



## DEPARTMENT OF COMMUNITY DEVELOPMENT SERVICES

*Economic Development Division*

### **m e m o r a n d u m**

**TO:** Urbana Public Arts Commission

**FROM:** Anna Hochhalter, Public Arts Coordinator

**DATE:** May 8, 2009

**SUBJECT:** **Storefront Art Series Program Update**

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### **Background**

The Urbana Public Arts Commission has identified the creation of a program that enables the temporary installation of art in underutilized properties as a priority for the current fiscal year. The Commission created a subcommittee to address relevant issues related to this program. Pat Sammann and Katherine Lamb are the Commissioners serving on this subcommittee. At the February Commission meeting, the subcommittee provided a description of two programs to address this priority. These programs were named the Storefront Art Series and the Urbana Space Program. The Storefront Art Series program would pair property owners of vacant or underutilized storefront with artists for the temporary display of artwork. The Urbana Space Program would pair property owners of vacant or underutilized buildings with artists or performers for the temporary use of the property for studio or rehearsal space. Following the February Commission meeting, further research and program development has occurred.

### **Discussion**

The Storefront and Urbana Space Subcommittee has met with staff to discuss the proposed programs and further define the implementation process. Attached (Exhibit A) is a draft program description of the Storefront Art Series program. The attached document includes a general description, guidelines, and application which are being considered but will need to be reviewed by the Building Safety Division, Fire Department, and Legal Division prior to the implementation of this program. Additionally, the program guidelines are all subject to property owner review and approval. These documents are based on subcommittee discussions and similar programs implemented in Waukegan, IL and Santa Cruz, CA.

Further research and program development will continue relating to the Urbana Space Program.

## **Recommendation**

Staff recommends that the Commission review the attached Storefront Art Series Program document and be prepared to provide comments or suggestions during the Commission meeting on May 12, 2009.

Attachments: Exhibit A: Storefront Art Series Program Description DRAFT

# Storefront Art Series In Downtown Urbana

## DRAFT DESCRIPTION

The following program is subject to property owner and tenant permissions, as well as approval by the City of Urbana Fire Department and Building Safety Division

The City of Urbana is launching a Storefront Art Series project and is seeking artists interested in temporarily exhibiting their artwork in designated available or vacant storefront window locations in downtown Urbana. The City recognizes art as essential to the quality of life and understands the unique contribution of the arts to Urbana's Downtown core.

**Storefront Art Series Program Description:** The Storefront Art series will invite local artists to exhibit their work in available or vacant storefront windows in downtown Urbana. This will give local artists greater visibility and potential sales, enliven the storefronts, and provide a showcase of the rich and diverse art made in this area.

**Project Synopsis:** The City of Urbana's Public Arts Commission invites applications from Champaign County artists interested in showing their work as part of this project. This call for artists is intended to begin to create a local artist pool for an ongoing Storefront Art Series program. Artists in the pool will be considered for a variety of art opportunities, including solo exhibitions and preconceived shows. Applications to this pool will be accepted on an on-going basis.

Displays will be located in two or more storefront window locations within the downtown area. A Review Team will select the displays for each location. Subject to space availability, displays will be on view for two-month time periods. Artists interested in displaying artwork should review the application process and exhibit guidelines listed below, and complete the attached release form and application.

**Artist Application Process:** The exhibit release and application packet is available online at [www.city.urbana.il.us/arts](http://www.city.urbana.il.us/arts). Artist applications will be accepted on a first-come, first-served basis. Subject to space availability, applications will be reviewed as needed by the Review Team to coincide with each two-month display period. For consideration, applications will be accepted on an on-going basis. If approved, artists will be notified of the exhibit date and timeframe, storefront location, and the dates and times for the installation and dismantling of the exhibition. Completed applications, including a signed release form, should be submitted, by mail or in person, to Anna Hochhalter, Public Arts Coordinator, Community Development Services, City of Urbana, 400 S. Vine Street, Urbana, IL 61801.

### STOREFRONT ART SERIES EXHIBIT GUIDELINES

#### EXHIBITING

The Review Team shall use its sole discretion to decide on the suitability of any art, storefront location, display structure, and any visual or written material that might accompany an exhibit. The Review Team will consider a wide range of artistic expression in deciding on potential exhibits. However, in deciding the suitability of any work, the Review Team is mindful that all segments of the community and all age groups may view these public display areas.

#### EXHIBITION PERIODS

Exhibits shall be on display in two-month blocks of time upon availability as follows: February-March, April-May, June-July, August-September, October-November, and December-January. Applications will be reviewed for the exhibition period immediately following the deadline date (i.e., a September application will be considered for the October-November exhibition period). Installation and dismantling of the exhibit is the responsibility of the artist. Approved exhibits are to be set up by the artist in their designated storefront locations, at the pre-arranged time, on the first business day of the two-month display period.

Exhibitions are to be taken down by the artist, at the pre-arranged time, on the last business day of the two-month display period. A representative of the Review Team must be present for the installation and take-down. No access to the storefront window location will be allowed without the presence of a representative of the Review Team

#### DISPLAY

Only freestanding display mechanisms, such as easels, may be used to display artwork. Painting or mounting items on storefront walls, windows or doors is strictly prohibited. No damage or alterations to the exhibition area will be permitted. All materials used for the exhibition must be supplied by the artist. A stipend of \$100 will be provided given to the artist to help with installation costs. There will be no special lighting or other display materials provided on site. Artwork should be in keeping with the size of the storefront window space. Note that the storefront window spaces are unguarded, may be subject to intense and direct sunlight, and may not be climate-controlled.

#### LABELS

Artists may label and include prices on their artwork. If exhibitors wish to sell their artwork, it is recommended that they include the number, name and price of each individual item as well as their appropriate contact information. Any sales transactions will be made directly between buyers and the artist.

#### PUBLICITY

The City will, at a minimum, announce the Storefront Arts Series Program exhibition openings, and submit a press release to local media. Any additional publicity for a specific exhibit will be the artist's responsibility.

#### INSURANCE

Exhibitors must sign the attached release form in order to display their artwork in the storefront spaces. If exhibitors want insurance coverage for their artwork, they must provide their own.

Questions can be addressed to:

Anna Hochhalter  
Public Arts Coordinator, Community Development Services  
City of Urbana  
400 S. Vine Street  
Urbana, IL 61801  
Phone: (217) 384-2311  
Email: [alhochhalter@city.urbana.il.us](mailto:alhochhalter@city.urbana.il.us)

STOREFRONT ARTS SERIES  
APPLICATION -- DRAFT

Artist Name: \_\_\_\_\_ Date: \_\_\_\_\_

Title of exhibit: \_\_\_\_\_

Describe the medium and subject of the proposed exhibit (attach labeled digital or photographic images): \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Preferred time for installation on the first day of the exhibition period: \_\_\_\_\_

Preferred time for removal on the last day of the exhibition period: \_\_\_\_\_

Provide any other information that may be included in exhibition publicity efforts (attach a separate page if needed): \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Artists interested in the Storefront Arts Series and participating in the artist pool must submit the attached application, along with the following:

1. Current resume or CV (not more than 3 pages)
2. Portfolio: Up to 20 digital images. Digital imagery guidelines:
  - a. PC compatible CD, clearly labeled with the artist's name.
  - b. JPEG ONLY. 1920 pixels maximum on the longest side, 72 dpi, with compression settings resulting in the best image quality under 2MB file size.
  - c. Each JPEG must be titled with the artist's name and a number that corresponds to the image list. For example: AmySmith01, AmySmith02.
3. Image: List Provide a brief description of portfolio images including dimensions, materials, date of work, etc.
4. References: A list of at least three professional references that have an intimate knowledge of artists' work and working methods. The list must include name, professional affiliation, email address and telephone number.

**IMPORTANT:** Use 8 1/2" by 11" sheets of plain paper only. Please do not bind materials, and do not submit materials in plastic sleeves, binders, notebooks, or folders.

Return the completed release form, application and attachments to: Anna Hochhalter, Public Arts Coordinator, City of Urbana, 400 S. Vine Street, Urbana, IL 61801. For questions, call (217) 384-2311.