

APP COLLECTION – PUBLIC ART STANDARDS AND CRITERIA FOR EVALUATION – DRAFT

ART IN PUBLIC PLACES – 2012 TO PRESENT MISSION AND VALUES STATEMENT DOES THIS NEED TO BE UPDATED? ALL APP PROJECTS (ADMINISTRATIVE, PUBLIC ART, AND MAINTENANCE) SHOULD BE ALIGNED WITH APP’S MISSION AND VALUES

Mission

The APP, together with CCGJ, acquires, maintains, and performs responsible stewardship of public art throughout the City.

Values

- Public Art adds to the cultural landscape of the City by fostering a visual identity.
- Public Art is accessible to diverse audiences including residents and visitors of all ages.
- Public Art enhances the stature of the City through the commitment to artists and their disciplines as vital elements of community dynamics and economic development.
- Public Art is a catalyst for unique partnerships between individuals, businesses and cultural organizations.

Name of Project and Artist	YES	NO	MAYBE
	Comments	Comments	Comments
1. ARTISTIC EXCELLENCE: Artwork design shows high artistic quality, is creative and innovative, displaying superior technical competence.			
RECOGNIZED ART PROFESSIONALS Works of art shall be created by artists of appropriate status. Such artists shall generally be recognized by recognized art professionals, as artists of serious intent and recognized ability			
DEMONSTRATES EXPERIENCE: artist or artist team qualifications demonstrate a proven track record of relatable public art projects and experience in environmental and conceptual solutions for public art or the ability to design appropriately scaled works that can be fabricated, sustainable, and be accessible to the public.			

<p>ARTWORK CREATES OPPORTUNITY FOR PLACE-MAKING AND ARTIST SHOWS EXPERIENCE WORKING WITH THE PUBLIC Artist or artist team should have the proven grasp of place-making with the ability to work with the public to gain an understanding of the specificity of the site with regards to stakeholders, history, culture and geography specific to the location to inform the art to be placed on the specific site.</p>			
<p>2. DESIGN CONSISTENT WITH SUBMISSION QUALIFICATIONS: Artwork style is similar to artist's qualifications as reviewed by panel upon selection.</p>			
<p>3. MEETS DESIGN CRITERIA: Artwork is appropriate medium, integrates in scale to the site, complements surroundings, interfaces appropriately with pedestrian and vehicular traffic, adheres to any ADA requirements.</p>			
<p>4. FUNCTIONALITY: Artwork's objective of <i>streetscape function</i> is achieved and it meaningfully and successfully engages the viewer or user.</p>			
<p>5. VISUAL CONCEPT AND CONTENT APPROPRIATE: Artwork design concepts show sensitivity to Jacksonville's community standards, reflect stakeholders' comments, assist in creating community identity and hold up to tourists' standards.</p>			
<p>6. SUSTAINABILITY: Artwork appears appropriate and safe for outdoor public space, durable and with minimum maintenance required.</p>			

TOTAL			
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MOCA CRITERIA FOR ACQUISITION **EXAMPLE OF CRITERIA STANDARDS FOR CONTEMPORARY ART AND DESIGN:**

Acquisition process - shaping our collection here at MoMA. As you know, museums are defined by their collections. Each collection has a unique point of view that is carefully shaped by its curators, who are always mindful of historical precedents as they look ahead to future developments. When it comes to contemporary design, MoMA's collection seeks to remain on the cusp of innovation and to support the emerging talents, ideas, and concepts that will become tomorrow's designed environment.

We choose to emphasize the diversity and ingenuity of contemporary design practice as it spans architecture and product and communication design. We strive to present a broad selection of new products and concepts in our collection to reveal how designers cleverly address the major and minor aspects of our everyday lives, surprising us and guiding us with their bold experimentation. How do MoMA curators select and propose works for the [Architecture and Design Collection](#) and frame them within the wider mission of The Museum of Modern Art? There are no hard and fast rules, but there are several criteria that come into play in the discussion.

Form and Meaning. The formal, visual qualities of an object are tied to beauty, an important prerequisite in an art museum, but also an elusive and subjective one. Objects are expected to communicate values that go well beyond their formal and functional presence, starting with the designer's idea and intention. The best design embodies the designer's original concept in the finished object in a transparent and powerful way.

Function and Meaning. The appreciation of function has changed dramatically in the last few decades. Some objects are designed to elicit emotions or inspiration, and these intangible purposes are also considered part of their functional makeup.

Innovation. Good designers transform the most momentous scientific and technological revolutions into objects that anybody can use. With this in mind, curators often look for objects that target new issues or address old ones in a new way.

Cultural Impact. MoMA has always privileged objects that, whether mass-marketed or developed experimentally in a designer's workshop, have the power to influence material culture and touch the greatest number of people. Their impact can either be direct—effective the minute they are purchased and used—or unfold over time through the inspiration they give to other designers.

Process. Curators don't stop at the object—they also take into account its entire life cycle as a product. This includes the way it is designed and built and the economy of means in its production, distribution, and use; the way it addresses complexity by celebrating simplicity; its impact on society and the environment; and the way it ages and dies.

Necessity. Here is the ultimate litmus test: if this object had never been designed and produced, would the world miss it, even just a bit? As disarming as this question might seem, it really works. Try it at home.