



Public Art Apprenticeship Program

Informational Meeting

September 26, 2024, 6pm
October 14, 2024, 12pm

LA County
**ARTS &
CULTURE**

 Mellon
Foundation



PAID

PUBLIC ARTISTS IN DEVELOPMENT

Advancing the career growth and economic empowerment of underrepresented artists in LA County through mentorship and professional development geared toward breaking down barriers to inclusion, and opportunities to engage diverse artists as advisors to changing institutional practices.

LA County
**ARTS &
CULTURE**

 Mellon
Foundation

- _ Exclusive entry requirements
- _ Value bias for permanent artwork
- _ Inadequate knowledge of the system
- _ Limited resources for creative risk
- _ Business management skills gap
- _ Limited technical training + support



Untitled (Coins), Sadie Barnette, archival inkjet print and Swarovski crystals, 2017

- _Commission diverse artists and art projects
- _Create opportunities for hands-on experience navigating the public art field
- _Equip artists with transferable skills and resources
- _Engage artist voices in Department policies and practices
- _Amplify artist-led strategies and promote community partnerships



Artwork by Kameelah Janan Rasheed

Leveling up

Skill-building + Mentorship + Projects

Professional Development Series

providing artists with the tools and training to support various aspects of their career development

Apprenticeship Program to train a cohort of artists in the specific skills and knowledge required to complete public art commissions



Leveling out

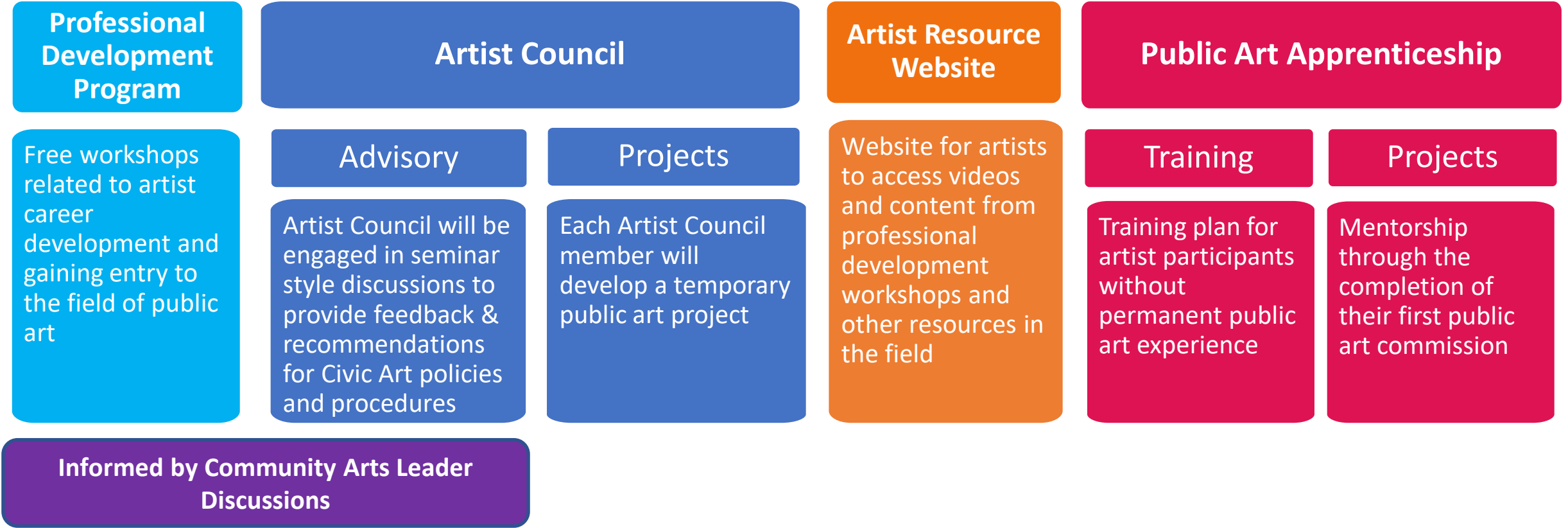
New Strategies + Models + Systems

Dialogue series elevating important issues and creative change strategies emerging across the field

Artist Council to center artist perspectives in Civic Art policy and procedure considerations and recommendations for the field

PAiD PROGRAM

COMPONENTS



LA County **ARTS & CULTURE**

ARTS EDUCATION

GRANTS AND
PROFESSIONAL
DEVELOPMENT

CIVIC ART

RESEARCH AND
EVALUATION

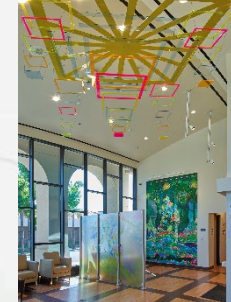
The work of the Department is strongly informed by the
2017 CULTURAL EQUITY AND INCLUSION INITIATIVE (CEII)



LA COUNTY CULTURAL POLICY



Santa Clarita



LA COUNTY

> 4000 Square Miles
> 10 Million People

CIVIC ART COLLECTION

+ 600 Artworks

Thousand Oaks

Los Angeles

Santa Monica

Riverside

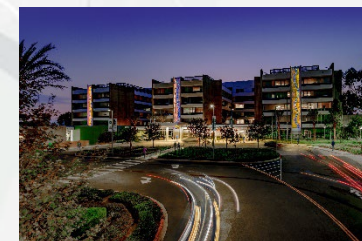
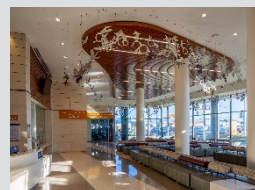
Redondo Beach

Anaheim

Long Beach

Santa Ana

Huntington Beach



CIVIC ART PROJECT EXAMPLES



Department of Mental Health: Mark Ridley Thomas Behavioral Health Center
Down the Block, 2021
Freedland Buck



Department of Mental Health: MRT Behavioral Health Center
Water to Wishes, 2021
Cliff Garten



Departments of Public Social Services, Children and Family Services, Child Support Services, Probation, Public Health, Health Services and Mental Health:
Zev Yaroslavsky Family Support Center
Reflecting Within Us, 202
Chris Natrop



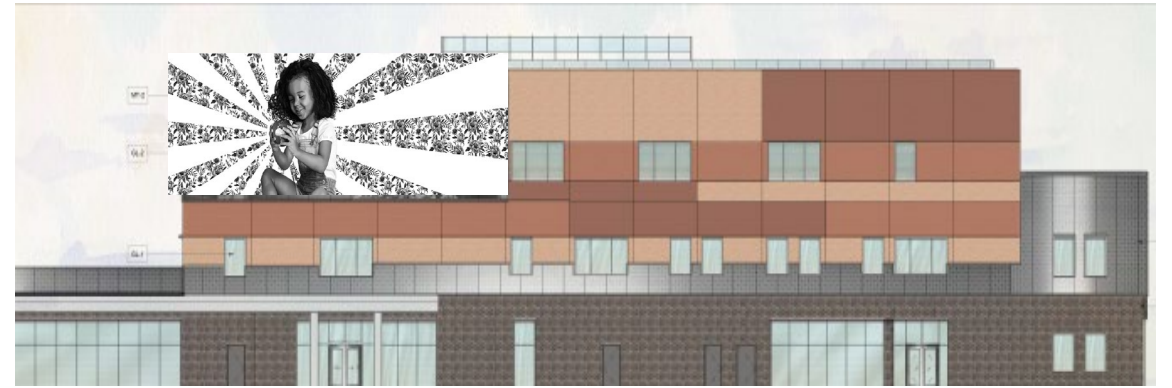
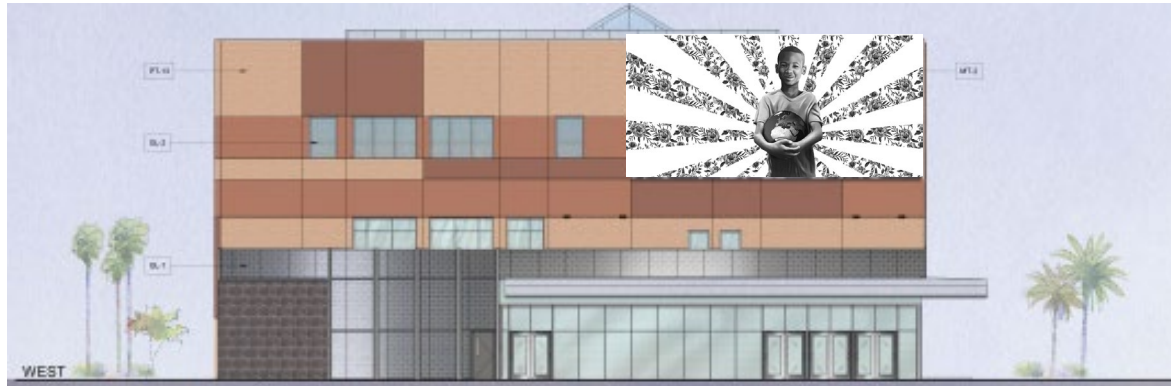
Department of Mental Health: High Desert Mental Health Urgent Care Center
Birds in Flight, 2020
Cheryl Molnar

Alison Saar- *Embodied*
Hall of Justice, 2015





Amir Fallah, *Portals*
Vermont Corridor Building, 2021



Department of Mental Health: Martin Luther King Junior Child and Family Wellness
The World is Yours, 2020
Floyd Strickland



Department of Mental Health and Health Services: Olive View Restorative Care Village
Olive Tree, 2021
Ball-Nogues



Department of Mental Health and Health Services: Olive View Restorative Care Village
Sunset Over the San Gabriel Foothills, 2021
Renee Fox



Department of Medical Examiner-Coroner: Coroner Biological Annex
Pentimento, 2016
Erin Palmer



Department of Mental Health: Sheila Kuehl Family Wellness Center
Mystical Forest and Magical Deer, 2018
Christine Nguyen



Kim Abeles, *Citizen Seeds*
Park to Playa Trail, various locations 2021



Matthew Mazzotta, *Wrapped in Sunbeams*
Rancho Los Amigos National Rehabilitation Center, 2022

PROGRAM OVERVIEW

- Ten artists will receive a permanent public art commission which includes mentorship in public art design development, materials and fabrication methods, installation, and the business of public art, including budget development, working with subcontractors, and proposal development.
- The artwork commissions will be located in Los Angeles County and may be sited at parks, libraries, and/or health care facilities.
- There will be two cohorts of Apprentices selected, each with five (5) artists, for a total of ten (10) selected artists.
- Apprentices will be assigned to a cohort based on availability and project suitability.
- The first cohort is currently planned to begin work in early 2025 with the second cohort beginning in 2026. Each cohort's project period is anticipated to be 12-18 months in duration.

ELIGIBILITY

This opportunity is open to:

- Visual artists working in any media whose primary residence is in Los Angeles County.
- Artists who have not been previously commissioned for a permanent public art project through a municipality or government agency program. For the purposes of this opportunity:

Permanent Public Art is art in any media whose form, function and meaning are created for the general public through a public process. Public art is visually and/or physically accessible to the public; it is installed in public space in both outdoor and indoor settings. It is fabricated with materials and methods with a long-term lifespan expectation incorporating materials and methods that have recorded longevity such as metal, glass, concrete, terrazzo, stone, mosaic, tile or other similar products.

- Individual artists only; artist teams are not eligible to apply.

SCOPE OF WORK

- **Artwork Proposals:** Artists will develop and present two design directions for their artworks for review by a panel of stakeholders;
- **Community Engagement:** Artists will engage with the communities surrounding their project location;
- **Artwork Design:** Artists will finalize their selected artwork designs, including conservator and material reviews, budget development, permitting, subcontracting, fabrication and installation documents;
- **Fabrication & Installation:** Artists will fabricate and install their artworks according to documents approved for the final designs;
- **Closeout:** Artists will submit project closeout documentation, including; professional photography, an artwork plaque, copyright registration, artwork conservation and maintenance reports and artwork statements.

TIME COMMITMENT

- There will be **approximately 80 hours of formal training planned over 3 months consisting of once-a-month training sessions on Saturdays, with online trainings three times a week** on weekday evenings.
- The trainings will be concurrent with project activity.
- The time commitment for an Artist's oversight of their artwork development, fabrication, and installation will vary in intensity and there may be more flexibility for the overall time commitment depending on the project needs and stage.

COMPENSATION

Permanent Art Project Budget

Each Apprentice will be contracted for the training and delivery of a permanent public art project with a **budget range between \$100,000-\$200,000, including a 20% artist fee**, based on availability and project suitability.

Training Stipend

Each Apprentice will be provided with an **additional \$5,500 stipend** for their participation in required meetings and training sessions.

Active participation in training sessions related to public art processes may encompass:

- Conceptual Design Proposal Development
- Artwork Fabrication Process
- Project Management (Budget Development, Working with Subcontractors, Contracting, etc.)
- Artwork Materials and Methods



PAID

HOW TO APPLY

BIOGRAPHY

Please provide a one (1) page maximum summary introducing yourself and providing the highlights of your creative accomplishments, such as through exhibitions, social media, festivals, or community gatherings.

DESCRIPTION OF INTEREST

- **Description of Work.** Please provide a statement regarding the inspiration for your art practice, which can include themes, interests, intent, materials, and methods. Tell us why you do what you do. (200 words max)
- **Interest in the Apprenticeship Program.** Please provide a statement describing your interest in the PAiD Public Art Apprenticeship Program. Tell us why you are interested in developing a public art practice and how you see it impacting your artistic career. (200 words max)
- **Barriers to Participation.** If you have applied for public art projects in the past (for any governmental entity) and have not been selected for a commission, please tell us about your experience. OR If you have not applied for public art projects in the past, please tell us what has prevented you from applying. (200 words max)

WORK SAMPLES

Please provide up to ten (10) images of existing artworks and include the creation date, medium, and brief description of the artwork. (PDF format)

STANDARD COUNTY PROVISIONS VERIFICATION

Please review and acknowledge the following Standard County Provisions:

- Public Records Act
- No Conflict of Interest (Board Policies 5.090)
- Consideration of GAIN/START Participants for Employment (Board Policy 5.050)
- Fair Chance Employment Hiring Practices (Board Policy 5.250)
- Safely Surrendered Baby Law (Board Policy 5.135)

EVALUATION CRITERIA – Phase 1

The first stage is the evaluation of artist qualifications. The selection committee will select **up to 25 finalists** to move on to Phase 2 of the selection process.

Applications will be scored using the following criteria (**up to 100 points**):

Quality of Work - 50 Points

The applicant's past artworks and creative practice as expressed through their artwork images, biography, and description of interest demonstrate a high level of aesthetic quality and technical execution. The concepts reflect originality and evoke a response.

Apprenticeship Program Impact - 50 Points

The applicant's interest in the PAiD Public Art Apprenticeship demonstrates the necessary commitment and desire for success in the program. Participation in the Public Art Apprenticeship program will significantly impact the artist's career trajectory and artistic growth.

EVALUATION CRITERIA – Phase 2

Up to 25 finalists identified in the first stage will be asked to provide simple cellphone videos of themselves answering questions about their artwork experience, connection to community, artistic aspirations and/or challenges to expanding their current artistic practice, and interest in the program. In addition to the videos, artists will be asked to provide information about their schedule and availability. The artist proposals will be evaluated based on the following criteria (**up to 100 points**):

Artistic Readiness - 40 Points

The applicant demonstrates readiness to translate their artwork and concepts to meet the demands and processes unique to working in the public art sphere. The applicant exhibits an eagerness to engage multiple stakeholders and is open to considering feedback.

Program Readiness - 30 Points

The applicant demonstrates a level of professionalism to be successful in the program. Their schedule and current obligations will allow for the time and energy required to fully commit to the program.

Apprenticeship Program Impact - 30 Points

The program will have a significant impact on the applicant's career and has a unique artistic voice that will contribute to the field.

APPLICATION PROCESS

SM APPLY INSTRUCTIONS for First Time Applicants:

Apply online: https://apply-lacdac.smapply.io/prog/paid_-_public_art_apprenticeship_program

1. Please **create an account** using the "REGISTER" green button;
2. Make sure to **fill out your eligibility profile** as an **"individual"** and as an **"individual artist"**;
3. Fill-out your account information;
4. After you **Verify your email**, please make sure to use the "LOG IN" button to re-access the application platform.

PAiD - Public Art Apprenticeship Program

The Los Angeles County Department of Arts and Culture's Civic Art Division invites artists to submit qualifications for the Public Artist in Development (PAiD) Program's Public Art Apprenticeship. The Apprenticeship Program is designed to address tough entry barriers to the field of public art by providing artists with the necessary training and support to successfully manage their first public art project.

Ten artists will receive a permanent public art commission which includes mentorship in public art design development, materials and fabrication methods, installation, and the business of public art, including budget development, working with subcontractors, and proposal development. The artwork commissions will be located in Los Angeles County and may be sited at parks, libraries, and/or health care facilities.

There will be two cohorts of Apprentices selected, each with five (5) artists, for a total of ten (10) selected artists. Apprentices will be assigned to a cohort based on availability and project suitability. The first cohort is currently planned to begin work in early 2025 with the second cohort beginning in 2026. Each cohort's project period is anticipated to be 12-18 months in duration.

PROJECT BACKGROUND

Public Artists in Development (PAiD) is a program managed by Arts and Culture's Civic Art Division and funded through an Andrew W. Mellon Foundation grant, to promote the

APPLY

Opens

Sep 19 2024 11:45 AM (PDT)

Deadline

Nov 7 2024 05:00 PM (PST)

Start Completing Tasks

Los Angeles County Department of Arts and Culture

Programs

My Applications

Pat test test

0 of 9 required tasks complete

Last edited: Mar 27 2024 12:39 PM (PDT)

REVIEW

SUBMIT

Deadline: Apr 30 2024 05:00 PM (PDT)

Charles White Park

Pat Gomez

ID: 0000000022

APPLICATION

ACTIVITY

Your tasks

	Eligibility and Personal Information	>
	Questions	>
	Support Materials	>
	Preference Program Participation (if applicable) (optional)	>
	Acknowledgement of Public Records Act	>
	Certification of No Conflict of Interest	>
	Attestation of Willingness to Consider Gain/Start Participants	>
	Compliance with Fair Chance Employment Hiring Practices Certification	>
	Acknowledgment of Safely Surrendered Baby Law	>
	Certify Submission	>


[← Back to application](#)

[Charles White Park](#)


Pat Gomez

ID: 0000000022




 Eligibility and Personal Information




 Questions




 Support Materials




Preference Program
 Participation (if applicable)
(optional)



 Acknowledgement of Public Records Act



 Certification of No Conflict of Interest

0 of 9 required tasks complete


Last edited: Mar 27 2024 12:44 PM (PDT)

REVIEW

SUBMIT

Deadline: Apr 30 2024 05:00 PM (PDT)



 Certify Submission

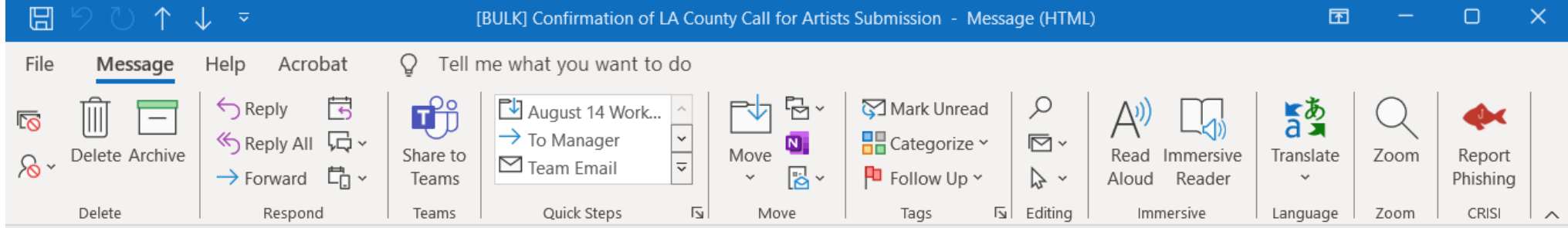


Certification of Application



- ☐ I certify that I have read and understood the Call for Artist - RFP guidelines.
- ☐ I certify that all information contained in this application and attachments is true and accurate.

SAVE & CONTINUE EDITING

MARK AS COMPLETE



[BULK] Confirmation of LA County Call for Artists Submission

 noreply@mail.smapply.net
To  Patricia Gomez



 Reply


 Reply All

 Forward





Tue 3/19/2024 9:16 AM

 If there are problems with how this message is displayed, click here to view it in a web browser.
[Click here to download pictures.](#) To help protect your privacy, Outlook prevented automatic download of some pictures in this message.

Los Angeles County Department of Arts and Culture


The LA County Department of Arts and Culture's Civic Art Division has received your submitted application.

The application will now go through an audit phase. If any questions arise, you will be contacted within the next couple of weeks for clarification.

Thanks so much in advance for your thoughtfulness in putting forward an application for this exciting new Civic Art project. We look forward to reviewing your application!

Sincerely,

The Civic Art Team



WHAT MAKES A GOOD PHOTO?

NO

- Unclear which artwork is being showcased
- Bad lighting obscures artwork



YES

- It may be appropriate to show documentation of multiple artworks in an exhibition or installation, but it should be clear which artworks are yours.
- It's recommended that you also include detail shots of the individual artworks as separate uploads in your application.



NO

- Reflection on the glass obscures artwork details



NO

- Reflection on the glass obscures artwork details
- Too dark
- Better to show these artworks each separately



YES

- Clearly shows the colors and details of the artwork



YES



NO

- Shadows obscure artwork details
- Too dark
- Photo is a “process photo” where the artwork is not fully installed; better to show completed installations and artworks whenever possible.



YES/NO

- Photo is a detail shot of a larger installation. Detail shots are encouraged, but this photo is too dark.



YES

- Colors and details of the artwork are clear.
- Shows the artwork in context and fully completed.



YES

- Colors and details of the artwork are clear.
- Shows the artwork in context and fully completed.
- People included show a sense of the artwork's scale



NO

- Do not combine multiple images into one PDF upload.
- Only include one image per upload in the Work Samples section



NO

- Unclear what is the artwork and what are the existing building materials/ architecture
- Do not include text description about the artwork on the image



"FIRE HOSE FRIEZE" - 2005

FIRE STATION #31, CITY OF SAN DIEGO

1'- 4" X 180' PERIMETER WALL FRIEZE

DESIGN TEAM - PLATT/WHITELOW, ARCHITECTS

Awards: 2005 Award of Merit, American Society of Civil Engineers, San Diego Section.

2006 Honor Award, American Public Works Association, San Diego and Imperial Counties Chapter

YES

- Do not include text description about the artwork on the image
- Include all artwork details in the sections provided on the application

Your tasks

Image 1	
Title, date, and medium	open
Brief description of the artwork (max 100 words);	open

Image 2

Image 2	
Title, date, and medium	(No response)
Brief description of the artwork (max 100 words);	(No response)

Image 3

Image 3	
Title, date, and medium	(No response)
Brief description of the artwork (max 100 words);	(No response)

SCHEDULE

Call for Artists Release Date September 19, 2024

Submission Deadline November 7, 2024, 5pm PDT

Artist Selection December 2024 - January 2025

Cohort One- Project Start February 2025

Cohort One- Project Completion June 2026

Cohort Two- Project Start February 2026

Cohort Two- Project Completion June 2027

Project schedule is subject to change.

FREQUENTLY ASKED QUESTIONS

ABOUT THE PROGRAM

Will artists selected for the apprenticeship program train together?

Yes, artists will train together in cohorts of five. Mentorship will be conducted one-on-one.

Will community engagement be an important component of the artist projects?

Yes, community engagement is an important component of all of our permanent public art projects but may be conducted in a variety of different ways. Apprentices will receive guidance in formulating a community engagement plan suited to their projects.

If I get selected for the program but already have a commitment in 2025, may I opt to be a part of the 2026 cohort of apprentices?

Yes, we will work out scheduling needs with each of the artists selected.

Will the projects be sited for indoor or outdoor locations?

Both.

Are painted murals one of the mediums for the permanent public artworks developed through the apprenticeship?

No, the projects will be completed in permanent materials. For this reason, muralists are eligible to apply for this program.

What percentage of the total project budget will go to the artist design fee and what percentage will go toward artwork fabrication?

Twenty percent (20%) of the budget will be reserved for the artist fee. The remaining budget items will see approximately sixty-five percent (65%) going toward fabrication, installation, community engagement, photography, and other ancillary costs; five percent (5%) going to general expenses; and ten percent (10%) is set aside as a contingency to address unforeseen issues throughout the project. Apprentices will receive support and guidance when formulating their project budgets. Percentages will vary by project.

Can apprentices select their own subcontractors (fabricators, installers, etc.) to work with to complete their projects or does the program assign them?

The program will help guide apprentices in their selection, but it is ultimately up to the apprentices to choose which subcontractors they will work with. They are not assigned.

Do all subcontractors have to be located in the state of California or can they be located elsewhere?

Apprentices may potentially work with subcontractors located out of state. However, depending on the project there may be restrictions based on building permit requirements, such as the need for LA County certified welders, if required.

ELIGIBILITY AND APPLICATION PROCESS

Are sound artists eligible to apply?

This opportunity is only open to visual artists. Please submit work samples reflective of a developed art practice that engages visual art mediums.

Are multimedia or interdisciplinary artists eligible to apply?

Yes, but only if their art practice has a significant visual art component – for example, the incorporation of sculpture, painting, and/or installation. Sound art and performance art practices alone are not eligible for this opportunity. Please also keep in mind that this application does not accept video documentation of artwork for the work samples.

I have created murals in public spaces for both private businesses and government agencies. Am I eligible to apply?

Yes, for the purposes of this application we do not consider painted murals to be permanent public artworks.

I was commissioned by a family member to create a permanent public artwork. Am I eligible to apply?

Yes, so long as you were not commissioned to create permanent public artwork for a government agency.

I am currently enrolled in an MFA program. Am I eligible to apply?

Yes, you may apply.

I don't have an artist website. Will this hinder my application?

No, the panel will not review websites or social media accounts. The panel will only review materials submitted in the application.

Are artists from marginalized backgrounds prioritized for this program?

The panel can not use demographic indicators such as race or ethnicity to prioritize the selection of applicants. Applicants will be selected based on the strength of their work samples and how they respond to the questions in the application as they relate to the goals of the program and selection criteria.

Do I have to complete the application in one sitting or can I save and return to it later?

You can save your application and return to it later to complete as needed before the deadline.

In the first phase of the application process, do I need to propose any ideas about which permanent materials I see myself working in or project locations I would be interested in?

No. We are only looking to assess information about your current art practice and artistic voice. Please do not include proposals or location requests with your application.

Will applicants get feedback on their applications if they are not selected?

Yes, upon request.

WORK SAMPLES

Would you prefer I submit more recent work or a range of work created over the course of my art practice?

Present your strongest work that you feel is most reflective of who you are as an artist now.

Do I have to submit ten (10) different artworks?

No, we only require that you submit one (1) artwork at minimum. You may also choose to submit multiple images of the same artwork to show scale and detail as applicable, however each image needs to be a separate upload. You may not combine multiple images into one PDF file upload.

I created artwork for a book. Should I upload the entire book as one of my work samples?

No, you may only submit one image of an artwork per upload.

Can I submit artworks that include nudity, political, or controversial subject matter?

Please use your best discretion understanding the selection panel will want to see that you will be able to produce material appropriate to a general audience. Keep in mind that projects developed through this program will be situated in public sites intended for a general audience.

Should I show community participation in the images of my artwork that I submit?

Yes, you can include images that showcase how the public interacts with your work if it is a key component of the artwork, otherwise it may be best to show the artwork by itself for greater clarity.

Where might I include information about how I'd envision making an artwork for this project?

This information is not necessary. Please remember that you are not submitting a proposal at this stage of the application process.

Is it advisable to submit proposals that have been submitted for past projects in the *Work Samples* section? What about proposals that were not selected or fabricated?

If you feel that a past proposal provides a good reflection of your artistic practice you may include it, even if it was not selected or fabricated. Please be advised that it is recommended that completed works make up the majority of the work samples submitted. Also keep in mind that you can only submit one image of an artwork per upload.

I've been employed by an established artist and fabricated their artworks. Should I include these in the *Work Samples* section?

No, please only include artwork examples that are representative of your own artistic voice and practice. You can include the fact you have worked with an artist in this capacity as part of the answer to the question about your public art interest.

The file type indicated under the *Work Samples* section is PDF file format. Should I upload examples of individual artworks as individual PDF documents or combine all examples of artworks into one PDF?

Please upload one PDF file of a single artwork. You may not combine multiple artworks into one PDF file. You may submit a maximum of 10 uploads.

Should images in PDFs be oriented a certain way for reviewer's optimal viewing?

It doesn't matter. The orientation of images can be either portrait or landscape.

Can I include videos in my *Work Samples*?

No, not for this application. Only PDF file format is accepted.

What is the maximum file size for each upload?

30 MB.

BIOGRAPHY/QUESTIONS SECTION

How important is it to include an exhibitions list in the artist biography section?

You are encouraged to document your best professional accomplishments relevant to your artistic career but are not required to include an exhibitions list.

Can I include a photo or self-portrait in the biography section?

Yes, but it is not required.

Is narrative or bullet format preferred for the biography section?

There is no preference as to format.



Thank you!

For additional questions,
please contact:

Brianna MacGillivray
PAiD Program Co-Manager
BMacGillivray@arts.lacounty.gov