

## **PUBLIC ART PRACTICE AND PROCESS**

Learn everything you need to know about establishing a public art practice from artist Lynn Basa, author of *The Artist's Guide to Public Art: How to Find and Win Commissions*, and public art consultant Joel Straus, whose projects include the Washington D.C. Convention Center and McCormick Place Convention Complex art collections. With over 40 years of combined experience in public art, Lynn and Joel offer customized one-day or two-day workshops to arts organizations, foundations, art schools, and municipalities around the country. These workshops are designed for artists at any stage in their careers and can be customized to suit any organization or audience. With module topics such as "The Basics: A Practical Introduction to Public Art," "The Next Step: Creating Winning Finalist Proposals," and "The Bottom Line: Public Art Project Management," Lynn and Joel expertly address all components of the public art commissioning process. In addition, workshops may include interactive sessions such as resource sharing, artist panels, portfolio reviews, and much more.

### **MENU OF SERVICES:**

#### **Workshop Modules:**

##### **Module 1 – *The Basics: A Practical Introduction to Public Art* - Lynn Basa**

Making the leap from studio work into public art practice can be daunting for artists at any stage of their careers. Lynn Basa shows artists where to find public art commission opportunities, how to effectively read calls-for-artists, and what goes into writing a winning letter of interest. After learning how to analyze a real-life RFQ, the class breaks into small groups to write the first paragraph of a potential response to current public art opportunities. Limited to 50 participants.

##### **Module 2 – *The Next Step: Creating Winning Finalist Proposals* – Lynn Basa and Joel Straus**

Very few artists have had the opportunity to see what other artists' winning finalist proposals look like. Through examples and class critiques, Lynn and Joel show participants the level of quality and detail expected from artists who advance to the finalist stage of the selection process. They include tricks of the trade to artists for to maximize their competitiveness. Topics include: navigating the organizational hierarchy, getting quotes and samples from subcontractors, presenting one's work in perspective renderings, overall portfolio appearance, interview preparation, and much more. This session assumes that participants already understand the basics of applying for public art commissions. Limited to 50 participants.

##### **Module 3 – *The Bottom Line: Public Art Project Management (Budgets and Timelines)* – Joel Straus**

This module teaches participants to manage budgets and timelines in order to financially benefit from public art projects. Joel Straus teaches participants the skills to realistically

assess the scope of work that can be accomplished within an allotted project budget and schedule. He shows how to estimate the amount of time that should be spent on each project component and provides participants with automatic, easy-to-use, sample budget worksheets and computer programs to help them calculate overhead, travel expenses, artist fees, subcontractor charges, and more. Limited to 50 participants.

**Module 4 – *The Bottom Line: Public Art Project Management (Contracts and Timelines)* – Joel Straus**

Each public art project includes a contractual agreement between client and artist. In this module, Joel Straus analyzes a sample commission contract with emphasis on the impact each requirement can have on an artist's time and budget. Topics covered include insurance, indemnification, warranties of workmanship, scopes of services, timelines, budgets, invoicing, and more. Joel Straus will also discuss negotiating strategies, and artists' rights issues. Limited to 50 participants.

**Module 5 – *An Overview of the Basics: A Practical Introduction to Public Art* – Lynn Basa**  
This session is designed to address all of the topics of Module 1 in a condensed period. In one session, Lynn Basa teaches participants the basic skills necessary for beginning work in public art commissions. Basa efficiently outlines topics such as: how to find public art commission opportunities, how to read RFQs, and how other artists have translated their studio work into art for public spaces.

**Module 6 – *An Overview of the Bottom Line: Public Art Project Management* – Joel Straus**  
This module is designed to address all of the topics of modules 3 and 4 somewhat more broadly and in a shorter time period. In this fast-paced session, Joel Straus teaches participants basic skills for effective budgeting and time management of public projects. Additionally, participants learn fundamental strategies for effectively reading and negotiating contracts.

**Workshop Options:**

**1. One-day workshop - \$5000\***

This format is a full day workshop which includes one morning module and one afternoon module. Organizations may choose two of the 6 unique modules above to comprise one morning and one evening session. Organizations are also encouraged to select one of our exciting optional evening add-on sessions.

**2. Two-day workshop - \$7500\***

This format is comprised of two consecutive full session days. It includes modules 1, 2, 3, and 4, giving participants the most complete and thorough workshop we offer. Organizations can determine the module order that best suits their audiences and are also encouraged to select one of our exciting optional evening add-on sessions. This workshop offers the most value for the price.

### **Optional Workshop Add-Ons\*\*:**

#### **Local artist panel discussion – \$1000**

A 2-hour evening session-limited participation

Joel Straus and Lynn Basa contact local artists in advance of the evening and mediate a discussion that examines the following questions: How did you make the leap into public art? What differences have you found between studio/gallery work and working in the public realm? What advice can you give to artists just entering public art? What advice can you offer regarding how to make money, working with committees, conceptual differences between work created for public space and that for gallery, etc.? What were some of the challenges you faced in this sphere?

#### **Group Advising Session and Portfolio Review – \$1000**

A 2-hour session- limited participation

Lynn and Joel offer advising sessions for small groups of participants. These sessions include portfolio reviews, project consultations, competition submission reviews, and more. Artists gain valuable feedback from Joel and Lynn and other public artists to improve their portfolios and submissions and help them with future projects.

#### **Resource Sharing Session – \$500**

1-hour session

This session is limited to ten participants.

In this session Joel and Lynn share resources for finding public art commissions and projects. Participants are asked to come prepared to share their own resources in order to broaden their network among local artists.

**\*Travel expenses including airfare, accommodations, ground transportation and a per diem are reimbursable and are not included in the fees.**

**\*\*The add-on evening sessions may only be selected with one-day workshops in which both Joel Straus and Lynn Basa are both lead participants.**

### **Sample Module Combinations:**

#### **Sample A: One-Day Workshop – In Depth with Lynn and Joel**

9:00am – 11:00am    Module 1: Intro to Public Art  
11:00am – 12:00pm    Break-Out Session  
12:00pm – 1:00pm    Lunch  
1:00pm – 3:00pm    Module 4: Project Management: Budgets and Timelines  
3:00pm – 4:00pm    Break-Out Session

#### **Optional Add-on:**

6:00pm – 8:00pm    Artist Panel

#### **Sample B: Half-Day Workshop – Overviews**

9:00am – 10:30am    Module 5: Intro to Public Art Overview  
10:30am – 10:45am    (break)  
10:45am – 12:15pm    Module 6: Project Management Overview

#### **Optional Add-on:**

1:15pm – 4:00pm    Group Advising and Portfolio Review

#### **Sample C: One-Day Workshop - Intro to Public Art and Finalist Proposals**

9:00am – 11:00am    Module 1: Intro to Public Art  
11:00am – 12:00pm    Break-Out Session  
12:00pm – 1:00pm    Lunch  
1:00pm – 3:00pm    Module 2: How to Create a Winning Finalist Proposal  
3:00pm – 4:00pm    Break-Out Session

#### **Sample D: One-Day Workshop – Project Management**

9:00am – 11:00am    Module 3: Project Management: Budgets & Timelines  
11:00am – 12:00pm    Break-Out Session  
12:00pm – 1:00pm    Lunch  
1:00pm – 3:00pm    Module 4: Project Management: Contracts  
3:00pm – 4:00pm    Break-Out Session

## **Sample E: Two-Day Workshop – Intro to Public Art and Project Management**

### **Day 1**

9:00am – 11:00am	Module 1: Intro to Public Art
11:00am – 12:00pm	Break-Out Session
12:00pm – 1:00pm	Lunch
1:00pm – 3:00pm	Module 2: How to Create a Winning Finalist Proposal
3:00pm – 4:00pm	Break-Out Session

### **Optional Add-on:**

4:30pm – 6:30pm	Resource Sharing Session
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### **Day 2**

9:00am – 11:00am	Module 3: Project Management: Budgets & Timelines
11:00am – 12:00pm	Break-Out Session
12:00pm – 1:00pm	Lunch
1:00pm – 3:00pm	Module 4: Project Management: Contracts
3:00pm – 4:00pm	Break-Out Session