



SELECTION PROCESS SUMMARY

Seaholm Redevelopment Parking Structure ART IN PUBLIC PLACES PROJECT

PROJECT SUMMARY

The City of Austin Art in Public Places (AIPP) program of the Cultural Arts Division, Economic Development Department (ED) seeks to commission a professional visual artist/artist team who works with light as an artistic medium to design and create an artwork that incorporates light for the City-owned underground parking structure as part of the public/private redevelopment of the former Seaholm Power Plant – a vital project in downtown Austin.

The Seaholm redevelopment site has historic designation and is a combination of city-owned and developer-owned property. The public artwork will be located on City property in the entrance area along the 3-level stairwell that allows pedestrian access to the central public plaza of the Seaholm site. The artwork will be installed after the parking structure construction is complete.

The goal is to select an artist/artist team who will design artwork that:

- Incorporates light as an aesthetic and conceptual element
- Responds to the unique context/history of the site and contributes to identity of the parking structure
- Is aligned with sustainable principals of energy usage/maintenance
- Contributes to a local, regional and national contemporary art dialogue
- Enriches or adds to the depth and breadth of the City of Austin's public art collection

BUDGET

Seaholm Power LLC provided the funds for this project as part of a Master Agreement with the City of Austin. The total award for an artist contract was noted in the RFQ as \$72,000, inclusive of design, fabrication, and installation, including engineering and permitting fees, travel and shipping expenses, insurance and other project-related costs. An administrative decision was made to increase this amount to approximately \$88,000.

SELECTION PROCESS

AIPP staff solicited locally and nationally for nominations from public art professionals and curators of artists in the U.S. who have successfully worked with light as an artistic medium. 55 artists were sent an Invitational Request for Qualifications requiring them to submit qualifications through publicartist.org. The submission deadline was 5:00 p.m. CST on January 27, 2014. A Q+A session with AIPP and the project team was taped by Channel 6 and made available to all the invited artists at <http://austintx.swagit.com/play/01222014-1038>

A total of 31 artists/teams applied by the deadline (one was incomplete):

PROJECTIONE, Indiana	LEMLEY, KEITH, West Virginia
AKAN, OSMON, New York	LIVINGSTON, BEN, Texas (Austin)
ADELA, ANDEA, Texas (Dallas)	MOULDER, CHRISTOPHER, Georgia
ASHLEY, ANN, Texas (Austin)	NAVARRO, IVAN, New York
BRAWLEY, CAKKY, Texas (San Antonio)	O'CONNELL, JOE, Arizona
CARLSON, ERIK, Rhode Island	POWELL, JOHN, Massachusetts
COOPER, SUSAN, Colorado	ROLSTADT, KORYN, Washington
CUNNINGHAM-LITTLE, CATHY, Texas (San Antonio)	SALMANSON, CAROL, New York
ERSKINE, PETER, Oregon	SCHREIBER, MATTHEW, New York
EVERSON, RYAN, Oregon	URBAN MATTER INC., New York
FITZGIBBONS, BILL, Texas (San Antonio)	SOLLOD, ELLEN, Washington
GALSTON, BETH, Massachusetts	TZANETOPOULOS, PAUL, California
GARANZUAY, LAURA + CONNIE ARISMENDI, Texas (Austin)	WEBER, SALLY + NEWSWANGER, CRAIG, Texas (Austin)
GRIGGS, DAVID,	WILLIAMS, STUART, New York
HOKE, BLAND, New York	WOODFILL, JAMES, Missouri
	ZWEIG, JANET, New York

The Selection Panelists and Advisors met on March 12, 2014 to review the letters of interest, resumes, references, and images of the eligible artists/teams who submitted qualifications. Four finalists were selected to be interviewed: **Peter Erskine, Joe O'Connell, Matthew Schreiber, and Urban Matter Inc. (Shagun Singh, Valerie Bianco, Richard Lin)**. AIPP staff called the references for all the finalists.

The Selection Panel and Advisors met on March 21, 2014 to interview the Finalists via Skype. They unanimously recommended **Urban Matter Inc.** as the artist team and **Peter Erskine** as the alternate.

SELECTION PANEL

- **Lisa Retrum**, Architect, STG Design (Project Architects), Austin
- **Zack Booth Simpson**, Artist and software engineer, Austin
- **Rachel Adams**, Independent Curator; former Assoc. Curator, The Contemporary Austin

PROJECT ADVISORS

- **Fred Evins**, Economic Development Department, City of Austin
- **Toni Thomasson**, Economic Development Department, City of Austin
- **Greg Kiloh**, Economic Development Department, City of Austin
- **John Rosato**, Southwest Strategies Group; Seaholm Power LLC
- **Bill McCann**, Bury + Partners
- **Liana Kallivoka**, Austin Energy, Green Building, City of Austin
- **Steve Grassfield**, Transportation Department, City of Austin
- **Hollis Hammonds**, AIPP Panel Liaison

Selection Panel Comments:

Urban Matter Inc.

Really excited about Urban Matter's energy and ideas, as well as their interest to collaborate and be open about hearing feedback. We were impressed with Urban Matter's enthusiasm and design skills.

Urban Matter, Inc., was selected as the artist for the Seaholm Redevelopment Parking Structure project because of the artist team dynamic, interaction with the panelist, artistic merit, and initial design concepts. The group has the ability, with specialized designers within the design team, to produce a fresh, technically savvy, interactive art piece. The conceptual ideas presented would bring light to the space during evening hours and an art piece that can still be experienced during the daylight hours. All of the references provided were excellent.

This is a really exciting opportunity and I think Urban Matter will create a well thought-out site specific work dealing with light. I look forward to seeing their finished design that hopefully continues to incorporate the idea of the organic in a very concrete brutal-type space.

We would like Urban Matter to consider that we're worried their existing proposal of fiber optics might be too dim and get lost in the wall.

Peter Erskine

The rainbow prisms work with the project's sustainability. The aesthetics work well with the project. Peter's work display consists of prism and rainbow lighting installations using the sun and solar trackers to reflect the light. The installations shown were very beautiful and brought natural daylight and color to spaces that would otherwise be dark. The team loved the direction, however there could be some additional complications with the Seaholm Site. This artist would need to work with the Seaholm, LLC. to mount a solar tracker to the roof of an adjacent building. However, a design could be created that would not rely on mounting equipment to the roof. Peter's work is inventive and intriguing. He came with great recommendations and is fully competent to execute a design that would work for the project.

Joe O'Connell

We like the fact that Joe's artwork does not solely rely on light. His portfolio shows pieces that play with light and shadow and the artwork can fill the provided space... Like his concept of industrial reuse and the day and night presence... He is incredibly capable and thoughtful about complications.

On November 4, 2013 this project was first presented to the AIPP Panel.

ART IN PUBLIC PLACES PANEL (Selection Process)

On November 4, 2013, Chair Castillo made a motion to approve the selection process for the Seaholm Redevelopment Parking Structure AIPP Project. Panel Member Walker seconded the motion. Motion approved (7-0-0).

AUSTIN ARTS COMMISSION (Selection Process)

On November 18, 2013, Mok made a motion to approve the AIPP Panel's recommendation for the selection process for the Seaholm Redevelopment Parking Structure AIPP Project. Flores seconded the motion. Motion approved (7-0-0).

ART IN PUBLIC PLACES PANEL (Artist and Alternates)

On April 7, 2014, Panel Member Frank made a motion to approve the selected artist with alternate artist Peter Erskine. Panel Member Little seconded the motion. Discussion ensued. This motion was voted down on a 1-0-4 vote. (Panel Member Hammonds voted for approval.) Panel Member Jade Walker was absent.

Panel Member Daigle made a motion to approve the selected artist with alternate artist Joe O'Connell. Panel Member Little seconded the motion. Discussion ensued. This motion was unanimously voted down on a 0-0-4 vote. Panel Member Jade Walker was absent.

Panel Member Frank made a motion to approve the selected artist Urban Matter Inc. with alternate artist Peter Erskine and second alternate artist Joe O'Connell. Panel Member Hammonds seconded the motion. The motion was unanimously approved on a 5-0-0 vote. Panel Member Jade Walker was absent.

AUSTIN ARTS COMMISSION (Artist and Alternates)

On April 21, 2014, Mok made a motion to approve the AIPP Panel's recommendation for the selected artist Urban Matter Inc. with alternates Peter Erskine and Joe O'Connell and for the Seaholm Redevelopment Parking Structure AIPP Project. Flores seconded the motion. Motion approved on a 6-0 vote. Commissioner Tinnon absent.

AUSTIN CITY COUNCIL (Contract negotiation)

On June 12, 2014, the motion authorizing the negotiation and execution of a design and commission agreement with Urban Matter Inc. was approved on consent on Council Member Spelman's motion, Mayor Pro Tem Cole's second on a 7-0 vote. Item #14, Regular City Council Meeting.

ART IN PUBLIC PLACES PANEL (Mid-Design)

On December 1, 2014, Urban Matter Inc. presented their mid-design via Adobe Connect for feedback from the AIPP panel. No action required.

ART IN PUBLIC PLACES PANEL (Design Update)

On July 6, 2015, Urban Matter Inc. presented a design update and prototype for feedback from the AIPP panel. No action required.

ART IN PUBLIC PLACES PANEL (Final Design)

On September 14, 2015, Panel member Frank made a motion to approve the final design. Panel Member Patel seconded the motion. The motion was unanimously approved on a 6-0-0 vote. Panel Member Jade Walker was absent.

Project Narrative

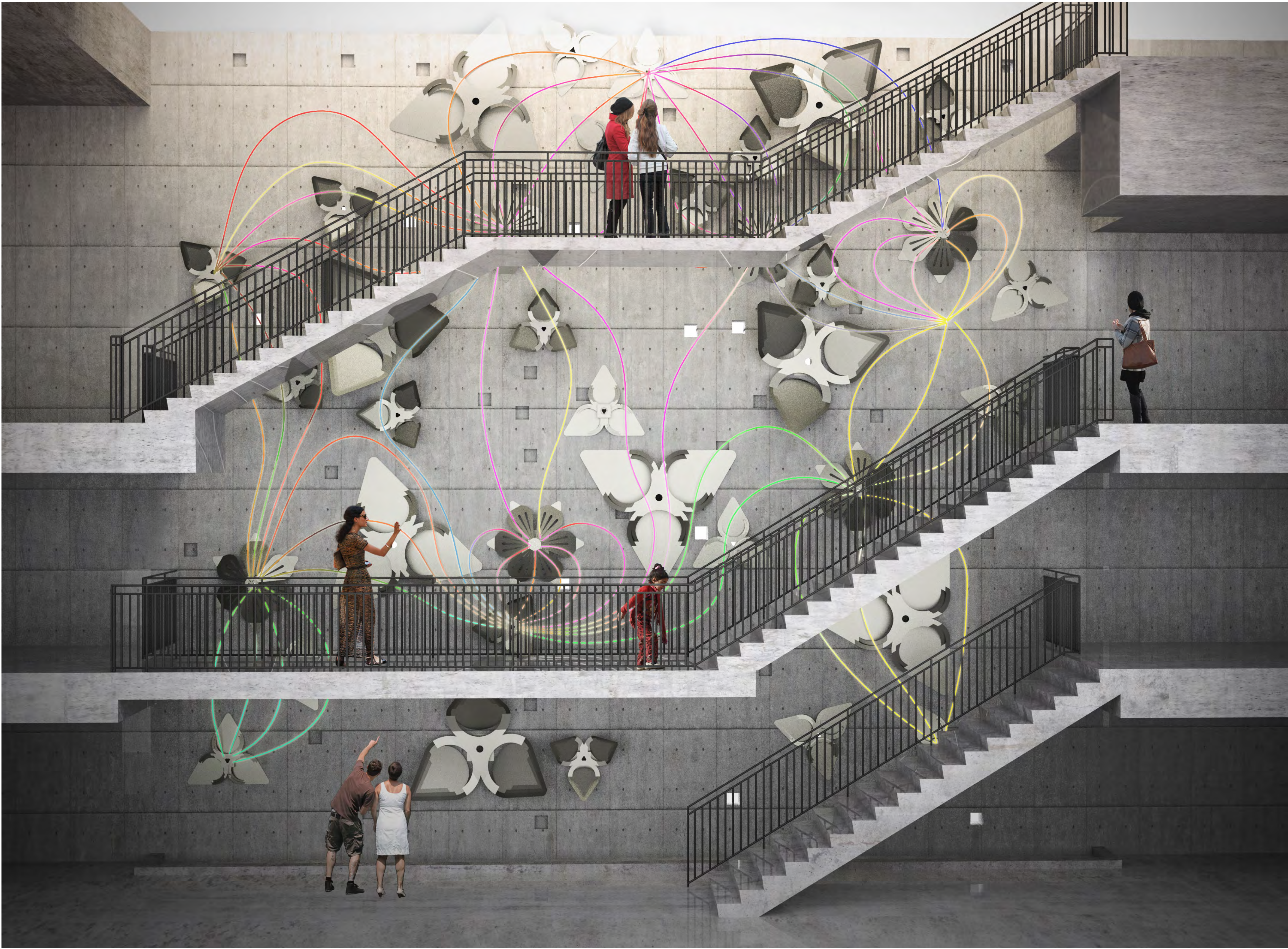
Golden Afternoon is a responsive public art installation inspired by the native flora of Texas.

It will be installed on a three story wall structure next to the stairwell of a subterranean parking lot in the Seaholm Redevelopment Project. The forms used in the artwork are primarily based on the floral geometries of the Prairie Nymph and the Indian Blanket, which are wildflowers popular in Texas.

The installation mimics a hanging garden that has overgrown from the flower beds on the ground level, down the open stairwell, and is making its way into the parking lot. This hanging garden evokes a sense of fantasy because of its gigantic reflective flowers and illuminated fields. This surreal garden responds to people walking up and down the stairs by sending light through this surreal ecosystem. The stairs mimic the rabbit hole of the fantasy novel *Alice in Wonderland*, and the piece aspires to create a sense of wonder and delight akin to being in fantasy or wonderland. The piece is named after the song that Alice and the flowers of wonderland sing together during their encounter in the novel.

The flower geometries are created out of textured stainless steel metal, and the light fields are made from fiber optic cable. Through various times of the day, the floral sculptures cast a variety of shadows on the wall thereby creating interesting patterns through the day. During evening hours, the light field is visible and creates another dramatic experience for the passers by to enjoy.





PROJECT TITLE:
GOLDEN AFTERNOON

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DRAWN BY:

CHECKED BY:

FILE NAME:
COVER

SCALE: NTS

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SHEET 1 OF 16