vibrant, innovative city park. Established in July, 2004 through an agreement with the Massachusetts Turnpike Authority, the City of Boston, and the Commonwealth of Massachusetts, the Conservancy is a private, non-profit organization, which operates, maintains, preserves and manages the parks on behalf of the public. The Conservancy raises private and public funds to support the parks, aspiring to excellence in design, operations, and public programming.

“Think big (as in visionary), contemporary, and international. This is Boston’s one chance to create something extraordinary! There is a lengthy, slightly curvy swath of open space in an urban city. Let’s do something extraordinary.”

— Public Art Survey Response



“This space is a great opportunity to create works that engage the community.”

— Public Art Survey Response



ABOUT THE PUBLIC ART PLANNING PROCESS

Our consultants, Renee Piechocki and Jennifer McGregor, were selected through a competitive process in December 2011 to create a five-year strategy. They began work in January 2012, meeting regularly with Conservancy staff and the working group. They presented a range of possibilities at a lively public meeting on February 7, 2012. In-person and phone interviews were conducted with twenty-five stakeholders and organizations offering comparable programming. The vision, conceptual frameworks, and project types featured in this document were presented at a second public meeting on April 23, 2012 to an enthusiastic audience. Throughout the process there has been an opportunity for the public to respond through surveys distributed at meetings and available on the Conservancy website. Ideas and insights contributed during the planning process were included in the consultant’s final document, *Connective Innovative Celebratory: A Five Year Public Art Strategy for the Rose Kennedy Greenway*. This document is a distillation of their strategy combined with updates made by the Conservancy board and staff. You can learn more about the public art planning process on our website at www.rfkgc.org/publicart.

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