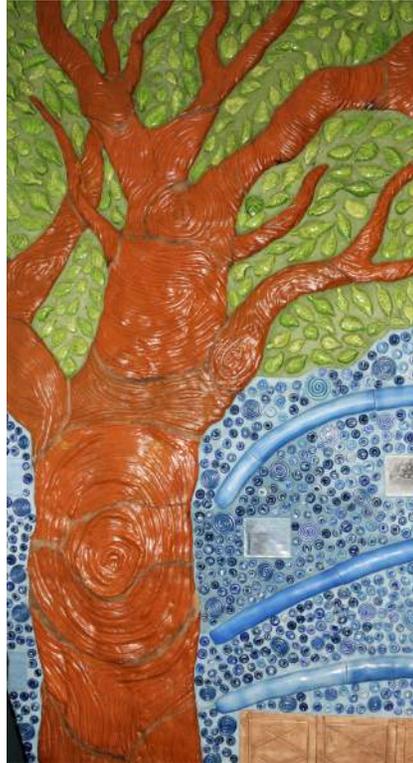




# COMMISSION ON PUBLIC ART

## Annual Report 2013/2014

This report reviews COPA's progress and most significant accomplishments in the period July 2013 to June 2014, and expresses its vision for the future.



*Louisville Forward*



The Louisville Public Art Master Plan was commissioned to develop a new vision for art in public spaces that adds to the city's vitality.



## VISION

Visual art, like our shared public space, reacts with time, conditions, and individuals who engage with it. Public art in Louisville needs to be flexible in its presentation, relevant to its site, and engaging to its audience. To have a profound reach, Louisville's public art program needs to contribute to the legacy of visual art locally, nationally, and internationally. Art in public space has a positive effect both socially and economically on the entire city. Art has the power to reach across age, race, language, and class differences, and provides a new way for people to engage directly on contemporary issues. Most importantly, a program for art in public space raises questions about Louisville's identity as a place, activating the imagination of the community and contributing to the development of new ideas and partnership opportunities. Public art should not simply be an amenity but instead a vital platform for innovative experimentation and curious exploration that becomes a part of the entire ecosystem of the city and its many parts.

"Public art is a sign of a progressive city."

- MAYOR GREG FISCHER



## 2013/2014 YEAR IN REVIEW

### July 2013

Mayor Fischer recommends and Louisville Metro Council approves funding for the Public Art Administrator Consultant contract.

### September 2013

COPA presents to Mayor Fischer national public art project and funding review.

### October 2013

White Paper on possible dedicated funding streams for public art submitted to Mayor Fischer upon request. Potential funding models presented in the paper included percent-for-art, tourism taxes, and combinations of the two. Research on nationwide percent-for-art models was also included in the report.

### December 2013

Siting Guidelines approved by Mayor Fischer, with ensuing six-month review period. Guidelines create Metro policy and ensure that art in public space is sited through an open and transparent process that is implemented with care, attention to issues of excellence in quality and safety, and special attention to maintenance.

### January 2014

Public Art Administrator contract position filled after a competitive bid process.

### March 2014

COPA Workshop led by Meredith Johnson, public art curator and consultant with Creative Time. Workshop focus included Siting Guidelines review, pilot project planning, exploration of public funding models, and goal setting.

### April 2014

Ordinance amending LMCO 32 002 passed, permitting the addition of as many as four Commissioners to expand and strengthen COPA in preparation for the upcoming fiscal year's goals.

### May 2014

Flock of Finns shipped to McKay Lodge Fine Arts Conservation Laboratory; \$32K project funded through a Louisville Metro restricted maintenance fund, and Waterfront Development Corporation funds (tweeting @FlockOfFinnsLou).

### June 2014

Creative Innovation Zone receives \$250K ArtPlace America Creative Placemaking Grant. Louisville Public Art partners with I.D.E.A.S. 40203 and YouthBuild Louisville to create an artist residency program to

support innovative cultural and economic initiatives in the historic Smoketown neighborhood. CIZ is one of 55 funded projects among 1,270 proposals.

Pilot project funding approved in Mayor Fischer's capital budget. Efforts following the launch of the Louisville Public Art Master Plan culminate in an important and dynamic commission of public art for Louisville Metro. COPA will work with Metro Parks and other city agencies to commission an artist to investigate the dynamic conditions of the Louisville Loop. The Loop is the ideal location for an artist to investigate, providing a rich foundation of historical, social, and environmental conditions. The process to commission the work will engage the community and be accessible for all visitors of the Loop to experience. The commission will be a significant addition to the Louisville Public Art Collection.

# Louisville Public Art Collection

## COLLECTION MANAGEMENT

During the past year, the Permanent Collection has been a primary focus for the Louisville Public Art program. These efforts have included:

- Collating previously existing but incomplete art inventories to create a single, comprehensive inventory of artworks owned by Louisville Metro.
- Purchasing, implementing, and populating museum cataloging software for professional level cataloging of the public art collection.
- Launching Louisville Metro's first online searchable database of public artworks complete with extensive photography and entries for over 100 works in the collection.
- Assessing condition of works in the collection through condition reports.
- Launching a virtual exhibit of 20 works of art in Louisville Metro's collection.

## CONSERVATION

Caring for and cataloging the permanent collection includes assessing the condition of the artworks and determining when conservation is required. The *Flock of Finns* located in Waterfront Park had sustained significant damage and was in need of restoration. The Louisville Public Art team:

- Researched restoration practices and identified a professional conservator, in this case McKay Lodge Fine Arts Conservation Laboratory in Oberlin, Ohio.
- Worked with the Mayor's Office, Waterfront Development Corporation, and the Community Foundation of Louisville to arrange a partnership to fund the restoration work.
- Arranged loading and transportation of *Flock of Finns* in collaboration with Waterfront Development Corporation staff.

## NEXT STEPS FOR COLLECTION

In the coming year, the public art program will build on the work of the previous year in the following ways:

- Continue to maintain and add to the collection database until every work in the collection has a complete record, including condition report, photography, and provenance.
- Increase the number of works available to the public via the online searchable database and through virtual tours.
- Gather GPS coordinates for all works in the collection to create an accurate and interactive map of public art.
- Begin conservation plan for the entire collection and seek grants for conservation and maintenance.
- Create active outreach programs such as lesson plans for teachers and artist-led tours to make the collection more accessible to the public.



# Louisville Public Space Art Fund

## SUMMARY OF ACTIONS 2013/2014

COPA was notified in 2012 by Metro Planning and Design Services that the Land Development Code was undergoing a periodic revision. COPA was invited to participate in meetings of the Land Development Code Miscellaneous Research Subcommittee of the Land Development Code Main Improvement Committee chartered to develop proposed changes to the Land Development Code.

Over several months, COPA met with the Director of Planning and Design Services, Director of Codes and Regulations, Planning Coordinator for Metro Planning and Design Services, Executive Director of the Home Builders Association (also representing its Commercial Council), and other individuals to develop a list of changes that could be made to Section 5.12.2 “Outdoor Amenities/Focal Points” which contains the Fee-in-Lieu Option, in order to make it more attractive to developers and more effective in producing funds for public art.

COPA prepared a presentation for the Land Development Code Miscellaneous Research Subcommittee describing the history of the Outdoor Amenity Public Art Fee-in-Lieu Option in the Land Development Code, outlining the reasons for the lack of funds generated from this fee and proposing changes to Section 5.12.2 “Outdoor Amenities/Focal Points” of the Land Development Code.

The proposed changes were intended to increase opportunities in which the public art fee-in-lieu option might be utilized in future development proposals in the community. Reasons highlighted for the lack of funds from the current fee-in-lieu option included 1) the fee is relatively new without a track record; 2) the economic recession halted most new construction; 3) demographics and living patterns have changed in the last 10 years causing a shift in the type of new developments from large, single buildings to smaller, community-style developments; and 4) the fee currently applies only to the Neighborhood, Suburban Marketplace Corridor, Suburban Workplace and Regional Center form districts, although urban renewal is occurring in many other form districts.

**With input from the Subcommittee, a list of four potential changes to the fee-in-lieu was created:**

- 1. Make the public art fee-in-lieu option available to developments in all form districts, rather than only in four selected form districts.**
- 2. Apply the option to industrial developments, in addition to retail, office, and mixed-use developments.**
- 3. Change the building threshold from “buildings with a total footprint greater than 100,000 square feet” to “buildings with a total building area greater than 60,000 square feet.”**
- 4. Offering three options rather than two: provide only an outdoor amenity feature on site; provide an outdoor amenity feature and a public art fee-in-lieu; and provide only a public art fee.**

The Subcommittee proposed these changes to the Main Committee in writing. Subsequently, COPA presented these recommended changes at a formal meeting held by the Main Committee. The changes were the subject of a vigorous discussion. Members of the Main Committee recommended other avenues outside the Land Development Code to raise funds for public art in Louisville.

At this time, none of the changes with regard to the fee-in-lieu option have been recommended by the Main Committee to Metro Council for approval.

COPA has continued to meet with the Mayor, city planners, and business leaders to develop options for creating a renewable funding stream for the Louisville Public Space Art Fund.

# Louisville Public Art Programs

## INTERNSHIPS & VOLUNTEERS

During the past year, the Louisville Public Art internship and volunteer program has continued to gain momentum through enhanced recruiting and mentoring. Student Interns receive credit in return for their service and each intern or volunteer is assigned a specially designed project that aligns with their academic research or studio interests. Summary of 2013/2014 program:

- Five interns including Bellarmine University and University of Louisville students.
- Substantial contributions by interns and volunteers to collection condition reporting, research, photography, and data entry.
- An intern-produced virtual exhibit of 19th and early 20th century artworks in the collection.



## PARTNERSHIPS

The Louisville Public Art Master Plan called for an Artist Event Series, allowing COPA to host a series of events that have an impact on the community and invite artists to present ideas publicly. This kind of series sets the stage for new projects in public space. It allows for a variety of artist voices that might not be able to realize a longer public installation to become part of the dialogue of the city. Upcoming projects/events in the series will include:

- The Accelerator corporate artist residency and public programs, funded by National Endowment for the Arts Our Town grant, partnership with I.D.E.A.S. 40203, begins fall 2014.
- Public Art and the City Symposium, and other collaborative projects including internships and collection research, with University of Louisville Art and Culture Partnership, fall 2014.
- Creative Innovation Zone artist residency and public programs, funded by ArtPlace America Creative Placemaking grant, partnership with I.D.E.A.S. 40203 and YouthBuild Louisville, begins July 2014.
- East Market Streetscape Steering Committee, advocating for public art in concept design, with CARMAN Landscape Architects and Louisville Downtown Partnership, ongoing.

# NEXT STEPS FOR LOUISVILLE PUBLIC ART

## 1. FUNDING

To establish a long-term legacy of art in public space in Louisville, there needs to be a steady funding stream for administration, conservation, and education of the existing public art collection. In addition, there needs to be community investment in the creation of new permanent and temporary works in order to keep the collection and program relevant to its time.

The current fee-in-lieu of the outdoor amenity or focal point in the Louisville Metro Land Development Code has failed to produce income for the Louisville Public Space Art Fund. Investigation of alternative funding streams is vital to sustain the Louisville Public Art program (see Louisville Public Space Art Fund summary in this report).

## 2. POLICY

Public Art Administrator and Collection Management Consultants, with COPA oversight, will produce Collection Management Policy, or equivalent document, to further elaborate the Siting Guidelines approved in 2013. Particular focus will be placed on city policy regarding permanent vs. temporary installations of public art.

## 3. COLLECTION MANAGEMENT

As outlined previously in this report, Louisville Public Art program will continue to research and catalog the Permanent Collection and pursue support for a thorough conservation assessment and conservation plan (see Louisville Public Art Collection, Next Steps for Public Art Collection).

## 4. PILOT PROJECT

COPA and Louisville Public Art team will pursue support for and implement a pilot project, as outlined in the Louisville Public Art Master Plan. The pilot project advances the following strategic objectives and goals set by Mayor Fischer and the Department of Economic Growth & Innovation:

- Improve quality of place
- Invest in our people and neighborhoods
- Promote public-private partnerships
- Continue the tradition of a City of Parks with the Louisville Loop
- Implement the Louisville Public Art Master Plan





## COLLECTION MANAGEMENT CONSULTANT

### Kristin King Gilbert

Kristin has worked as the Collection Management Consultant for Louisville Metro since March 2013. She holds a Ph.D. in Art History and worked at the Speed Art Museum and Kentucky Museum of Art and Craft prior to coming to work for Louisville Metro. Her position is responsible for:

- Cataloging and recording artworks in Louisville Metro's collection
- Arranging conservation of works in the collection
- Recruiting and overseeing COPA interns and volunteers

- Creating outreach programs involving the collection
- Maintaining Louisville Metro's public art online database and virtual exhibits
- Along with Public Art Administrator, contributing to marketing and publicizing COPA's efforts

Kristin can be reached via email at [kristin.gilbert@louisvilleky.gov](mailto:kristin.gilbert@louisvilleky.gov).



## PUBLIC ART ADMINISTRATOR CONSULTANT

### Sarah Lindgren

Sarah joined the Louisville Public Art team as a contract Public Art Administrator in January 2014. Her background includes collection management and fundraising at the Saint Louis Art Museum and Speed Art Museum. Sarah serves as an administrative manager for the Commission on Public Art as well as a liaison for community members interested in commissioning and siting public art. Responsibilities include:

- Drafting collection management policies to strengthen current COPA guidelines

- Supporting COPA-driven pilot project and additional grant-funded public art projects
- Researching dedicated public art funding streams
- Exploring new organizational partnerships that broaden horizons for Louisville Public Art
- Advocating for art in public spaces and promoting public art as a path toward social change in our communities

Sarah can be reached via email at [sarah.lindgren@louisvilleky.gov](mailto:sarah.lindgren@louisvilleky.gov).

## IMAGES

### page 1

Joyce Ogden and Mary Yates, *Mosaic Mural*, 2009, Louisville Metro Department of Corrections Exit Lobby, photo by Aura Ulm

Barney Bright and Ed Hamilton, *River Horse*, 1973, Martin Luther King Jr. Park, photo by Aura Ulm

### page 2

Ed Hamilton and Forest Boone, *York*, 2003, Louisville Belvedere, photo by Luke Seward

### page 3

Felix de Weldon, *George Rogers Clark*, 1970, Louisville Belvedere, photo by Luke Seward

### page 4

Melissa Wilson, based on the work of Marvin Finn, *MeGoosa*, from the series *Flock of Finns*, 2001, Waterfront Park (currently deinstalled for restoration), photo by Aura Ulm

### page 6

Enid Yandell, *Pan* (Hogan's Fountain), 1905, Cherokee Park, photo by Aura Ulm

### page 7

Big Four Pedestrian & Bicycle Bridge, Waterfront Park

### page 8

Photo of Kristin Gilbert by Adele Reding Studio

Photo of Sarah Lindgren by Josh Miller