Memorandum

PUBLIC ART WS|FC

TO: Mayor Allen Joines and Members of the City Council
FROM: Kelly Bennett, Planning and Development Services
DATE: August 8, 2017
SUBJECT: Citywide Public Art Project

In August, City-County Public Art Commission (PAC) members will present a proposal for a City-funded public art project. The "Winston-Salem Portrait Project" would be a photographic portrayal of our community: a portrait made of our many faces, displayed Downtown and around the city. The idea was inspired by the artist JR and further developed by the PAC. Similar projects have been completed in cities around the world. Examples include New York, Oakland, and Paris, but smaller cities and communities as well, such as, Albuquerque, Richmond, Cincinnati, Montgomery, AL, and the Standing Rock Reservation in North Dakota. To move forward on this citywide project for Winston-Salem, the PAC would like to seek an artist/organizer experienced in photographic media, with strong communication skills and the demonstrated ability to work collaboratively to conceive of and lead this community-wide project.

Budget:
The project would include three phases executed over two years, beginning in 2018. The total budget of $200,000 is available in the City's public art fund, which has $50,000 added to it each year. The PAC anticipates that $60,000 would be reserved for the artist fee with the remainder of the budget being disbursed for image printing and other production costs.

Phase 1: Conception, Planning, Prototyping (spring – summer 2018)
- With guidance from the Public Art Commission, the artist will design a "citywide portrait" of Winston-Salem;
- The artist will lead a community engagement process that helps select individuals to be photographed as well as means and locations to display images;
- The artist will create a prototype of the project on a limited scale.

Phase 2: Production (fall 2018 – winter 2019)
- Photographic portrait sessions in multiple locations throughout the city;
- Image preparation and design work

Phase 3: Rollout (spring 2019)
- Coordinate display of images for a synchronized project rollout

Medium:
The artist will ultimately choose the medium(s) for the project, but staff anticipates images will be printed on a variety of materials, including fabric, vinyl, and paper. Images may also be projected on surfaces for short-term exhibitions. Images are not likely to include words or names; however, the PAC would like to keep the project flexible for the chosen artist.

Locations:
The PAC anticipates that this will be a citywide project that will include several large-scale displays Downtown as well as 8-24 displays throughout the city in neighborhood settings and other high-visibility areas. Locations will be determined as part of the community outreach component of the project in collaboration with City residents. Examples of locations include the Downtown Transportation Center, bridge underpasses, and neighborhood activity centers. The duration of each display would range from temporary (such as a light projection lasting days or weeks) to semi-permanent (a fabric or vinyl image lasting for years).

Photographic Subjects:
In addition to choosing locations, the artist would also work with the community to choose the subjects of the images to be displayed. The artist could use photo booths at community events to make portraits of large numbers of individuals. It is also possible that the project could include a component where City residents submit their own portraits through social media platforms such as Facebook, Twitter, and Instagram.