

# MAKING IT PUBLIC

## Workshops on Public Art Practice **for Artists**

*Brought to you by the **Public Art Coalition of Southern California***

The Public Art Coalition of Southern California (PACSoCal) is a regional network of public art professionals dedicated to knowledge exchange around best practices and meaningful art production in the field. This volunteer network, which first convened in 1995, meets on a semi-annual basis to discuss happenings and issues concerning the public art field as well as to learn from challenges and celebrate successes.

**MAKING IT PUBLIC: Workshops on Public Art Practice for Artists** is a professional development series for Southern California artists who wish to expand their studio practice to include public art commissions. In response to the need for technical assistance for artists, PACSoCal has developed three sequential interactive workshops focused on submitting successful public art applications, realizing your vision and managing the business end of a public art career.

**February 5, 2011: PUBLIC ART 101 + BREAKING INTO THE FIELD @ the Collaborative Gallery Space in Long Beach.** This workshop is hosted by the Arts Council for Long Beach. This session will include: a brief public art history lesson, overview of qualities of a successful public artist, workshop on how to write a strong letter of interest and practice in developing a successful presentation style. Confirmed Speakers: **Victoria Reed**, art critic and chair of the City of San Diego Commission for Arts and Culture and artist **Meeson Pae Yang**. Moderators: **Erin Harkey**, Associate Director of Public Art, Arts Council for Long Beach and **Rebecca Ansert**, Principal, Green Public Art.

**April 16, 2011: NOW THAT YOU'VE WON A COMMISSION: From Design to Fabrication @ 18<sup>th</sup> Street Art Center in Santa Monica.** This workshop is hosted by the Otis MFA Public Art Practice program and Metro. This session will explore the mysterious world beyond the contract including: the practicalities of working with communities, selecting materials that will stand up to the public environment and building relationships with fabricators. Confirmed Speakers: **Anne Marie Karlsen**, artist, **Consuelo Velasco Montoya**, Program Coordinator, MFA in Public Practice at Otis College of Art and Design, and **Rosa Lowinger**, art conservator. Moderators: **Zipporah Lax Yamamoto**, Senior Public Arts Officer, Metro and **Carrie Brown**, Civic Art Project Manager, Los Angeles County Arts Commission.

**June 4, 2011: MANAGING YOUR BUSINESS: Artist rights and best practices @ Plummer Park in West Hollywood.** This workshop is hosted by the Arts and Cultural Affairs Commission of the City of West Hollywood. This session will include: a presentation and discussion about artist rights specifically in regard to public art commissions as well as lessons on how to run a successful artist business from the perspectives of a seasoned public artist, an artist lawyer, and GYST. Confirmed Speakers: **Sarah Conley Odenkirk**, attorney; and **Karen Atkinson**, artist, professor and president and founder, Getting Your Sh\*t Together (GYST). Moderator: **Letitia Fernandez Ivins**, Civic Art Project Manager, Los Angeles County Arts Commission.

Applicants completed an application to be considered for one or more of the workshops.\*

The application deadline was December 15, 2010

ELIGIBILITY: Artists of all disciplines living or working in Southern California (Ventura County, Los Angeles County, Orange County, San Diego County, San Bernadino County, and Riverside County)

Artists were selected based on the following criteria:

- 1) Must be a professional working artist as evidenced by resume,
- 2) Proven artistic merit as evidenced by resume and work samples, and
- 3) Sincere interest in pursuing public art commission opportunities as evidenced by quality and sincerity of Letter of Interest.

CAPACITY: Approximately 40 participants/workshop

COST: \$35/workshop or \$25/workshop if you take more than one.

A complete application included the following:

- 1) Applicant Information Form
- 2) One-page Letter of Interest, addressing:
  - Why public art interests you; and
  - How these workshops will benefit your professional growth.
- 3) Resume, no more than three pages, including name, mailing address, phone number(s), fax, email and Web page (if applicable).
- 4) 10 images of past work
  - Submit digital images on a CD-ROM in JPEG format, PC compatible, no larger than 1920 X 1920 pixel resolution (do not compress your files).
  - Label each image with artist's name and a number which corresponds to the annotated image list – for example 001JaneJones, 002JaneJones.
- 5) An accompanying annotated image list including:
  - Title, date and location of artwork;
  - Medium and dimensions;
  - Very brief project description, optional;
  - Budget, if applicable;
  - Commissioning agency or client, if applicable.

**For questions about the Making it Public workshop series, please contact Letitia F. Ivins, Civic Art Project Manager, at 213-202-5859 or [livins@arts.lacounty.gov](mailto:livins@arts.lacounty.gov).**

**Additional administrative support for this project is provided by the Los Angeles County Arts Commission.**