



Iconic Public Artworks Strategic Plan

Purpose

The purpose of this strategic plan is to formulate an overarching approach to Iconic Public Artworks, based on the *Fort Worth Public Art Master Plan Update* recommendations, that collectively and inclusively reflects Fort Worth's citizenry and their aspirations for the future. In addition, this plan seeks to prioritize the Iconic Public Artworks to take advantage of opportunities to engage with capital improvement projects that the City of Fort Worth and other entities are planning and implementing.

Process

On January 14, 2019, Fort Worth Art Commission (FWAC) Chairman Robert Lee appointed two Iconic Artwork Committees - one to consider an overall approach for Iconic Public Artworks and the other to study locations and identify potential partners. During the months of February and March, committee members toured the sites recommended in the *Fort Worth Public Art Master Plan Update*. Each committee subsequently convened to discuss their findings and recommendations. Chairman Robert Lee presented both committees' reports to the Art Commission on April 8, 2019 and on May 13, 2019, the Art Commission approved the plan for recommendation to City Council.

Overall Approach for All Iconic Artworks

Key attributes for all Iconic Artworks fall into four major categories:

- Artistic
 - Curator-driven artist selection resulting in works on the level of those in museum collections that change viewers' perceptions
 - Welcoming and accessible (e.g. a 'gateway' in the city or focal point within a park)
- Impactful
 - Have the 'Wow!' factor; Create excitement
 - Large-scale works in prominent locations with budgets to attract national and international artists
- Respectful
 - Tied to the past, yet future and forward focused
 - Dynamic and reflective of all of the citizens of Fort Worth so they see themselves in the work
 - Ensuring all steps in the process are viewed through a lens of inclusivity and cultural sensitivity
- Responsible
 - Universal appeal to visitors and citizens
 - Embracing and advancing cultural equity
 - Using City funds to leverage and gather community support and dollars



Sites and Community Partnerships

Key attributes for Iconic Artwork sites:

- Follow the *Fort Worth Public Art Master Plan Update* outline for locations
- Recognize the Cultural District, Downtown, and Stockyards sites are visitor-focused while also frequented by citizens
 - Build on existing relationships with visitor, civic, and infrastructure-focused organizations and private entities
- Emphasize the Trinity River sites (various locations) as focused on residents
 - Look at places of connection, both existing and future
 - Work toward partnerships to incorporate temporary art exhibits and installations
- Art locations should be in existing gathering places to build upon the energy already there
- Iconic Public Artworks should take advantage of opportunities to build on capital improvement projects that the City of Fort Worth and other entities are planning

Project Prioritization and Recommendations

Key recommendations, preferred locations, and proposed order of development of outlined sites:

1. **Cultural District: Pioneer Tower (project in progress)**

RECOMMENDATIONS:

- This is an ongoing project based on existing funds and should continue on the existing timeline with anticipated completion in 2021
- The artist(s) selected for the projection mapping project should be guided by the overall approach for Iconic Public Artworks listed above, as well as specific input from the Project Core Team and City staff advisors

2. **Downtown: Exterior Work in General Worth Square at the Convention Center**

RECOMMENDATIONS:

- Utilize available Iconic Artwork funds (less the amount needed for Pioneer Tower), to seed the project at Fort Worth Convention Center/General Worth Square site
- Work with partners to identify an ideal location within the future planning framework
- At such time that a financing plan is put in place for the Convention Center allocate 2% total for an exterior Iconic Public Artwork and interior artworks for the Fort Worth Convention Center
- ~~● At such time that a financing plan is put in place for the Convention Center allocate 2% interior artworks for the Fort Worth Convention Center~~
- Seek partners to provide major matching contributions to build toward a budget that reflects the expectations for this most prominent location
- Timeline for this project to begin upon City Council's approval of this strategic plan with estimated completion in FY 2024 and/or coinciding with the completion of the Convention Center Expansion/General Worth Square improvements (*see Appendix for general project outline for this project*)



3. Trinity River: Gateway Park (plus others in a series along the river TBD)

RECOMMENDATIONS:

- Approach the Trinity River as a location for a series of public art projects of which the Gateway Park Project would be the first with anticipated start date in FY 2021 (when the Park and Recreation Department commences the roadway improvement project) and completion in FY 2023
- Consider partnering with Streams and Valleys, Inc., and other partners to identify other possible sites for future projects as recommended in *Confluences: Trinity River Strategic Plan*

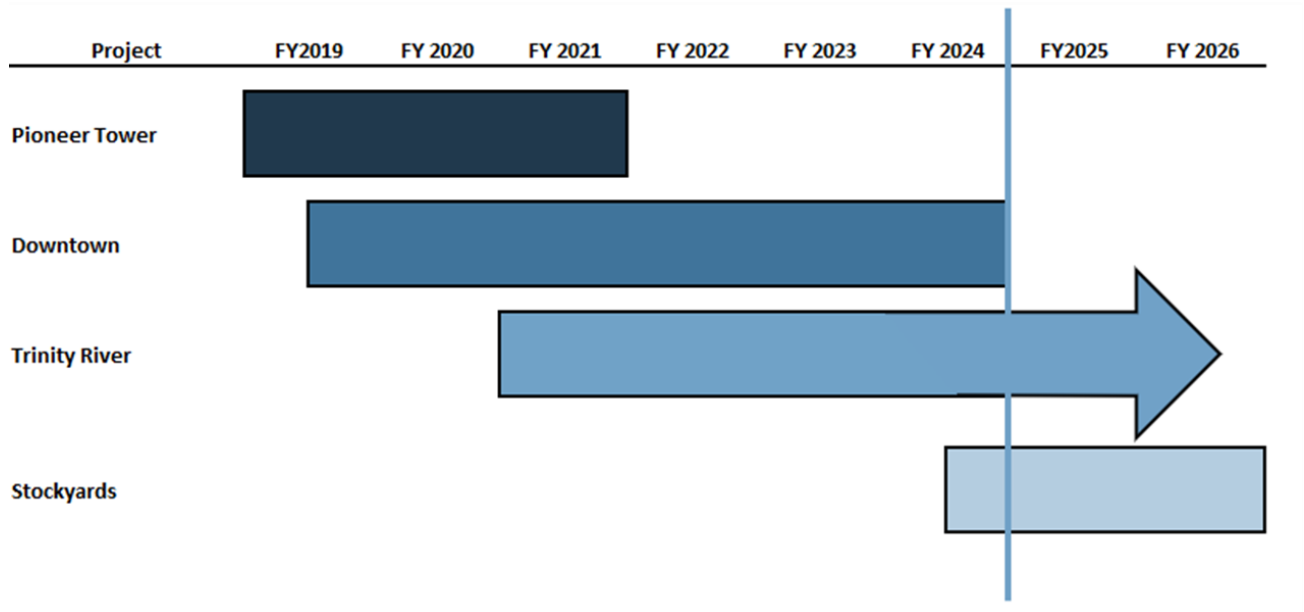
4. Historic Stockyards: TBD

RECOMMENDATIONS:

- An Iconic Artwork at the Historic Stockyards should be deferred until new development has revealed a suitable site with the appropriate attributes (e.g., a ‘gathering place’) and funding partners are identified
- If appropriate, commence this project in FY 2024

The Arts Council of Fort Worth and Tarrant County Inc. has offered to serve as the 501(c)3 entity to receive funds on behalf of the City of Fort Worth for Iconic Public Artworks. In June 2019, the Arts Council’s Board of Directors approved entering into an agreement with the City of Fort Worth to serve as the fundraising arm of the *Iconic Public Artworks Strategic Plan*.

Iconic Public Artworks Proposed Timeline





Downtown Iconic Public Art Project General Project Outline

Type of Artwork

Large outdoor sculptural work at the Terminus of Main Street at 9th Street*

Site

North End of the Fort Worth Convention Center (*necessitates an outdoor plaza to be incorporated with the design of the Convention Center expansion to accommodate the artwork*)

OR

General Worth Square (*closure of Main Street could create an ideal location for public art*)

Budget

Total budget TBD. Currently, a total of \$1,335,700.00 appropriated to Iconic Public Artworks from the Public Art Fund and the 2014 Bond Program is available as seed money for the Downtown Iconic Public Artwork Project.

Potential Partners

Develop a full vision for each project with a select group of partners, including public agencies, cultural institutions, philanthropists, corporations, and private developers.*

Iconic Project Core Team

This Project Core Team will consist of arts professionals, leaders from the area where the artwork will be placed, donors, and institutional partners.*

The role of the Project Core Team is as follows:

- To assist FWPA to develop the project descriptions and goals
- To inform and participate in artist selection panels
- To orient and assist the artist with understanding the context of the project
- To represent the project to others in the community
- To provide comments to FWPA staff during project review stages
- To attend Art Commission meetings as representatives of their communities
- To inform City Council member about the project of the project*

**Text from the Fort Worth Public Art Master Plan Update.*



Curatorial Panel

Engage a curatorial panel to nominate artists to develop proposal for each iconic artwork.*

NOTE: It is anticipated that this panel will be made up of a culturally diverse group of highly-qualified local, Texas and national curators.

Invitational Competition

The panel will invite a limited number of artists to submit qualifications (resumes and examples of part work). This may be conducted in two stages, with the first phase based on qualifications and the second based on a proposals.*

NOTE: Details of the process are to be determined and approved by the Fort Worth Art Commission at a later date.

Artist Selection Panel (Voting)

A nine-member artist selection panel is recommended for larger, high projects and include, as minimum, the following:

- Mayor/City Council Member in whose District the project will be located, if they desire to serve
- Lead project designer, if applicable
- One or more practicing artist(s)
- Other arts-related professional(s) or knowledgeable individual(s), including curators, art historians, architects, designers, writers and critics, arts administrators, arts activists or arts patrons
- Member(s) of the Project Core Team whom they elect to serve as their representative*

NOTE: The panel will reflect the cultural and economic diversity of Fort Worth.

Advisors (Non-Voting)

Non-voting advisors may include:

- City Council Member in whose District the project will be located if they desire to serve and have chosen not to serve as a voting member
- Members of the Project Core Team who are not serving as voting members
- Members of applicable City Board or Commission (other than the Art Commission)
- City Department Representative or other City staff, as appropriate*

**Text from the Fort Worth Public Art Master Plan Update.*