

City of Miami Beach Art in Public Places Legacy Purchase Program - Guidelines

Purpose:

Art Basel Miami Beach will celebrate its 18th year in Miami Beach where leading international galleries show significant works of art from 1900 to present. It has been a productive and successful relationship that continues to benefit the City of Miami Beach (the "City") each winter. In furtherance of this fruitful relationship, the City wishes to establish a legacy purchase program through their Art in Public Places department (the "Program"). The purpose of the Program is to strengthen the connection and collaboration between the City of Miami Beach and Art Basel Miami Beach, by allowing residents to be involved in the purchase of a work of world-class art for the City's Art in Public Places ("AiPP") Collection.

Curatorial Vision

Artworks acquired by the City should add value to the public art collection, attract international attention and celebrate the diversity and heritage of our community. The Program will consider artworks including but not limited to painting, photography, sculpture and installation-based works.

The Program seeks to strategically expand the City's current public art collection by pursuing artwork that is reflective of our community, that is aligned with the curatorial direction of our existing collection, reflects artistic excellence and relevance in terms of current artistic practices, is the work of a national and / or internationally recognized artist, is a sustainable artwork¹ in a public environment, and is a valuable investment to the Art in Public Places Collection.

The Art in Public Places Collection currently includes works by Franz Ackermann, Elmgreen & Dragset, Dan Graham, Ellen Harvey, Joseph Kosuth, Sarah Morris, Joep van Lieshout, and Tobias Rehberger, among others.

Funding

The funding for the Program shall be up to \$100,000.00 USD, including the purchase, commission, and all other associated fees. Maintenance and conservation of the piece will fall under Art in Public Places Fund 147 and the City's AiPP guidelines and is not included in the purchase price.

Artwork Selection²

Facilitated by Art Basel, galleries taking part in the *Nova* and *Positions* sectors of the 2019 fair, will receive a "Call to Artists" to invite them to submit up to two(2) works that meet the Program's curatorial vision and guidelines, as described above. From those submissions, the administration will select ten (10) works for review by the City's AiPP Committee (the "Committee") during a regularly scheduled, and publicly noticed AiPP Committee meeting. The Committee will select up to five (5) art works to view in person at Art Basel Miami Beach on Wednesday, December 4, 2019 at approximately 11:00am EST. Following this viewing, the Committee will select three (3) works of art to put to a public vote via online social channels (Instagram, Facebook, Twitter) at approximately 8:00pm EST on Wednesday, December 4th. Voting will be open for 24 hours. The work of art with the most votes will be announced by the City the morning on Friday December

¹ What does "sustainable artwork" mean? It cannot be made of Styrofoam and cannot be something that disintegrates over time (some artwork is meant to disappear / disintegrate – ours must remain in the public collection and be made of a material that will last). Brandi / Josh can build out if needed, but we can also just remove and not select any works of art that are questionable? I defer to you...

² This process does not conform with the process set forth in the MOU. In particular, (i) the MOU does not provide for an initial selection of 10 works, and (ii) these Guidelines do not include the approval of the mayor and commission of the 5 selected works, as in the MOU. I think this needs to be a gallery facing document which will naturally be different than a legally binding contract between us - I don't think these galleries need to know the legislative process, as it will have no effect on them applying. We can absolutely add in if you deem necessary, I just think it is more unnecessary information for them to process.

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6th, 2019, and the artwork will be acquired by the City on that same day (although note that the City has the option to purchase more than one work of art).

The City's Marketing and Communication Department will create an online poll and promote the online voting through various channels. Miami Beach residents can view the selected artworks online or by purchasing a ticket to the fair, while also emphasizing the importance of the Art Basel and Miami Beach relationship.

In selecting the works, the Committee will consider the City's current collection, within the Miami Beach Convention Center Campus³, as well as the curatorial vision for the City's AiPP program outlined above. Additionally, once the top three (3) artworks have been chosen, the Committee will recommend to the City, a suggested site within the Miami Beach Convention Center based on each selection.

Location & Installation

The artwork will be displayed within a dedicated, publicly accessible area of the Miami Beach Convention Center or RDA (if the work should be placed outdoors). The site will be determined based on the type of work selected, maintenance, size, and fragility of the piece, but the ideal spaces are within the south hallway or mezzanine above the main lobby which generate the highest levels of traffic. The artwork will be installed by dedicated art handlers.

Maintenance & Relocation

Maintenance and conservation of the piece will fall under Art in Public Places Fund 147 and the City's AiPP guidelines. The galleries participating will submit a maintenance plan with the artwork as part of the initial agreement. The artwork will be incorporated into the routinely scheduled AiPP maintenance plan. Conservation and maintenance are handled by a pool of art conservators who regularly work with the City. Should the artwork need to be moved for any reason, the City will employ dedicated art handlers to relocate the work to another publicly accessible area where the work can be prominently featured as recommended by the AiPP Committee.

Guidelines for Gallery Submissions

Submitting galleries and artists are required to:

- Be a registered Art Basel 2019 exhibitor;, participating in either the Nova or Positions sectors;
- Submit at least one (1) but no more than two (2) works of art, each valued under \$100,000.00 (inclusive of all sales related fees);
- Provide 2-3 high resolution images of the work, an artist bio and a project statement.
- Be willing to display the artwork on view within the booth for the AiPP Committee tour
 - Item must be on public view from Wednesday, December 4th at 11am through Thursday, December 5th at 8pm. If selected as the winner, the piece(s) must remain on public view for the duration of the fair.
- Reserve the artwork from any other purchase for approximately 24 hours (Wednesday December 4th – Thursday December 5th 8pm). Once public voting has been completed at 8pm on Thursday and a winner is announced, all other artworks can be released for purchase.
- Gallery and/or artist (if availability allows) must consent and participate in public relations activities and short interview(s) regarding the Program and the art; including, but not limited to:
 - Public sharing of images of the artwork
 - Reference to gallery and / or artist

³ Please define RDA.

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- Submit a maintenance plan for the artwork.

Project Timeline

Date TBD by Art Basel – Early October

Art Basel to introduce the Legacy Purchase Program to Art Basel Miami Beach Galleries and Exhibitors participating in the *Nova* and *Positions* sectors of the fair*.

Friday, October 18, 2019

Deadline for submission of artwork(s). Administration to recommend 10 works for review by the City's AiPP Committee.

Tuesday, October 22, 2019

AiPP committee to review and recommend 5 artwork submissions for Commission approval.

Wednesday, October 30, 2019

City Commission approval of 5 recommended artworks for consideration.

Friday, November 1, 2019

Selected galleries/artists contacted for AiPP Committee viewing appointments.

Wednesday December 4

AiPP Committee to view 5 submitted artworks at MBCC (11am).

Art in Public Places Committee Public Meeting to convene and recommend the final three (3) artworks for public vote. (3pm).

Marketing to take photos / interviews for launch of online voting of the three (3) recommended artworks (3pm – 6pm).

Social media campaign to go live (8pm).

Thursday, December 5, 2019

Social media campaign to end (8pm).

Friday December 6, 2019

Winner announced and City of Miami Beach purchases artwork.

*Galleries will submit work for consideration via the City of Miami Beach's [online portal](http://www.submittable.com) www.submittable.com