Joint Downtown Management Commission / Boulder Arts Commission Meeting Agenda
November 17, 2022  4:30 P.M.
Online Video Meeting

1. **CALL TO ORDER**
   Discussion: Facilitation of the Joint Meeting
   Approval of Agenda

2. **PUBLIC ART PROGRAM** (60 min)
   A. Spruce Garage Public Art Project Finalist Approval

3. **ADJOURNMENT**
1. This is a special joint meeting of the Downtown Management (DMC) and Boulder Arts Commission which has been called by the respective chairs of both those boards to process an approval that is time sensitive. There will be no public comment or other agenda items for this meeting. Both the DMC and Arts Commission encourage members of the public who wish to speak on the topics of this meeting to email commissioners or sign up to speak at future meetings. Below are links to details about each commission are found using the links, below:

   > DMC website.
   > Arts Commission website.

2. This special joint meeting will be held on video only:

   > Members of the public may observe the meeting by video. To join the video conference, please make a request by email to rsvp@bouldercolorado.gov by Thursday November 17 at 12:00 P.M.

3. Notes on the Special Joint Meeting Agenda:

   > 2A, Spruce Garage Public Art Project Finalist Approval

SUMMARY: The Spruce Garage Public Art Project is currently concluding the selection phase of the public art process. During the meeting, staff will ask members of the Arts Commission if they approve that the process has been conducted fairly and transparently according to the Public Art Policy. And, to make a recommendation to the City Manager on proceeding to contract with the artist. In addition, the Arts Commission and DMC may advise the artist and staff for the success of the public art project.

   **STAFF RECOMMENDED MOTION**

   “I move that the Public Art Policy was properly followed for the selection of a finalist in the Spruce Garage Public Art Project and recommend that the City Manager’s Office enter into a contract with the artist team David Franklin and Aaron Whelton for the project.”

OPTIONS: During the meeting, the commissioners have the option to:
- Approve the motion,
- Approve a different motion, or
- Postpone the decision pending the answers to specific questions.

DETAILS: This project followed a standard process described in the Public Art Policy. A chart of this process is found in Attachment One. Below is a timeline of work to date:

- Spring 2017 Drafting of the Art in Parking Garages Plan
- Aug 18, 2022 Project approved for integration in the Public Art Implementation Plan.
- Sep 7, 2022 Community Selection Panel Orientation, Publication of the RFQ
- Oct 7, 2022 Review of 168 Applicants, Identification of Semifinalists
- Nov 8, 2022 Update for the DMC
- Nov 10, 2022 Finalist Approved by the Community Selection Panel
In Attachment Two, please find summaries of the proposals from each of the four semifinalists with highlights of the discussion of the community selection panel. At their meeting on November 10, by a vote of 3 to 2 the community selection panel approved that the artist team David Franklin and Aaron Whelton advance to contracting for the public art project.

Next steps after approval by the Arts Commission are as follows:

- Nov 18, 2022 City Manager’s Office review and approval for contracting.
- Nov – Dec 2022 Contract Negotiations
- Jan – Dec 2023 Design Phase, Community Engagement
- Mar - Jun 2024 Anticipated Construction Phase
Attachment One
Public Art Process
Attachment One
Summary of Semifinalist Proposals and Community Selection Panel Discussion

Rebecca Rutstein: Proposal

DEVELOPING A UNIQUE ARTWORK THAT REPRESENTS BOULDER AND ITS COMMUNITY

Boulder is known for its striking landscape, abundance of outdoor recreational opportunities, and vibrant, multi-cultural community representing diversity and inclusion. Boulder residents value fitness, well being and protecting the environment.

The Flatirons are an iconic symbol of Boulder, and part of the city's Open Space and Mountain Parks system. These jaw-dropping rock formations are popular destinations for hikers and rock climbers alike. The area abounds with Flatiron photographs, drawings, paintings, and sculptures, and many businesses have "Flatirons" in their name or the iconic mountain profile image as part of their logo or signage.

But rather than utilize the commonly used Flatiron profile imagery, I wanted to explore the Flatirons from a new perspective. Instead, I created a sculpture concept inspired by an aerial vantage point, looking at the topography of the Flatirons to create a unique and sophisticated work of art.

VISTA

VISTA will be an innovative, iconic and unique work of art integrated into the 11th & Spruce Parking Garage structure. VISTA will have a strong and significant impact for Boulder visitors who enter/exit the parking garage, and for bicyclists, pedestrians and drivers near the location.

Spanning approximately 15 x 30 feet, this plasma cut, powder coated 1/8” steel sculpture will float off the facade with a customized mounting system to create dynamic shadows while also allowing for a programmable LCD lighting system to be installed behind the steel framework.

The abstract and intricate nature and the aesthetic appeal of this monumental sculpture will elevate public art throughout the area and be a show-stopping piece for visitors and residents alike.

The curving lines represent the topography of the iconic Flatirons, an integral part of Boulder, while they also suggest hill systems and organic forms found in nature. The sculpture epitomizes beauty and awe and wonder of the natural world. The aqua color complements the red brick facade while also tying into Boulder’s frequent blue skis and even conjures up the likeness of natural patina of certain metals.

Rebecca Rutstein:
Pro’s:

• Really reflective of place/nature; sustainable concept
• Lighting
• Beautiful concept

Con’s:

• Obstructs views of Flatirons
• Confusion about what it is
• Powder coated steel and longevity
• Not SO localized of a space
David Franklin:

Pro’s:
- Significant impacts
- Abstract – is that important to understand the connection?
- Very site-specific: it is not appropriate for any other location (city)

Con’s:
- Harsh angles
- Concern for pigeons (to deter pigeons)

Neutral:
- Abstract – is that important to understand the connection?
- Will people comprehend what they are looking at?
Matt Brand: Proposal

Pro’s
- Technical ability is phenomenal

Con’s:
- Placement too high
- Artist lacking public experience
- Does not feel connected to community
- Spooky having faces track you

Site 1
Holographic “charismatic fauna” emerging from live-texture backgrounds.
- Pre-weathered Cor-ten steel.
- NOTE: All renders are test imagery … final content & style TBD.

West facade
Site 3

- Pediments at corners
LAYER 1
ILL.DES
GLITCH MURAL
A MULTI PANEL MURAL INSTALLATION.

ILL.DES drew inspiration from the Sun, the ultimate source of natural energy which also powers the parking garage through the new age technology of solar panels. His “glitch” Sun represents both the dynamic, forward-thinking culture of Boulder’s community as well as the natural rays of the warm sun bearing down on the foothills of the city. The curves hug the wall and push the viewer’s eye towards the center of the piece, much like how the sun embraces the earth and draws our attention using light.

LAYER 2
HOLLIS + LANA
ORGANIC SCULPTURE
A PLAYFUL ORGANIC FORM EMERGES FROM THE BUILDING.

Hollis + Lana’s sculptural element takes an abstract approach to the building of new life and creation. It emerges from the center of the elements, bringing together the creative forces of the outer structures to bloom into an eye-catching sculpture to draw in the viewer and call on them to create their own personal narrative about the installation.

LAYER 3
A.L. GRIME
PATTERN + LIGHT

A.L. Grime was inspired by elements of both water, our most precious element, and earth. Her wireframe “leaves” mimic ripples in water as well as topographical views of mountain ranges. The delicate design speaks to the fragility of humanity’s relationship with the resource. The leaves are oversized and bold to represent the strength of the mountainous earth, they are the photosynthesizers of the center structure, breathing life into the sculpture.
Street Wise:

Pro’s:
- Most diverse group of artists participating
- Really unique (materials, site lines, etc)
- Very colorful and eye catching
- Covers a lot of space
- 3D and 2D quality of it
- Interactions with sunlight and shadow

Cons:
- Abstract and very difficult to connect with
- Durability of sculpture materials; color choice
- Too whimsical and not a reflection of Boulder