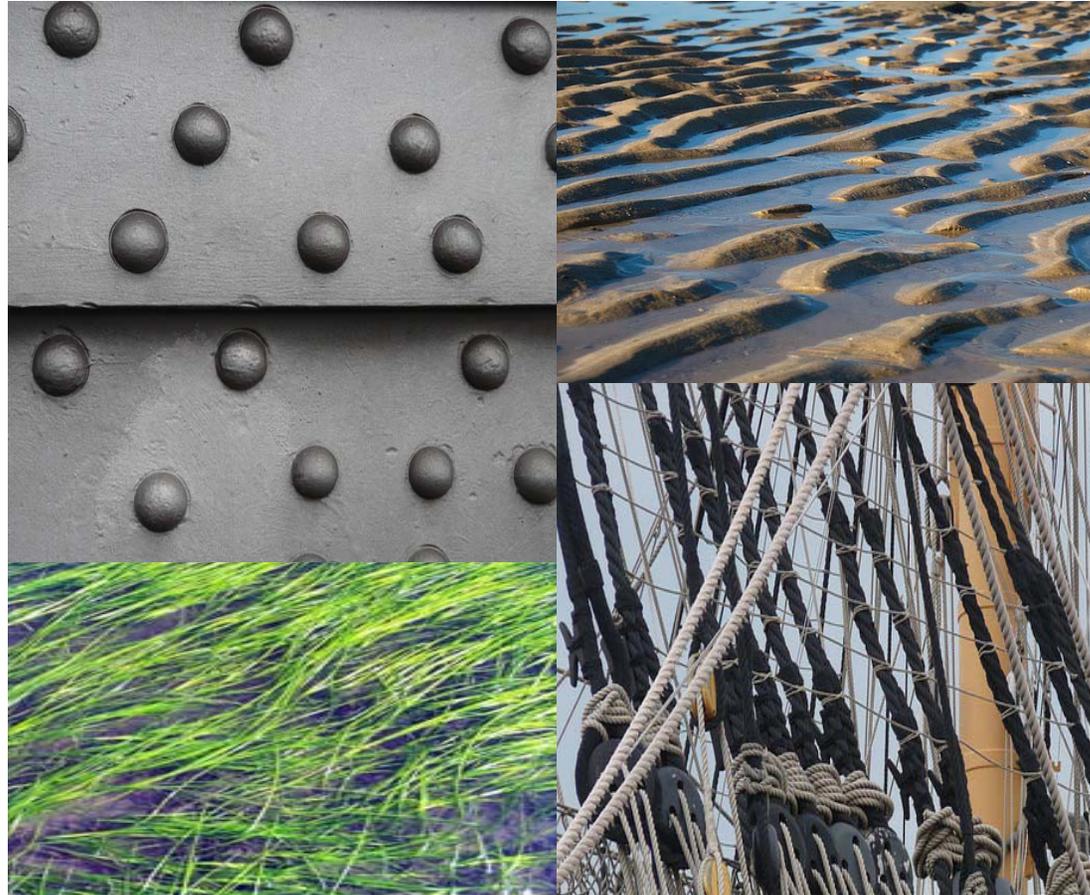




CURATORIAL STRATEGY

FIVE-YEAR PLAN
2012 THROUGH 2016



P O R T O F S A N D I E G O
P U B L I C A R T O F F I C E



INTRODUCTION

The Port of San Diego is committed to expanding opportunities for residents of California and visitors to the region to experience public art throughout the tidelands. The Public Art Office's curatorial strategy outlines a multi-year plan for establishing priorities for the types of projects the Public Art Office will be developing over the next five year period. It describes the types of projects to be developed, the kinds of artists to recruit, and geographic areas of the tidelands to focus on.

GREEN PORT

C R E A T I V E D I R E C T I O N

The Public Art Office's strategy for supporting the Port's commitment to preserving the environmental quality of the tidelands, both in terms of artistic inspiration and creative exploration, is to focus on public art that responds to the environment.

The environmental initiatives that the Port plans to undertake in the next five year period to reduce its impact on the environment include the monitoring of wildlife and marine life; restoration of upland and underwater habitats; clearing debris from the San Diego Bay, reducing pollution that enters the San Diego Bay; reducing the use of resources such as energy and water, exploring renewable energy alternatives; developing strategies to address and adapt to impacts of climate change; and building "green" infrastructure.

PUBLIC ART THAT SUPPORTS THE PORT'S COMMITMENT TO PRESERVING THE ENVIRONMENTAL QUALITY OF THE TIDELANDS

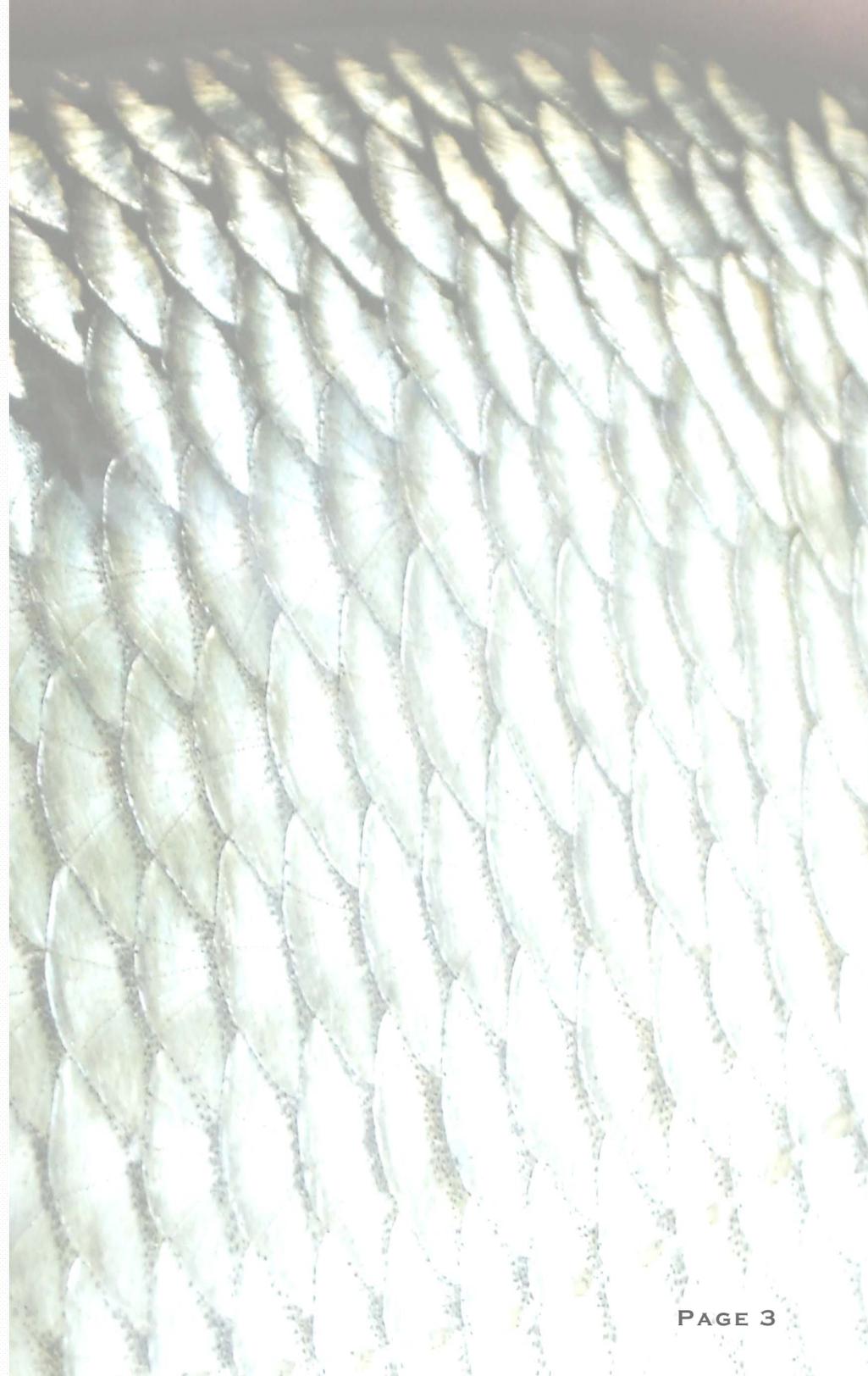
Artistic trends run parallel to the Port's environmental initiatives. As the Port evaluates our relationships to the tidelands, art can help improve relations with the natural world while expressing an aesthetic statement. The primary forms of environmental art, including eco-art, have evolved from activist impulses in art, dating to the 1960s, an era of questioning all societal norms. The common practice of presenting art in the gallery or museum space radically separated from everyday life as well as nature was challenged starting in the 1960s; and the practices emerging from that challenge have evolved and continue to evolve rapidly.

Artists engaged with environmental art practice today create over a wide spectrum that includes art that is ephemeral (made to disappear or transform), designed for a particular place (and can't be moved) or involves collaborations between artists and others, such as scientists, educators or community partnerships. An important body of work exists in this field (such as land art, eco-art, eco-ventions, earthworks, recycled art, renewable energy art, etc.).

The Public Art Office aims to initiate projects with local, national and international artists who include environmental art as part of their practice as well as sustained collaboration with industry, government, research and environmental organizations to explore, contextualize, and engage with the complex and ever-changing nature of the San Diego Bay and tidelands.

Major initiatives include plans for original temporal commissions and exhibitions to activate the waterfront and diversify the art on the tidelands. These commissions and exhibitions will be developed because of their responsiveness to the tidelands, bay and ocean, their links to environmental issues and ideas, and their relevance to the Public Art Office's interest in diversifying the art on the tidelands. The Public Art Office will emphasize stronger relationships between artwork and sites and explore a wider range of approaches and materials that don't leave a permanent mark on the environment.

The commissions and exhibitions planned for the next five year period, will further the goal of strengthening the relationship between the Public Art Office and the key functional aspects of the Port's environmental character.



GREEN PORT

PROJECT OBJECTIVES



LAND ART

Curate a tidelands-wide (Port's five member cities) group exhibition of temporary artworks which are directly informed or inspired by the physical character of their environment, and offer a new understanding of the tidelands diverse environmental settings. The Public Art Office will seek local, national and/or international artists/artist teams whose visual art practice involves the use of a wide range of natural materials and/or found objects to create site-specific artworks situated in multiple tidelands settings.



CLIMATE

Commission a local or national artist/artist team to develop a multi-site temporary artwork or spatial intervention that addresses climate changes related to the rising sea levels of the San Diego Bay and the Port's five member cities, thus drawing public attention to local vulnerabilities to climate change of the region and the cultural adaptations necessary in face of climate change. The multi-site installation will function as one artwork in which the various parts will combine to create a larger vision, and each part will also enliven its immediate space. Specific sites for the artwork will be determined through a collaborative exploration of the tidelands that includes the artist.



ENERGY

Commission a California artist/artist team to utilize the tidelands in creating a temporary renewable energy artwork. Seek a multidisciplinary artist/artist team with a background in creating artwork that involves the use of renewable energy. The artwork will be exhibited in the South Bay. A specific site for the artwork will be determined through a collaborative exploration of the area that includes the artist.



WORKING PORT

CREATIVE DIRECTION

The Public Art Office's strategy for exploring the work that occurs in the tidelands' maritime industries and the role the Port plays in the regional, national and world economy, in terms of creative investigation, is to focus on public art that responds to these hidden operations and geography of the tidelands.

**PUBLIC ART THAT
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ECONOMY**

The Port supports a diverse range of maritime activities, including import and export, cargo terminals, commercial fishing, cruise terminals, ship building and ship repair, as well as other water-dependent and water-related industrial businesses. The activities that the Port plans to focus on over the next five year period include facilitating increased cargo and cruise operations, cultivating the Port's working waterfront as well as recreational uses through quality experiences and fostering maritime businesses on the tidelands.

The Public Art Office plans to initiate projects with local, national and international artists as well as collaboration with industry, tenants and government to investigate, reveal, and connect with the Port's maritime activities.



WORKING PORT

C R E A T I V E D I R E C T I O N

Key initiatives include plans for original temporal commissions that will diversify the art on the tidelands. These commissions will explore the goods that move in and out of the Port, the work that takes place in the related industries and operations on the tidelands, and the web of connections that the Port's maritime operations represent. Each of these projects will contribute to the development of partnerships and collaborations that will reveal the activities of the unseen working port to residents and visitors. The Public Art Office will emphasize stronger relationships between artwork and sites and explore a wider range of materials and approaches.

The commissions planned for the next five year period, will further the goal of strengthening the relationship between the Public Art Office and the key functional aspects of the Port's maritime character.

WORKING PORT

PROJECT OBJECTIVES



IMPORT/EXPORT

Commission a local, national or international artist/artist team to create a temporary multi-site artwork that reveals the geography of the Port's maritime trade. The work may consider the Port's geographical reach, the patterns of the entry and highlight the goods and materials shipped through the port. The artwork may consider surveillance or tracking of shipping activities combined with a new media sensibility. The multi-site art installation at the maritime terminals will function as one artwork in which the various parts will combine to create a larger vision. The specific sites for the artwork will be determined through a collaborative exploration of the terminals that includes the artist. Also consider that the artwork should be highly visible from outside the facilities.



WRAP

Commission a local or national artist/artist team to create a temporary multi-site wrap that creatively reveals some aspect of the working port or some of the hidden activities in the maritime facilities. The multi-site art installation will function as one artwork in which the various parts will combine to create a larger vision. The specific sites for the artwork will be determined through a collaborative exploration of tidelands working port that includes the artist.



ARTIST IN RESIDENCE

Launch an artist residency program designed to support artistic work and development. The program will offer San Diego County artists an opportunity for in-depth exploration of the Port's maritime industries. The artists will gain access to specialized industry facilities and resources and engage Port staff, people who work within a industry and surrounding neighborhoods. Each residency will include a work space located on tidelands. There will be a final project typically in the form of a site-specific temporary artwork on tidelands or documentary project such as a publication at the conclusion of the residency. Each artist will work directly with Port staff to envision and implement the project.

PUBLIC PORT

C R E A T I V E D I R E C T I O N

PUBLIC ART THAT ENHANCES THE TIDELANDS AS AN URBAN EDGE, A PLACE OF GATHERING AND A CONNECTION BETWEEN URBAN AND NATURAL LANDSCAPES

The Public Art Office's strategy for promoting the use and enjoyment of the tidelands, in terms of creative exploration, is to focus on public art that responds to the special characteristics of the tidelands as an edge, a place of gathering and a place of connection between the urban and natural landscapes.

The Port promotes the use and enjoyment of the coastline through a diverse range of activities, including walkways, parks, piers and boating facilities; provides leases for marinas, restaurants and tourist amenities; and it provides space and financial support for festivals and events. The activities that the Port plans to focus on over the next five year period includes Port sponsored events such as the Holiday Big Bay Balloon Parade Family Festival, Festival of Sail and Whale Days, as well as activation of the waterfront with development of new and dynamic attractions and special events which may include concerts, festivals, parades, performances, markets and other events to draw the public to the tidelands.

The Public Art Office aims to initiate projects with local, national and international artists to explore the unique characteristics of the tidelands as an edge, a place of gathering and a place of connection. Major initiatives include plans for original temporal commissions and exhibitions as well as collaboration with tenants, government and organizations. These commissions and exhibitions will investigate the unique place where the urban fabric comes right against the bay, public spaces for informal and formal gatherings and/or linear connections between parks, hotels, transportation, etc. The Public Art Office will emphasize stronger relationships with sites and explore a wider range of materials and approaches as a means of diversifying the art on the tidelands.

The commissions planned for the next five year period, will further the goal of strengthening the relationship between the Public Art Office and the key functional aspects of the Port's civic character.



CONNECTOR

Commission a local, national or international artist/artist team to create a temporary large-scale, site-specific artwork that will travel to multiple locations in the Port's five member cities. The dynamic, portable artwork should transform a number of unassuming spaces on the tidelands in an imaginative and unexpected way.

PUBLIC PORT

PROJECT OBJECTIVES



LIGHT

Commission a local or national artist/artist team to develop a temporary light-based artwork that serves as a focal point at a South Bay waterfront pier, structure or terminus on the tidelands. The artwork should creatively enhance the pier, structure or terminus and encourage more public use of the waterfront. Consider how the work is viewable from across the water, the land, and its visibility day and night.



WATER

Commission a local, national or international artist/artist team to create a large-scale, temporary artwork or spatial intervention that floats or interacts with the water in some way. Consider how the work is viewable from the land, the water, and across the bay as well as its visibility day and night. The specific site for the artwork will be determined through a collaborative exploration of the tidelands that includes the artist.



TIDELANDS ART

Launch a new annual temporary commission program for artistic exploration of the tidelands by California artists. Each year selected artists will develop preliminary concepts for installations, social and spatial interventions and other inventive practices – each created in direct response to a place with the aim of stimulating dialogue and providing new perspectives of the San Diego Bay waterfront and to activate spaces on the tidelands. Specific sites will be determined through a collaborative investigation of the tidelands that includes the artist. Ultimately, commission a select few of these artists to realize their work.



ANTICIPATED PUBLIC ART FUND ALLOCATION FOR PUBLIC ART PROJECTS OUTLINED IN THE CURATORIAL STRATEGY

| | 2012 | 2013 | 2014 | 2015 | 2016 | TOTAL |
|--------------------------|-----------|-----------|-----------|-----------|-----------|-------------|
| Annual Allocation | \$450,000 | \$450,000 | \$450,000 | \$450,000 | \$450,000 | \$2,250,000 |

ANTICIPATED PUBLIC ART FUND ALLOCATION BY PROJECT OBJECTIVE*

| | |
|----------------------------|-----------|
| Land Art | \$540,000 |
| Climate | \$150,000 |
| Energy | \$130,000 |
| Import / Export | \$220,000 |
| Wrap | \$125,000 |
| Artist in Residence | \$75,000 |
| Connector | \$300,000 |
| Light | \$110,000 |
| Water | \$200,000 |
| Tidelands Art | \$400,000 |

*The anticipated public art fund allocation for project objectives may include an allocation up to twenty percent of said allocations for each project for all necessary and reasonable project and administrative costs incurred in connection with the project and for collections management purposes, including maintenance and conservation. This will be further defined in each Individual Project Plan.

In addition to the commissions and exhibitions outlined in this curatorial strategy, the Public Art Office oversees the following programs:

TENANT PERCENT FOR ART PROGRAM

The Public Art Office will work with the Real Estate Department and Port tenants on the inclusion of artworks in eligible tenant improvements through the commission or purchase of artworks that meet the criteria for tenant art at the Port.

PERCENT FOR ART PROGRAM

The Public Art Office will work with the Engineering and Construction Department on the inclusion of artworks in the Port's eligible Capital Improvement Program projects that meet the criteria for commissions or purchases of public art at the Port. Whenever possible, the Public Art Office will commission or purchase artworks that explore one or more of the Public Art Office's Creative Directions.

ABOUT US

The Port of San Diego Public Art Office manages public art programs and exhibitions that enable residents of California and visitors to the region to engage with art in the public realm. The Public Art Office is committed to encouraging the creative expression of artists to produce innovative projects and exhibitions of contemporary art that enhance the visual excitement, aesthetic appeal and cultural richness of the tidelands. The Public Art Committee serves as an advisor to the Public Art Office and the Board of Port Commissioners, upholding the Port of San Diego's vision for public art and supporting the development and stewardship of art.

Yvonne Wise, Curator



CURATORIAL STRATEGY
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