

City of Healdsburg
Temporary Art Installation Pilot Program Information and Guidelines
V1: March 30, 2018

The City of Healdsburg is launching a temporary art installation pilot program. While the City's Public Arts Policy governs long-term visual art installations, this program is intended to provide opportunities for artists to create short-term installations.

Where are temporary art installations allowed?

The focal point of the pilot program is West Plaza Park in the downtown area. West Plaza features a raised platform where artists may display their work. Other park locations may be considered as the pilot program evolves.



What type of installations are allowed?

The pilot program is intended to focus on visual arts. Other media may be requested as part of the pilot program for consideration.

How do you propose an installation for consideration?

Artists or groups seeking to exhibit art as part of the pilot program are encouraged to visit West Plaza Park before submitting an application. After the site visit, complete the attached application and email it to communityservices@cityofhealdsburg.org or mail/drop off at Healdsburg Community Services, 1557 Healdsburg Avenue, Healdsburg, California 95448.

The application must be accompanied by a site plan showing the proposed exhibit, materials, and length of time the installation will run.

How long may an installation run?

The length of time for an installation will depend on the exhibit and the number of applications received. Artists should indicate their desired length of time to exhibit on the application. The City may extend an installation's timeframe or request that an artist remove their installation at any time at the sole discretion of the City.

Who will review the application, and how long will the review process take?

Community Services staff will review the application. The review process will take approximately one week. Additional time may be needed if the proposed installation requires any kind of special review.

What factors will be considered in the review of proposed installation?

- Artwork should have merit as a work(s) of art, independent of other considerations.
- The installation should be judged to enhance the public's experience of the site.
- The installation should be an opportunity to expose the public to diverse artist and artistic styles.
- The installation should not contradict environmental sustainability, accessibility, and cultural inclusiveness.
- Installations should be appropriate in scale, media and context with its intended display location.
- There is evidence that the installation has community support.
- The installation should withstand unprotected display in an outdoor environment, and be able to be maintained by the artist throughout the display period.
- The installation must not present a safety hazard. It must comply with any and all applicable codes or requirements.
- The installation must be feasible. Factors that will be considered include, but are not limited to: project budget, timeline, the artist's experience, soundness of materials

Who is responsible for funding the installation?

The artist is responsible for all costs, including the installation, ongoing maintenance, and removal of the exhibit. The City of Healdsburg assumes no responsibility for any costs associated with the installation.

Is there a fee to apply for an installation and display art?

There are no fees to apply for an installation or display during the pilot program.

Can you sell artwork as part of the program?

No. The sale of artwork is not allowed.

Can materials be stored at the site?

Only materials used for the installation may be stored on site, and only during the installation. All materials must be removed when the installation is complete and at the conclusion of the exhibit period.

How long is the pilot program anticipated to run?

Three to six months starting in April 2018. The pilot program will be monitored and assessed during this time. The City, at its sole discretion, may modify, amend, or discontinue the program at any time.

Questions?

Please contact Community Services at communityservices@cityofhealdsburg.org or call 707-431-3301.