

# TREASURE ISLAND ARTS MASTER PLAN



# VISION

1. Treasure Island is a destination for the arts.
2. The artworks are the new treasures of the island.
3. A vibrant and robust art program makes Treasure Island a remarkable place to visit and a magnet for cultural tourism.



# CURATORIAL FRAMEWORK

1. Use the name of the island as a source of inspiration.
2. Consider the island's unique vantage point in the bay, amidst the Bay Bridge, San Francisco and the East Bay and the notion of art on the edge, where the land meets the sea.
3. Honor the place – its history and stories, showcasing the innovation that characterized the original vision for the Golden Gate International Exposition.
4. Create projects that address and examine Treasure Island's unique ecology and environmental conditions.
5. Feature projects by local, national and international artists annually.



# GOALS AND OBJECTIVES

## Goal 1:

Think big and take advantage of this unprecedented opportunity to create a world class destination for the arts, one that will endure and evolve over time.

- **Commission high level/high interest projects**
- **Embrace an intentional flexibility**
- **Procure outside funding to sustain the program**
- **Establish the Treasure Hunt as a recurring event**
- **Engage emerging artists as well as those of international renown**



# GOALS AND OBJECTIVES

## Goal 2:

Establish a cultural legacy for the island that provides insight, relevance and inspiration now and in the future.

- **If feasible, re-install surviving artwork from the Golden Gate International Exposition**
- **Commission permanent as well as temporary, large scale monumental artworks**
- **Incorporate artist - designed signage to tell the stories of the islands**
- **Establish an Artist in Residency Program**
- **Provide opportunities to display loans of existing works**
- **Ensure the long term care and stewardship of the permanent art collection**
- **Develop art programs or presentations for the youth residing on the island**



# GOALS AND OBJECTIVES

## Goal 3:

Develop a diverse and dynamic art program.

- Recruit emerging artists as well as the internationally renowned
- Feature a range of permanent and temporary work in all media
- Provide opportunities for associations with local arts organizations and museums to steward projects
- Encourage artistic risks and exploration of new territory
- Support experiments and collaborations between artists and designers, among different disciplines and technologies and with the maritime community
- Encourage site responsive works



# GOALS AND OBJECTIVES

## Goal 4:

Develop projects that bring people together for a shared experience.

- Create destination points
- Develop programming that encourages people from diverse economic and cultural backgrounds to come together.
- Establish a lecture series featuring artists whose work is displayed on the island
- Encourage mutually beneficial partnerships with local arts organizations and museums on both sides of the bay
- Institute an Art Ambassador/Art Explainer Program during recurring Treasure Hunts and other art events with multi-lingual staff.



# GOVERNANCE

**The San Francisco Arts Commission (SFAC)** will direct and implement the Treasure Island Arts Program based upon the framework of the Arts Master Plan. The SFAC will have the authority to make recommendations to the **Treasure Island Art Steering Committee and the Treasure Island Development Authority.**

**The Treasure Island Art Steering Committee (TIASC)** will be established to review and approve recommendations from SFAC and selection panels prior to presentation to the TIDA board. The TIASC shall be composed of five voting members, three appointed by the TIDA Director and two by the SFAC Director of Cultural Affairs. One of the three TIDA appointees shall have expertise in the visual arts and one will represent Treasure Island Community Development, TICD, the master developer. The SFAC appointees shall include the Director of Cultural Affairs and an Arts Commissioner or their designees.

**The Treasure Island Development Authority's (TIDA)** approval is required for all recommendations made by the SFAC and the TIASC regarding art program implementation.



# SELECTION PANEL

Selection panels will be utilized for Open Call and Invitational projects to ensure a balance of artistic expertise, technical knowledge, and familiarity with the development project, the site and community. Selection panels will advise the Steering Committee regarding the selection of artists and artworks for specific sites or art opportunities. The panel will interview the finalists and evaluate their proposals.

- One member appointed by the Treasure Island Director
- One member appointed by the SFAC
- One member appointed by the TICD
- Two arts professionals appointed by the TIASC

Members of the TIASC may serve on the Artist Selection Panels.



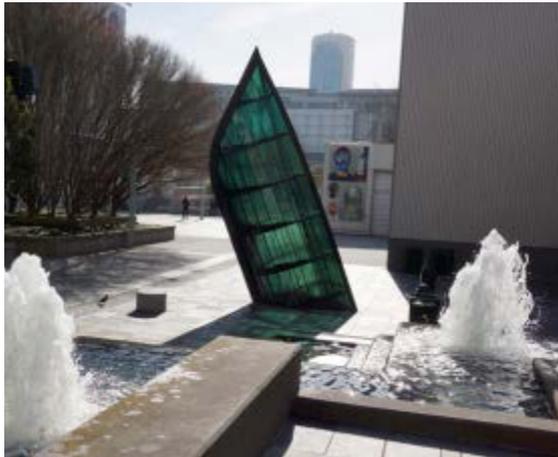
# ARTIST SELECTION AND DESIGN CRITERIA

- Artist Qualifications
- Inherent Quality of Work
- Artwork Appropriate to Context
- Diversity of Artistic Approaches
- Cultural Equity



# MEASURING SUCCESS

- Has Treasure Island been established a destination for the arts? How many people come to the island with the intention of viewing the art program?
- What has been the response from the Treasure Island community, the general public and the media? Does the art program create or improve the sense of community?
- Is the quality and credibility of art programming held in high regard by artists, curators, the press and the public? Have the reviews from the press been favorable?
- Are cultural institutions and nonprofit arts organizations interested in developing projects on Treasure Island? How many of such projects have taken place?
- Is the Artist in Residency Program fulfilling for participating artists?
- Has the program been successful in developing relationships with charitable foundations and philanthropic organizations to seek sponsorship opportunities?
- Does the art programming appeal to people from diverse economic and cultural backgrounds?



TREASURE ISLAND PHASE 1  
ART OPPORTUNITIES RFQ



# THE CALL

- Deadline to apply is October 16, 11:59pm
- The call will be used to select finalists for all three art opportunities.
- Professional practicing artists working in sculpture are eligible to apply.
- Due to limited resources, the Arts Commission is usually unable to commission electronic, media-based artworks particularly for an exterior environment.

# SUMMARY OF SELECTION PROCESS

- Arts Commission will screen applications for compliance with Selection Criteria. Artists may be considered for multiple sites.
- The applications are presented to an Artist Selection Panel comprised of:
  - One member appointed by the Treasure Island Director
  - One member appointed by the Arts Commission
  - One member appointed by the Treasure Island Community Development
  - Two arts professionals appointed by the Treasure Island Art Steering Committee.
- The Panel will then review the applications and score them on the following criteria:
  - Artistic excellence
  - Appropriate for project site
- The three highest scoring artists for each opportunity will become finalists.

# FINALIST STAGE

- Each finalist will be provided with a \$3,000 honorarium plus travel reimbursements to make preliminary site-specific proposals for each site.
- The finalists will be given an on site orientation with the project team and will have approximately six weeks to develop their proposals.
- The finalists will present their proposals in person to the Artist Selection Panel who will choose one proposal for implementation for each art opportunity.

# RFQ APPLICATION TIPS



# RESUME

- SlideRoom requires that you copy and paste your resume into their online software. Please keep formatting simple in your original document as only basic formatting will be saved.
- If you are applying as a team, please include your team/studio resume. If that is not available, please combine the individual resumes (one right after the other) of each team member into one document.

# LETTER OF INTEREST

- One page maximum
- Summary of your interest/practice as an artist (3-4 sentences). You may also indicate why you are interested in this project or indicate if you are applying for a particular site
- Career highlights (awards, important exhibits, etc.) list no more than 3 or 4
- Summary of past or current experience that may relate to the skills or experience needed for this project
- If you are collaborating with another artist, describe the nature of the collaboration
- If you have never done a permanent work, address how you will translate your work into permanent materials
- Do not make a specific proposal

# IMAGE SELECTION

- Pick your best work and start with a strong image
- Submit only images of work for which you are the original creative artist
- Do not include text in your slides or compile multiple images within one slide
- Do not include more than two images of the same work
- Select work that has been completed; not proposals
- Do not submit a specific proposal for a site
- Use video with caution

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# DON'T DO THIS



# IMAGE DESCRIPTIONS

- Include a brief description of each project
  - What is the project about?
  - What other information do you want the panel to know to understand the work? (Site info, context, materials, scale, price, references, etc.)
  - Do not include links to websites to explain the project further

# SLIDEROOM TUTORIAL

