

GENE FRIEND RECREATION CENTER IMPROVEMENT PROJECT PUBLIC ART PROJECT PLAN

For presentation to the Visual Arts Committee on July 19, 2023



VIEW OF GYM FROM OUTSIDE, WITH PUBLIC ART OPPORTUNITY
MARK CAVAGNERO ASSOCIATES | KUTH RANIERI ARCHITECTS - GENE FRIEND RECREATION CENTER



GYM INTERIOR WITH PUBLIC ART OPPORTUNITY
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BACKGROUND

In 2014, the San Francisco Recreation and Parks Department and The Trust for Public Land initiated a feasibility study and worked closely with the community to envision improvements to the Gene Friend Recreation Center, located in the South of Market (SoMa) neighborhood on 6th Street at the corner of Folsom Street. The Center provides indoor and outdoor recreation facilities and programs for youth, seniors, and members of the local neighborhood and community. Nearly 25 years in operation and at a time of unprecedented population growth within the neighborhood and the City, the Center will be rebuilt in order to create a safe, welcoming, modern resource for its constituents. After an extensive community engagement process and in partnership with Mark Cavagnero Associates and Kuth Ranieri Architects, the following project goals were identified: Create a space that is welcoming, open and safe; extend the Center's multipurpose uses, providing for a more productive use of space and additional indoor and outdoor programming; implement an approach that honors the neighborhood's cultural heritage; and increase access and value for site users.

ART OPPORTUNITIES

1. **Integrated Wall Opportunity:** Located in the Center's gymnasium and visible from the exterior at 6th and Folsom Streets. Artwork may be comprised of dye-sublimated aluminum panels, or other appropriate material, and can span either the center section in between two diagonal struts, or the entire expanse of the upper wall.



arts professionals and one (1) SFAC staff member who will review and score the applications to identify a shortlist of qualified artists to be considered for both the Gymnasium Integrated Wall Opportunity and the Two-Dimensional Artwork Program, outlined below. The scoring criteria for both art opportunities will include the artists' meaningful connection to SoMa.

For the Gymnasium Integrated Wall Opportunity: The list of qualified artists will be presented to the Artist Review Panel consisting of three (3) arts professionals, one (1) representative of the client agency, one (1) representative from the design team, one (1) Arts Commissioner, and one (1) community representative. The panel will identify three finalists who will be invited to develop conceptual site-specific proposals after attending an orientation session with the project team and key stakeholders. Each finalist will be paid an honorarium of \$2,500 plus travel reimbursement for development of a proposal.

The Artist Review Panel will reconvene to consider the finalists' proposals in an interview format along with any community input and will recommend one artist for the project to the Arts Commission.

For the Two-Dimensional Artwork Program: SFAC staff will shortlist artists from the qualified pool who work in two-dimensional media such as painting, drawing, photography, textile and collage. Shortlisted artists will be presented to the Two-Dimensional Artwork Program Artist Review Panel comprised of two (2) arts professionals, one (1) representative of the client agency, one (1) Arts Commissioner, and one (1) community representative.

The Artist Review Panel will score the shortlisted artists based on the following criteria: Artistic merit, innovation and originality as evidenced by representations of past work and other supporting material, Artist's work is judged to be appropriate to the goals of the project, and Artist's meaningful connection to the neighborhood. Ten (10) of the highest-scoring artists will be invited to submit images of up to 6 original artworks that are available for purchase for the Two-Dimensional Artwork Program. Size of unframed artwork should be no smaller than approx. 12 inches x 12 inches in any direction and no larger than approx. 60 inches x 60 inches in any direction. Purchase price of individual artwork will depend on scale of artwork and market rate for artist's work. Artists will be responsible for delivery to a specified



location. Framing and installation costs will be the responsibility of the Arts Commission.

The Artist Review Panel will reconvene to score the submitted artworks. Artworks receiving the 20 highest scores will be presented to the Visual Arts Committee for approval.

COMMUNITY INVOLVEMENT

- SFAC staff presented an overview of the public art project in conjunction with the capital improvement project presentation to core stakeholders in May and to the broader community in June of 2023.
- A community representative will serve on the GFRICIP Public Art Project Artist Review Panel and will participate in the Artist Orientation.
- The finalists' proposals will be on display for public comment near the project site and on the SFAC website for two weeks prior to the final selection panel meeting.
- All selection panels, Visual Arts Committee (VAC) and Commission meetings are open to the public.

INTEGRATED WALL OPPORTUNITY TIMELINE (Subject to change) *

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| Community Meeting | June 8, 2023 |
| Project Plan Approval (VAC) | July |
| RFQ Issued | August |
| RFQ Deadline | September |
| Qualification Panel | September |
| Artist Review Panel One | October |
| Artist Finalist Orientation | October |
| Finalist Proposals Due | December |
| Artist Review Panel Two (Final) | January 2024 |
| VAC Approval | January |
| Arts Commission Approval | February |
| Artist Under Contract | March 2024 |

* Selection Process for the **Two-Dimensional Artwork Program** for interior corridors will commence January 2024



FURTHER INFORMATION: Contact Arianne Gelardin Davidian, Public Art Project Manager at (415) 310-8021 or by email at arianne.gelardin@sfgov.org.