



## ARTIST'S GUIDEBOOK

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## Purpose of the Artist's Guidebook

This guidebook will help artists to become familiar with the Hutchinson Public Art Design Council's (Design Council) processes for artist application, selection and production of their projects once contracted. Included in the appendices are examples of many of the items that are mentioned throughout the guidebook.

## What is Public Art?

Public art is artist creations or collaboration in any medium which are intended to be accessible to the general public. Works may include all building or landscape related works of art, whether fixed or freestanding, permanent or temporary, within external or internal settings and covering a wide range of art forms and media. Public art does not include any architectural or landscape design, except when commissioned and designed by an artist. Public art can relate to a site in different ways:

1. **Discrete** – Public art that is not integrated with the site either in physical or conceptual manner. Usually this type of work relates to the site in terms of scale, character and size and can be created off site, installed and moved from site to site.
2. **Semi-integrated** – A project or a work of art which is generalized in its conception, but is physically integrated into the site through its location, placement, context or site construction.
3. **Integrated** – Public art which is conceived, designed and built specifically for a site and derives its conception from the local site narrative. A work of art such as this would not exist anywhere else.
4. **Temporary** – Public art created for a specific occasion, time frame or event and which is temporary in nature.

## Mission and Goals

The Public Art Design Council's mission is to develop a collection of public art that is of the highest quality, that will encompass a broad aesthetic range reflecting the City and the minds of its citizens, that will improve the quality of life in the area, that will be accessible to all individuals and be a source of pride to all residents. The Public Art Design Council seeks to develop the Percent for Art Program and the associated collection in such a way so that it is intimately integrated into the fabric of the City of Hutchinson and reflects a broad range of community input and involvement by artists and art professionals. The Public Art Design Council is responsible for reviewing, advocating and developing public art projects in the public domain for the City of Hutchinson. A formal structure is used to create, develop and maintain public art as well as further public accessibility to the arts.

### **Percent for Art Program Objectives**

- a. Develop a public art program that is unique to Hutchinson.
- b. Increase the understanding and enjoyment of public art by Hutchinson residents.
- c. Invite public participation in the interaction with public spaces.
- d. Provide unusual and challenging employment opportunities for artists.
- e. Encourage collaborations between artists and architects, and artists and engineers.
- f. Support artist participation on design Committees for planning public projects.
- g. Encourage variety of art forms: temporary and permanent, object and event, single or dispersed locations.
- h. Spread commissions among a wide number of artists and strive for overall diversity in style, scale and intent.

### **Project Management Steps:**

Below is a list of the various processes and procedures involved in a Public Art project from the concept of the project to the final completion of the project.

1. Program Manager and Department representatives confirm site location and technical requirements for public art projects within the capital improvements program.
2. The Selection Committee is assembled and may include the Program Manager, department representatives, professional consultants (architects, engineers, landscape architects, etc.), one or two members of the Design Council, a visual art professional and/or community members. This group establishes desired location, content, theme, style, design, and material for RFQ. Visual Art Professionals should be chosen from the Design Council approved roster. Community Reps should be reference checked.
3. RFQ formatted, approved by the Design Council, and distributed: Project Manager composes individual RFQ's and distributes through online outlets (e.g., Public Art Network listserv, CAFÉ, etc.). Additionally, the RFQ should be promoted to select artists known for top-level quality in the media relevant to each RFQ.
4. The Design Council confirms the eligibility of the applicants.

5. RFQ's coordinated to Selection Committee: Project Manager instructs Selection Committee for online forum review of applications. (Note: Under Design Council program guidelines, the Selection Committee has the option of choosing a final artist, or choosing up to 3 semifinalists that will submit Concept Design proposals for interview by SC. The selection process will be noted in the call.)
6. Semifinalists instructed by Project Manager in Concept Design development and requirements via guidelines.
7. Selection Committee reviews semifinalist designs and interviews individually for awarding commission.
8. Design Council confirms Selection Committee decision.
9. Rejection and Selection Letters sent.
10. Artist orientation, payment benchmark scheduling, and contract signing: Project Manager.
11. Directives, contracts, and artist's invoices (Contract Signing and Schematic Design) coordinated through Program Manager.
12. Design Development meeting with Artist, Architects/Engineers, Department Representatives, and Program Manager.
13. Final Design presented to Selection Committee by Artist.
14. Design Council approves Final Design.
15. Artist begins fabrication: PM coordinates artist, architects, engineers and contractors.
16. Selection Committee reviews 50% complete progress and Design Council approves payment.
17. Selection Committee reviews 100% complete progress and Design Council approves payment.

### **Selection Process**

**Applications:** Artist applications can be submitted for a project ONLY through instructions described in the Call for Artists. Entries require the following materials, which are outlined in the project RFQ:

- **Letter of Interest:** A one-page letter of interest in PDF format that explains your general concept including theme and materials. Explain your interest and your general approach to its design and production.
- **Resume:** Resumes should be limited to four (4) pages in PDF format describing your experience, background and training. The resume will be viewed by the Selection Committee or Jury.
- **Images:** You may submit up to 10 digital images of your past and current work. Please submit examples of your work that relate to the project for which you are applying. You may provide the photos in a PowerPoint file. Please label each image and provide a brief narrative in the area provided.
- **References:** List of three professional references with contact information. At least one reference should include a public art installation.
- **Note:** Complete application materials should be submitted as directed in the Call for Artists. Photo images should not be emailed, but uploaded to web-based file sharing service such as Drop Box or Google Drive and the link emailed to the Program Manager along with your application materials. If the Call for Artist allows hardcopies to be mailed of your application materials, photo images should be uploaded to a flash drive as directed in the Call for Artists. Digital files sent via email, and CD-R's will not be accepted.
- **Proposal Review:** Only artist submissions that include all of the above listed materials will be accepted.

### Jury or Review Process

- Selection Committee members will review all submissions prior to the initial selection phase meeting. At the meeting they view all of the artists' images as a group and discuss issues such as the merits of the artists' work, their previous experience, and the artists' demonstrated skill level with any required materials or production methods stipulated in the RFQ.
- Artists are narrowed down to a maximum of three (3) semifinalists who will then go through an interview process with the Selection Committee. Semifinalists shall receive a design fee for the development of an original site-specific design proposal. This design proposal shall be the focus of conversation during the semifinalist's interview. (Note: Under Design Council program guidelines, the Selection Committee has the option of choosing a final artist, or choosing up to 3 semifinalists that will submit Concept Design proposals for interview by SC. The selection process will be noted in the call.)

### Interviews:

- Face-to-face interviews are preferred when possible. However, phone interviews may be conducted for out-of-town artists.
- Each artist is asked a series of questions that relate to a site-specific proposal as well as their previous work.
- After all of the artists have been interviewed, the Selection Committee selects the final artist to recommend to the Design Council.

**Selected Artist:** The selected artist, working in conjunction with the project architect, selection committee and program staff, will create a schematic proposal and final design, both of which are reviewed by the selection committee and subject to final approval by the Design Council. After the design is approved, the artist will continue to work on the fabrication and installation. (Schematic design, final design, fabrication and installation are all discussed later in more detail.)

### Next Steps If Selected

- If the project you applied for is approved, you will be notified by letter, as well as by email, that you have been selected for the project and will be asked to contact the Program Manager to set up a meeting.
- The Program Manager will send you a draft of our professional services contract to review. This contract is between you and the City of Hutchinson.
- The contract explains what type of work you, the artist, will be doing, as well as when you will be completing the work, where the work is to be located, and the budget of the project. The contract will explain exactly the responsibilities of the artist and of the City throughout the project.
- Insurance listed in the contract generally includes General Liability, Auto and Workers Comp. Workers comp is only necessary if you have employees. The auto insurance requirement can be added to your existing auto policy.
- The contract is derived from similar public art contracts used in programs throughout the country. We encourage you to read it thoroughly and call the Program Manager with any questions. Any changes must be negotiated through the City Attorney's office.

### **Additional Tips for Selected Artists:**

- You must complete the project on time and within budget.
- Consider your payment needs and the budget benchmarks before signing the contract. Feel free to discuss these needs with the Program Manager.
- The signed contract is submitted for final approval by the City Council. Once the Mayor signs the contract, you will receive a final copy.
- Once the contract is executed, the Program Manager will work with you to draft a budget breakdown for your fabrication budget.
- Understand what additional project costs will come out of your budget, such as transportation of the artwork to the site, any structural engineering fees, building permits, storage, labor costs, etc.
- Do not assume that the site will be built exactly as it was designed.
- If you want to change the design during fabrication, you must get approval from the Program Manager and Selection Committee before doing so.
- The Program Manager is the liaison between you and the City or the Selection Committee, and will facilitate any discussion that needs to take place.

### **How the relationships work:**

The Project Manager (PM) is the liaison between you and the City, the Selection Committee, the architect, the general contractor, the community, and the press. The PM will guide you through the process by directing your questions to the appropriate people, scheduling committee meetings, helping you connect with the community through meetings or workshops, checking on your fabrication progress, etc.

The Selection Committee will review the schematic proposal, final design, final installed project, and any changes to the design during the process. The Design Council will review the Selection Committee's recommendations for approval of all projects with the City of Hutchinson. The Design Council has final say in all matters pertaining to City Percent-for-Art projects, only.

The Project Manager will present your designs to the Selection Committee, though at times you may be asked to do so. During the review process, the



Selection Committee or Design Council may ask for additional information or for design changes.

### **Final Design Documents**

The next phase of the project is final design. Final design documents shall include detailed drawings and specifications for materials, site preparation, connections, building interface, and a detailed colored rendering indicating the exact subject matter and content of the artwork along with the placement of the artwork at the site. The Artist shall notify the Design Council if the Final Design Documents contain any design information that is materially inconsistent with the Schematic Proposal.

All details of the project must be included in the final design documents, including materials, sizes, colors, attachment methods, budget items, etc.

The time that you have to complete the final design varies according to your needs and the project timeline. However, per your Artist Contract you have up to sixty (60) days to complete and submit your Final Design documents.

On the due date of your Final Design, you will submit all documents listed on the "Final Design Checklist" to the Program Manager who will review your submission and confirm that all requested documents are present and completed. The Program Manager will then present your Final Design documents to the Selection Committee for review and approval. Once the Selection Committee has reviewed and approved your Final Design documents, the Program Manager will submit the documents to the Design Council for final approval. Please be aware that you may be asked to make changes to your final design and that it is expected that the artist will work in collaboration with both the Selection Committee and Design Council.

The Program Manager will only submit your Final Design invoice to request payment once your Final Design documents have been approved by the Selection Committee (and the Design Council).

Typically, you will receive payment within ten (10) days of the approved request. It is best to thoroughly discuss all payment needs with your PM and align payment benchmarks in such a manner that you are able to purchase materials and maintain steady production progress in the event a delay in invoice payment occurs.

**NOTE: The City of Hutchinson will not advance funds.**

Any materials that are purchased for the creation of the final design, along with any expenses that go towards community meetings are considered a part of the payment that you receive for final design.

### **Notice to Proceed**

Upon approval of the final design, the PM will send you a "Notice to Proceed" letter, stating that fabrication may begin. You will need to provide the following:

- Schedule for fabrication and installation that includes a completion date, if one is not already stated as part of a construction project or by the Design Council.
- Description of what elements shall be fabricated by the Artist and what elements shall be fabricated by others.
- List of fabricators, subcontractors and installers that you intend to work with, including contact information.
- Payment Schedule, based on anticipated costs for materials, fabrication and installation of the artwork.

(Samples of these can be found in the Appendix.)

### **Fabrication**

The fabrication must conform to the approved final design. If you have any changes to the artwork during fabrication, you must notify the Program Manager before proceeding. In many cases the Program Manager can approve changes without having to meet with the Selection Committee or Design Council.

The Program Manager will monitor progress of the fabrication in order to approve the 50% completion benchmark of the project. Address any project issues with the PM and ask questions -- it is the Program Manager's job to help you get the project done.

During the fabrication, the Program Manager will also be working with you to plan the installation, including coordinating with the project architect and general contractor, as well as coordinating site interface, transportation, scheduling, etc.

## **Installation, Signage, Post Installation Documentation, Final Payment**

The installation must be scheduled in advance, and must adhere to that schedule. Of course, circumstances beyond your control will be taken into consideration, but the Program Manager must be notified if there are any changes to the approved schedule.

Signs identifying the project will need to be provided within the budget. These require some standardized language, which is listed in the appendix. Please discuss sign materials with the Program Manager.

After the installation is complete, you will need to notify the Program Manager in writing that it is complete (as stated in the contract). With your letter, you should include a flash drive with digital images that are requested in the contract as "post installation documentation", along with written maintenance instructions (see appendix for sample), and your final invoice.

Once all of this information has been turned in and signage is installed, the Program Manager and Selection Committee will inspect the artwork for final acceptance. Once it is approved, your final payment will be processed. Generally, upon receipt of your final payment you are finished with the project!

## **Artwork Dedication Event**

To celebrate the completion of a project, the Program Manager will work with you and the director of the facility where the art is located to plan an artwork dedication event. These events provide good closure for the artist, helps to introduce the project to the community, and is a good way of thanking everyone involved.

## **APPENDIX**

- Schematic proposal checklist
- Final design checklist
- Budget information and worksheet
- Timeline worksheet
- Payment schedule
- Sample invoice
- Standardized signage
- Contact information

## Schematic proposal checklist

Schematic Proposal	Date Due:	Date Reviewed:
	Conceptual design – include visuals with specifications about where the artwork will be located at the site	
	Concept statement – narrative account of concept	
	Preliminary budget	
	Materials – list all materials to be used	
	General dimensions	
	Approximate weight	
	Finish – list the paint and/or coating of the final artwork	
	Preliminary maintenance	
	Invoice	
	Comments:	

## Final design checklist

Final Design	Date Due:	Date Reviewed:
	Detailed drawings/other graphic material (includes color rendering, subject matter/content, and placement of artwork within the site)	
	Materials	
	Site preparation – list any changes necessary to the site	
	Connections – the attachments that will be used to install the artwork	
	Building interface – how will the artwork interact with the building/site	
	Maintenance instructions	
	Revised budget	
	Payment schedule	
	Preliminary installation schedule	
	List of all fabricators and subcontractors, including contact information	
	Invoice	
	Comments:	

## Budget information and worksheet

As part of your design submission, you will be required to prepare both a preliminary and final approved budget. Your budget should total the amount of the commission.

The format shown on the next page lists many of the possible project costs. All of the items listed will not necessarily apply to your particular project, and some items that may relate to your project might not be listed here. The artist contract should be consulted as it specifies many of the project requirements.

Other points to consider:

- Dealer fees are not acceptable as a separate budgeted project expense. Any fee must be considered as part of your total artist design fee. The NEA recommends that an artist's agent not receive more than 10% of an artist's fee.
- Keep a log of your project hours and all receipts pertaining directly to your project.
- Take into consideration the possible inflation of service and material costs between now and project completion.

**Budget Worksheet:** \_\_\_\_\_ **Total amount of commission \$** \_\_\_\_\_

General

Artist design fee (Minimum 10% of total budget, maximum 20%) \_\_\_\_\_

Professional/Consultant Fee's (Architect, CAD, Structural Engineer) \_\_\_\_\_

Expenses-applicable only to this project \_\_\_\_\_

(Transportation to meeting, copies, postage, phone, fax, etc.)

Insurance (General Liability, Workers' Comp, Automobile) \_\_\_\_\_

Documentation \_\_\_\_\_

(Photographs, video or other process documentation)

Fabrication

Preparatory Materials (Working Drawings, Model, Templates) \_\_\_\_\_

Labor (Assistants, Subcontractors, Fabricators or Artist) \_\_\_\_\_

Materials (For fabrication) \_\_\_\_\_

Tools/Equipment Rental (If needed for fabrication) \_\_\_\_\_

Space rental/Storage (If additional space is needed) \_\_\_\_\_

Installation

Delivery of Project/Components \_\_\_\_\_

Labor (Subcontractors) \_\_\_\_\_

Display Details \_\_\_\_\_

(Framing, Footing, Pedestals, Lighting, Mechanical Devices)

Site Preparation (May be provided in project budget) \_\_\_\_\_

Signage (Permanent label identifying artwork) \_\_\_\_\_

Other

Contingency (Generally 5-10% of the budget) \*Required \_\_\_\_\_

**Total Project Budget** \_\_\_\_\_

## Timeline worksheet

X	Tasks (SAMPLE)	Estimated Completion	Actual Completion
	Contract signed		
	Invoice for signing of contract		
	Schematic proposal due		
	Schematic proposal review		
	Schematic proposal changes due (if applicable)		
	Schematic proposal approved		
	Invoice for schematic proposal		
	Community involvement (if applicable)		
	Final design due		
	Final design review		
	Final design changes due (if applicable)		
	Final design approved		
	Invoice for final design		
	Notification to commence fabrication		
	Fabrication commenced		
	50% completion		
	Fabrication completed		
	Fabrication progress reports		
	Notify Design Council of completion of fabrication		
	Installation commenced		
	Installation completed		
	Notify Design Council of completion of project, deliver to Design Council post-installation documentation and maintenance requirements		
	Final acceptance – reviewed by Design Council		
	Notification of final acceptance		
	Invoice for final acceptance		
	Ceremony (if applicable)		



## Sample Payment Schedule

Example for a \$50,000 project

Design Payment Schedule - (10% of budget: \$5,000)		
A	10% execution of agreement	\$500
B	40% schematic	\$2,000
C	40% final	\$2,000
D	10% final acceptance (project completion)	\$500
Fabrication Payment Schedule - (90% of budget: \$45,000)		
1	45% at begin fabrication	\$20,250
2	25% at 50% completion	\$11,250
3	25% at fabrication complete	\$11,250
4	5% at installation complete	\$2,250

This is the standard payment schedule for projects.

It may vary slightly depending on an individual project's needs.

The City of Hutchinson will not pay suppliers and fabricators on your behalf from the Artwork Budget, instead of you receiving the funds and making a payment.

The payment process for invoices is as follows:

- The artist turns in an invoice to the City that includes supporting documentation. (Ex. Subcontractor invoices, vendor receipts, etc.)
- With Program Manager and/or Selection Committee approval, the invoice is processed for payment.
- For invoices submitted to the Finance Department by Monday, payments are processed and mailed by Friday of the same week.

## Sample Invoice

Date:

Invoice#:

To: Public Art Program  
City of Hutchinson  
P O Box 1567  
Hutchinson, KS 67504-1567

From: (Artist)  
Address  
City/St/Zip

Re: (Project)

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Payment Type (ex. Final Design Payment)

Amount Due

Total Due

Make check payable to (Artist Name or Business Name)

Supporting documents attached:

1. ex. ABC metal fabricators estimate
2. ex. XYZ sculpture supplies store materials quote
3. ex. 123 construction company fee agreement

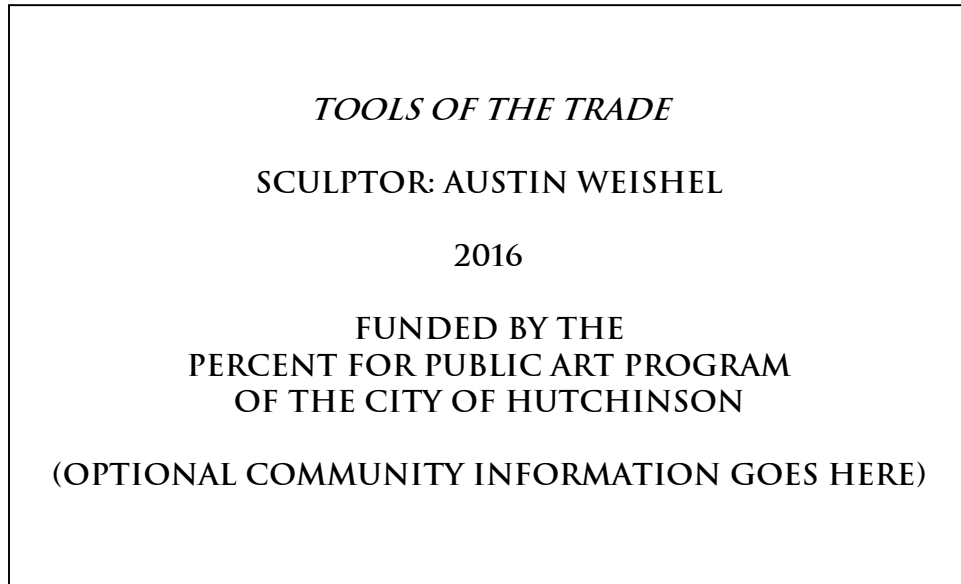
\*NOTE: Artist will be required to provide the City with a completed and signed Form W-9 Taxpayer ID and Certification in order to complete payment processing.

## Standardized signage - sample

9" x 12"

brushed metal  
(option: Fusion Cast Bronze or Aluminum)

Font - Trajan



## Contact Information

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