



Town of Westlake Public Art Town Forum and Workshop

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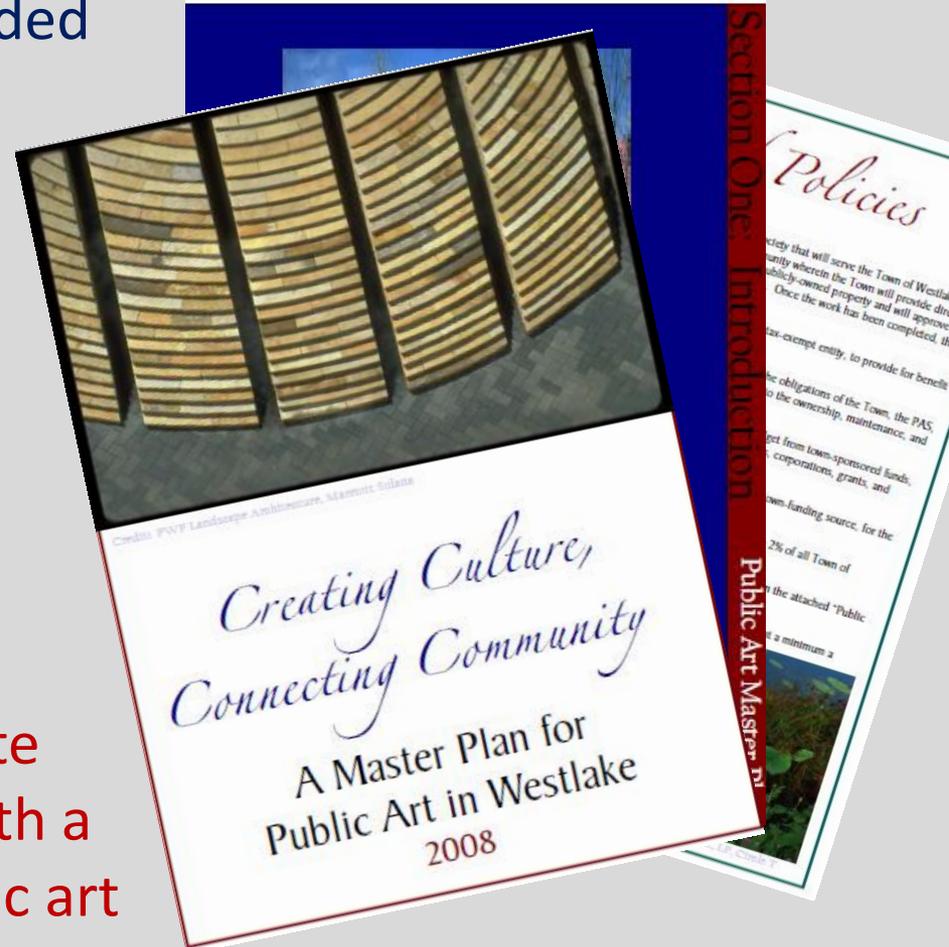
Town of Westlake: Then to Now

2008 Public Art Master Plan:

- Guiding Principles & Recommended Policies
- Project Identification & Prioritization
- Funding Strategies
- Westlake Public Art Society



Pick-up where we left off; create unified vision moving forward with a broadened understanding of public art and its role in Westlake



Town of Westlake: Then to Now

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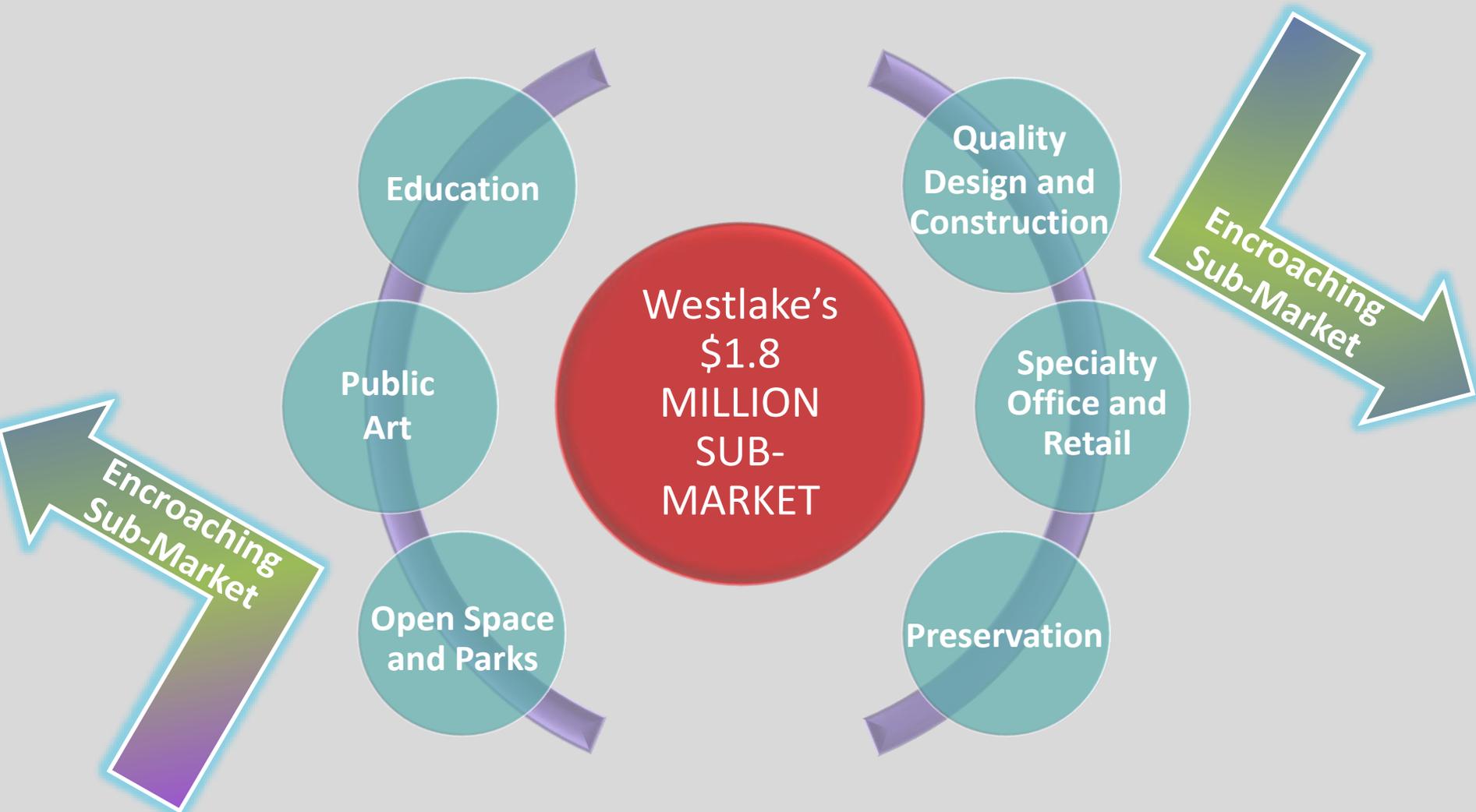
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- 3. Vast increase in the public domain: More opportunity for artistic expression.**

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- 1. Significant growth in Westlake: More stakeholders**
- 2. More commercial development in and around Westlake: Increased diligence and creativity to protect value.**
- 3. Vast increase in the public domain: More opportunity for artistic expression.**
- 4. Adoption of 2015 Comprehensive Plan Update: Educates and mandates quality in accommodating growth and change.**

Public Art's Higher Purpose



Presentation Agenda

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Public Art: The Reality of Perception

Russell Tether, public art expert and fine arts broker



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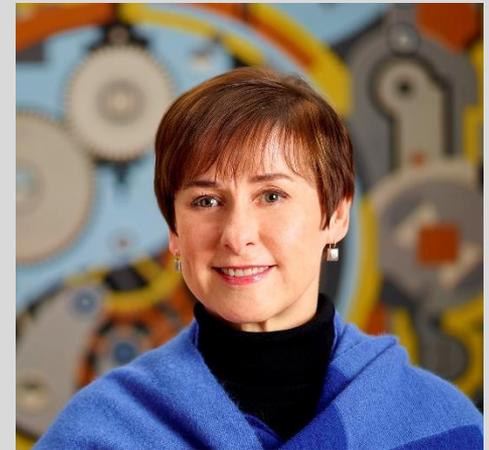
Public Art: The Reality of Perception

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Creative Place Making: A Union of Art & Environment

Sue Canterbury, Associate Curator of American Art at the Dallas Museum of Art



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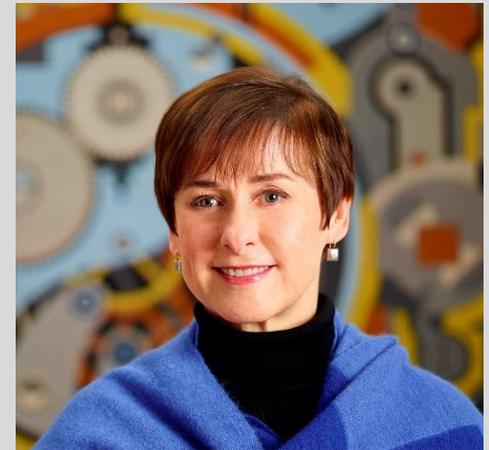
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The Purpose of Public Art in Westlake

Robin McCaffrey, AIA, FAICP and
Ashley Shook, AICP



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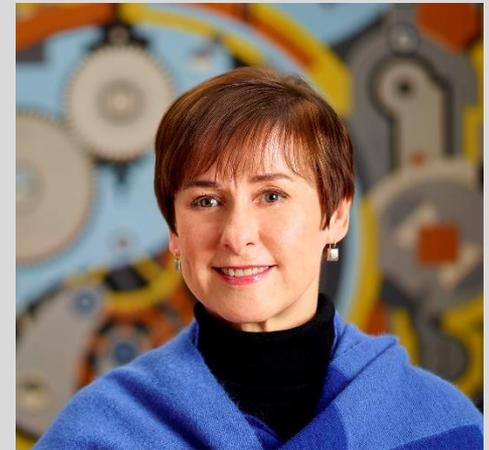
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Break Out Groups



Public Art: The Reality of Perception

“Public art is a part of our public history, part of our evolving culture and our collective memory. It reflects and reveals our society and adds meaning to our cities. As artists respond to our times, they reflect their inner vision to the outside world, and they create a chronicle of our public experience.”

Adapted from [Public Art in Philadelphia](#) by Penny Balkin Bach (Temple University Press, Philadelphia, 1992).

Great Art, by Definition

- Great art is defined as the intellectual and aesthetic acceptance of a work as the most important examples of their kind in existence.
- Masterpieces often result from competitions, acceptance by renowned scholars and critics, and appreciation by the *public*.

Merriam Webster

Great Art, by Perception

Art that engages the senses and resonates with the public throughout specific periods in history.

Relevance – It is significant to each generation and embraced by multiple generations.

Uniqueness - in structure, character, and quality.

Meaning - identifies vision, space, time, and purpose.

Style - Presents an interpretation of place, time, emotion, and / or events.

Anish Kapoor, *Cloud Gate*

2006, Stainless steel, Millennium Park, Chicago, IL.



Robert Glen, *Mustangs at Las Colinas*

1984, bronze, Williams Square, Las Colinas, TX.



All Public Art receives recognition



Marilyn Monroe sculpture named one of the worst pieces of public art in the world by VirtualTourist.com

Matthew Antichevich *The Magic Carpet Ride*

2007, Cardiff-by-the-Sea, CA. bronze and granite
cost: \$120,000 (in present form)



The “Cardiff Kook” in various depictions



Recognition can come in many forms,
not all of them desirable.



Old vs. New Lucille Ball Statue reported on: CNN, NY Times, Time, NPR, NY Post, Fox news and others



OLD



NEW

Great art, art that is revered through the generations, is not determined by auctions, critics, dealers, or famous people acquiring the work. Those are a result of art becoming great.

It is determined by the public's response to the work.

Public art requires more than a vision, it requires a well designed plan and direction.



Elizabeth Montgomery (Bewitched), Salem MA.
Included in “Top 10 Places with Bad Public Art”

Critical elements in developing the Westlake Public Art Program

- Create engaging projects appropriate and relevant to Westlake.
- Discernment adds value . Make every piece a masterpiece. Do the research and separate fact from hype.
- Define each project's goals so they clearly explain the objectives and challenges to the artists.
- Manage the acquisition and installation process of each work within those guidelines.

The Westlake Public Art Program

Innovative instead of Repetitive

- Many cities “follow the crowd” by purchasing expensive artworks without an overall plan.
- That direction accomplishes ***comparison***, not ***recognition***.
- Uniqueness - *the city itself* is the canvas. Each public art space is a brushstroke on that canvas.

“Stix”, by Christian Moeller- 27 poles, 2 years to install.
Cost \$750,000. Nashville



Caroline Vincent, Metro Nashville Arts Commission quoted in The Tennessean, October 1, 2015

“He (the artist) imagines it as a giant cluster of arrows falling from the sky or something like that”

“It’s an homage to Native Americans who originally inhabited this area. The poles are made of native wood and the ground below will grow native grasses.”

“Most every other large city has lots of public art and large-scale public art, and I think we’re just part of that trend”.

“We want to have these pieces that are iconic for our city and that draw people to our city – and for our citizens, too. It’s important to have that level of art in our public spaces.”

Kitsch

“Something of tawdry design, appearance, or, content created to appeal to popular or indiscriminating taste.”



Additional benefits of the Westlake Art Program

- Redefine the parameters of public art acquisition and management.
- Engaging the public in the developmental *and* decision making process = pride of ownership.
- Well defined projects will create challenging opportunities for artists, resulting in exceptional artworks for the city.

- Artists gain recognition *because* they were selected by Westlake, not the reverse.
- The project creates an environment that advances the education, understanding and appreciation of the arts for current and future generations.

Through the implementation of these principles, Westlake itself becomes the masterpiece.

Lifesaver, Duisberg Germany



Art doesn't identify a Culture, Art is the Culture

- Art identifies who we are, how we live and what we believe. It is a time capsule for all present and future generations.
- We know the history of ancient civilizations through their art and architecture and define them accordingly.

So, the opportunity you have before you is one of great importance. Done correctly, it defines you and the community in time and place, forever.

Done poorly, it is viewed as an afterthought, becomes irrelevant, and is forgotten completely.

“The Army canceled a Northern Virginia public art project this week after media outlets and members of Congress complained about its \$600,000 price tag.” U.S. News and World Report





Creative Place Making: A Union of Art & Environment

Art has the Power to Transform

Art in public spaces helps to:

- Define a community to those within and without its borders;
- Make public areas more welcoming;
- Provide quality of life through an aesthetically enhanced environment;
- Foster pride of place; and,
- Visually stimulate and engage its inhabitants.

Envisioning the Possibilities

The possibilities are unlimited but should be guided by the vision of the community—to reflect its past and its future aspirations. Consider the options.

Art can:

- Serve a functional purpose;
- Encourage thoughtfulness and contemplation;
- Engage pedestrians in creative ways; and,
- Create sense of whimsy—just for the fun of it.

Functional Art: Serving a Purpose



Creative
Seating:

- Functional
- Relational
- Fun

Los Angeles: *A Tribute to Industry*, by Horace Washington, artist
--3 spools of thread that relate to L.A.'s historic garment industry

Path Lighting/Wayfinding--



**Dual
Functioning**

**Portland, Oregon: Decorative lighting used as way-finding,
Eastbank Esplanade, by Vera Katz**

Inspired Passageways and Creative Crossings



Elevating a daily experience...

Silver Spring, MD: *Rock Creek Parkway Pedestrian Bridge*, by Vicki Scuri
--Enveloping environment raises the ordinary to the extraordinary

***Moses Bridge*, Halsteren, Netherlands**
RO&AD Architecten

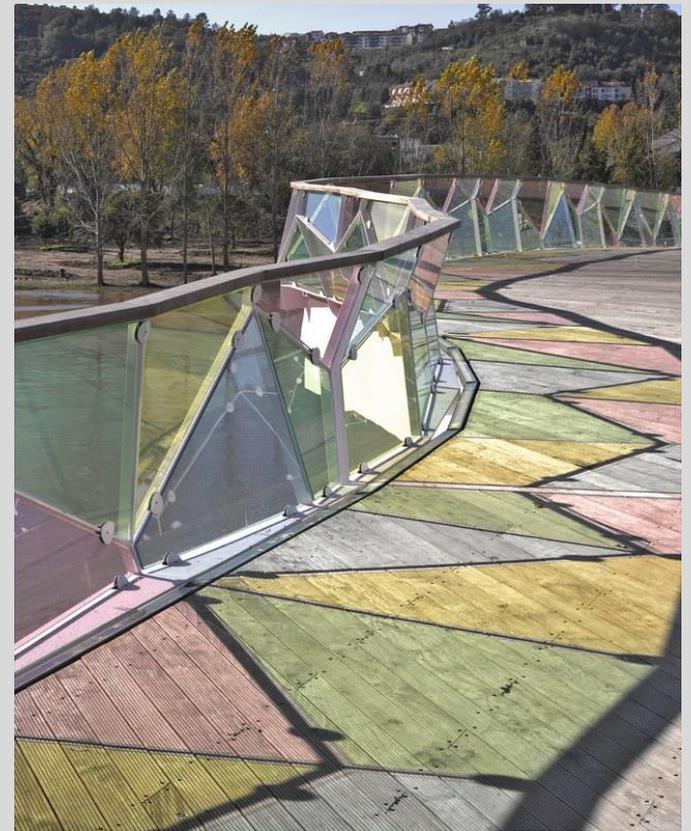


Walking ***through*** the water—
designed to be invisible from a distance.



Pedro e Ines Footbridge, Coimbra, Portugal

- **Lightening-bolt shape**
- **Balustrade of colored glass**





Poetic walls and pathways ...



By Johny Clasper

Natural forms reinterpreted



Bronze Bowl with Lace, 2013-14
by Ursula von Rydingsvard



(Detail)



Activation of the landscape--



**Williamstown, Massachusetts:
Williams College Museum of Art**

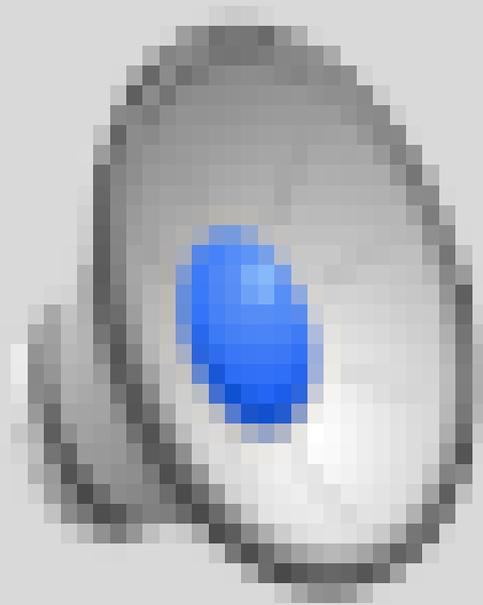
Eyes (Nine Elements), 2001
by Louise Bourgeois



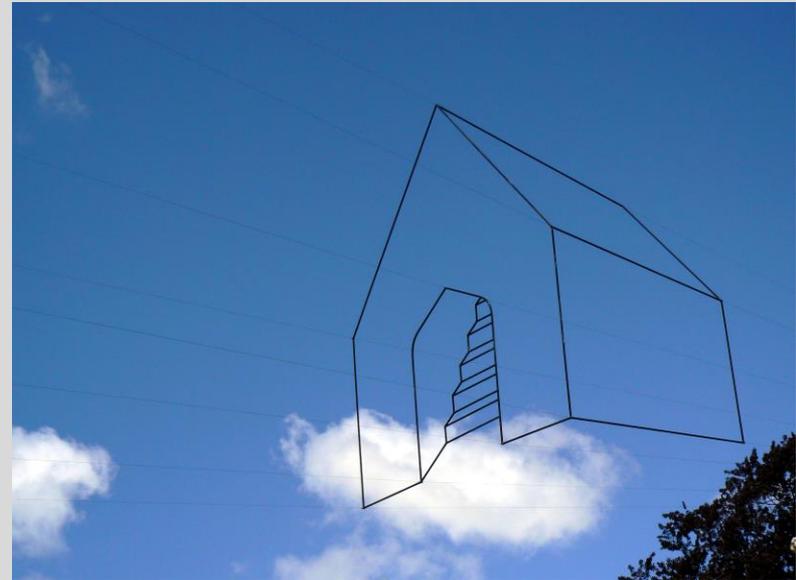


Mehmet Ali Uysal, *Giant Clothespin*, Chaudfontaine Park (Leige, Belgium)

***Kinetic Sculpture* by Anthony Howe**
Bringing Movement and Sound to the Landscape

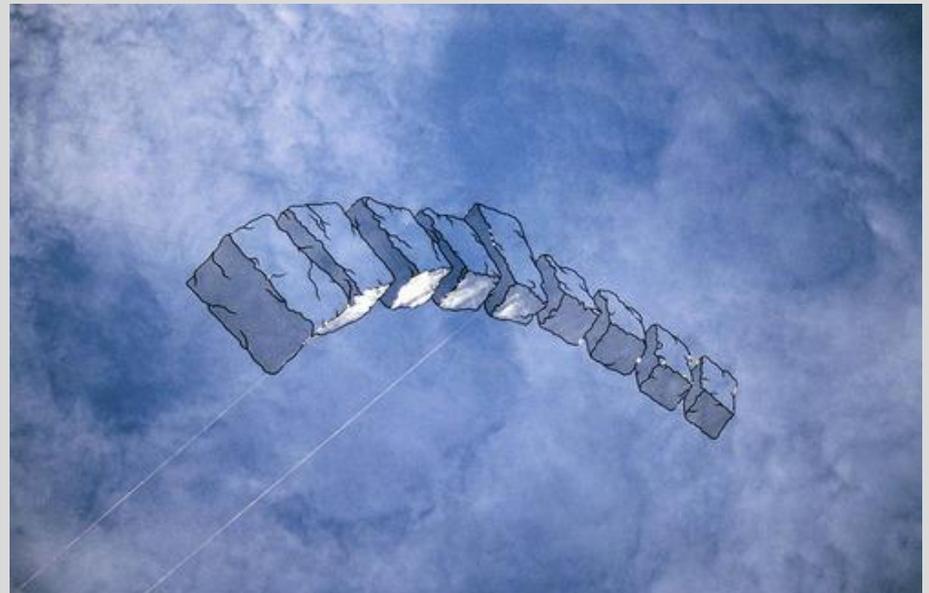


Why be earthbound?



Sky is the canvas. It alters daily and, therefore, so does the art.

Neil Dawson, New Zealand



Interactive Art: A Means of Engagement



Seattle: *Dancer's Steps*, by Jack Mackie

Eight locations, each a different pattern of ballroom dance

Reconsidering the bench...



Fishing Lure Bench



Fallen Tree Bench
By Benjamin Graindorge

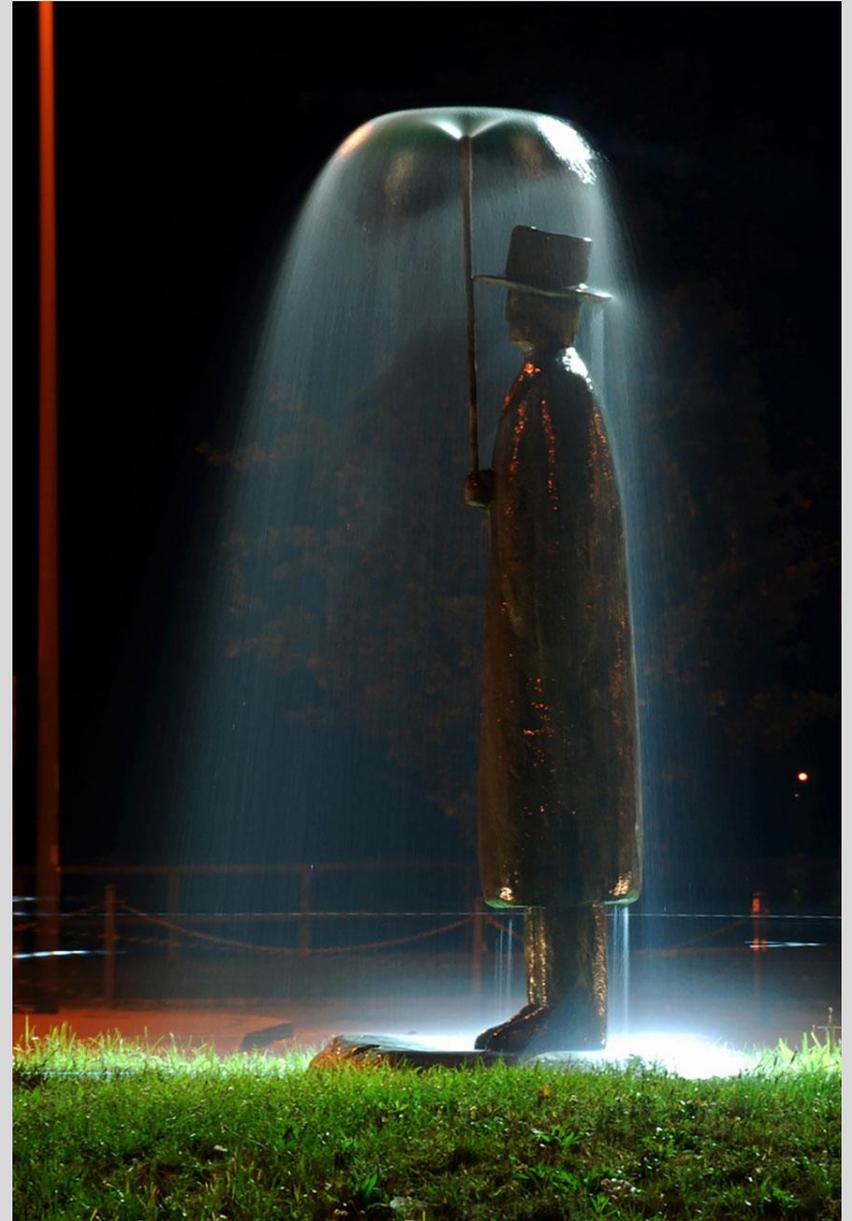


Sudeley Bench



Tree Wall Fireplace

Reimagining fountains...



Wonderment & The Power of Whimsy



Minneapolis: Walker Art Center Sculpture Garden
***Spoonbridge and Cherry* by Claes Oldenburg and Coosje van Bruggen**
--Exploiting the features of the landscape

Interactive Pedestrian Micro-Environments



**Artist Designed
—Annual Competition**



Minneapolis: Walker Art Center Sculpture Garden
Walker on the Green: Mini-Golf

The possibilities to inspire are endless...



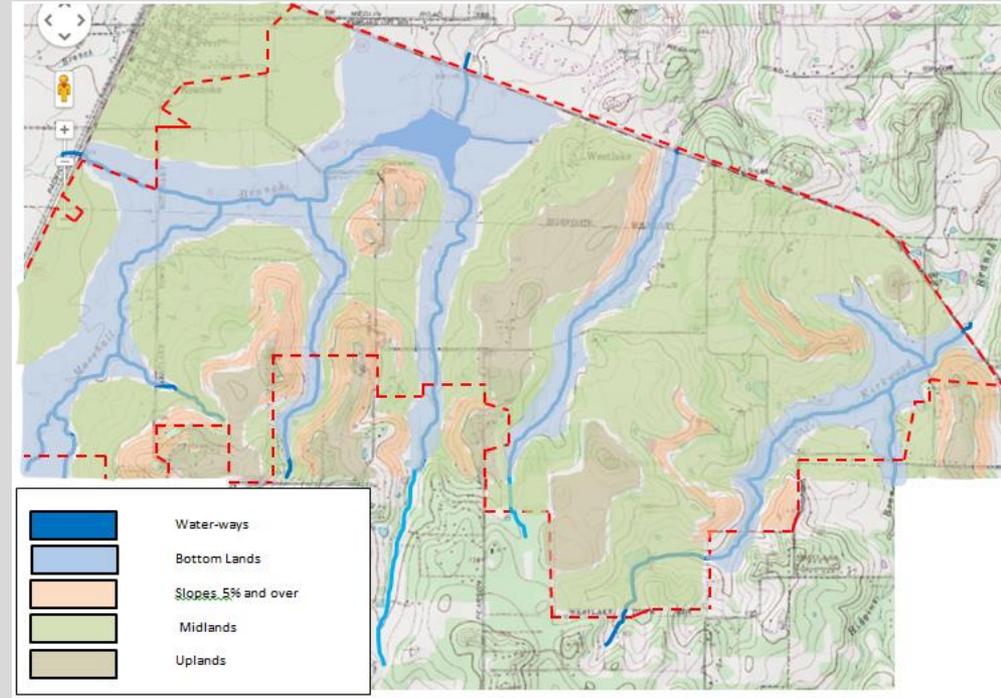


The Purpose of Public Art in Westlake

2015 Comprehensive Plan Update

Unique Terrain

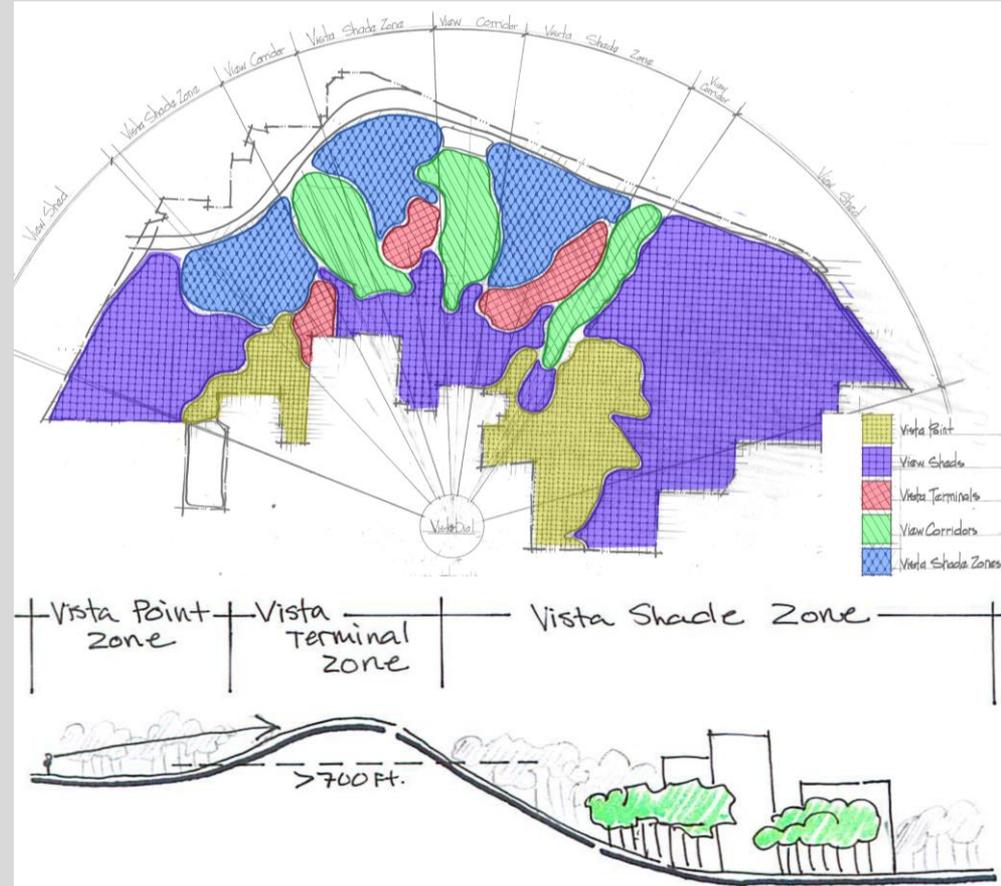
- A complex and varied landscape
- Spirit of place lies in the interplay between built and not built
- Ground plane dominates
- Ground sweeps up to hills and down to lowlands



2015 Comprehensive Plan Update

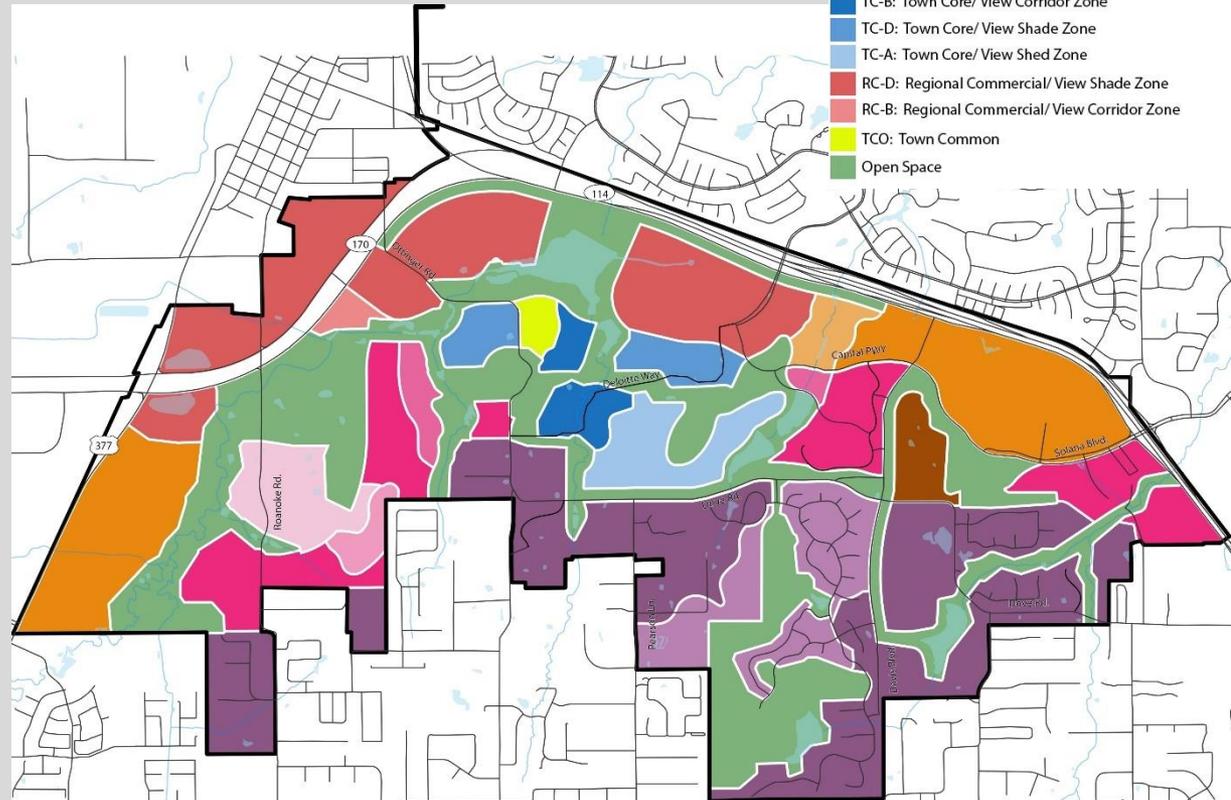
Unique Terrain

- Ground plane defines view zones
- The framework for future development
- Basis of the Land Use Plan



2015 Comprehensive Plan Update

- In a Town that is **100% zoned**, Land Use is about how entitlement is built.
- Existing entitlement allows level of commercial development equal to bigger city's downtown.
- The Character Communities become template for how Land Use is developed → an expression of openness, intensity and urban-ness.



2015 Comprehensive Plan Update

Future growth responsive to **Value** and **View Zones**; will emerge as four basis Character Districts:

1. Regional Commercial: Most intense/ urban
2. Open Space: Undeveloped
3. Community Commercial/Town Center: Campus Office less intense.
4. Pastoral: Large lot, estate residential

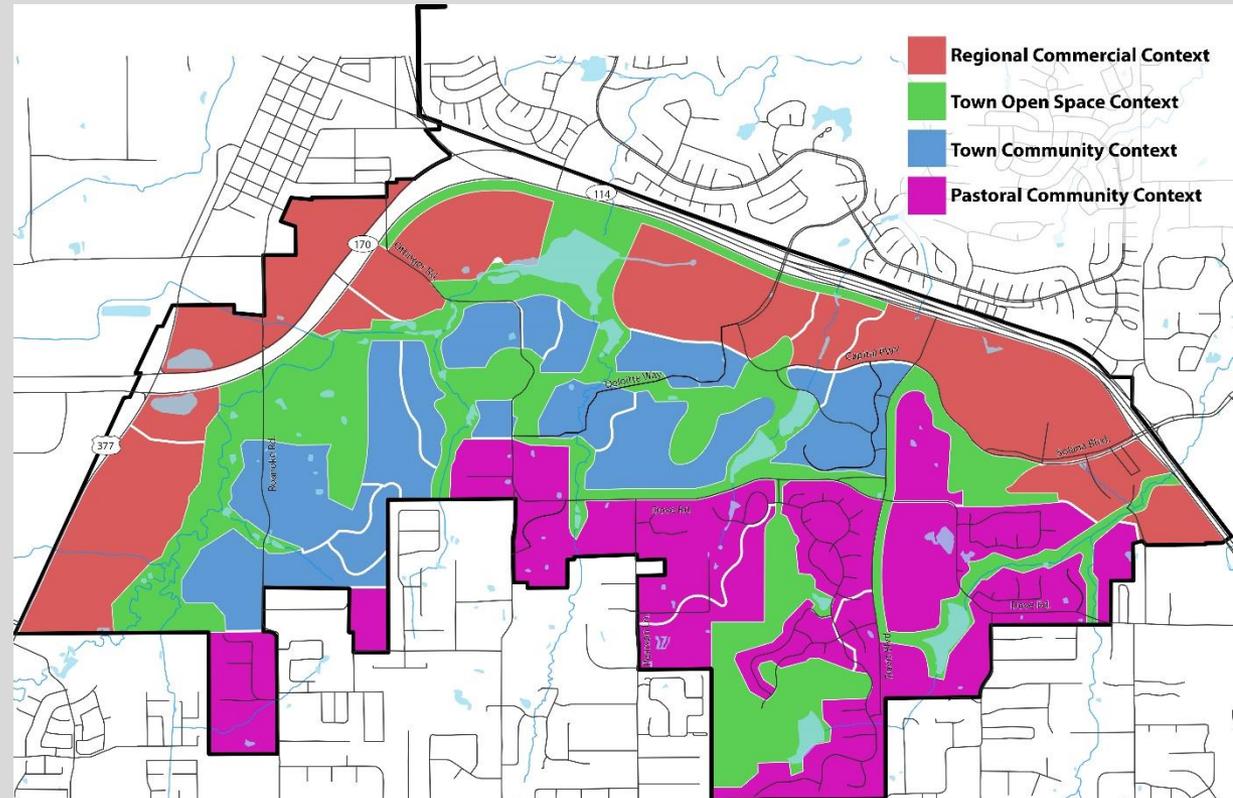


2015 Comprehensive Plan Update

As Westlake grows in accordance with the Land Use Plan, the Town evolves four primary contexts:

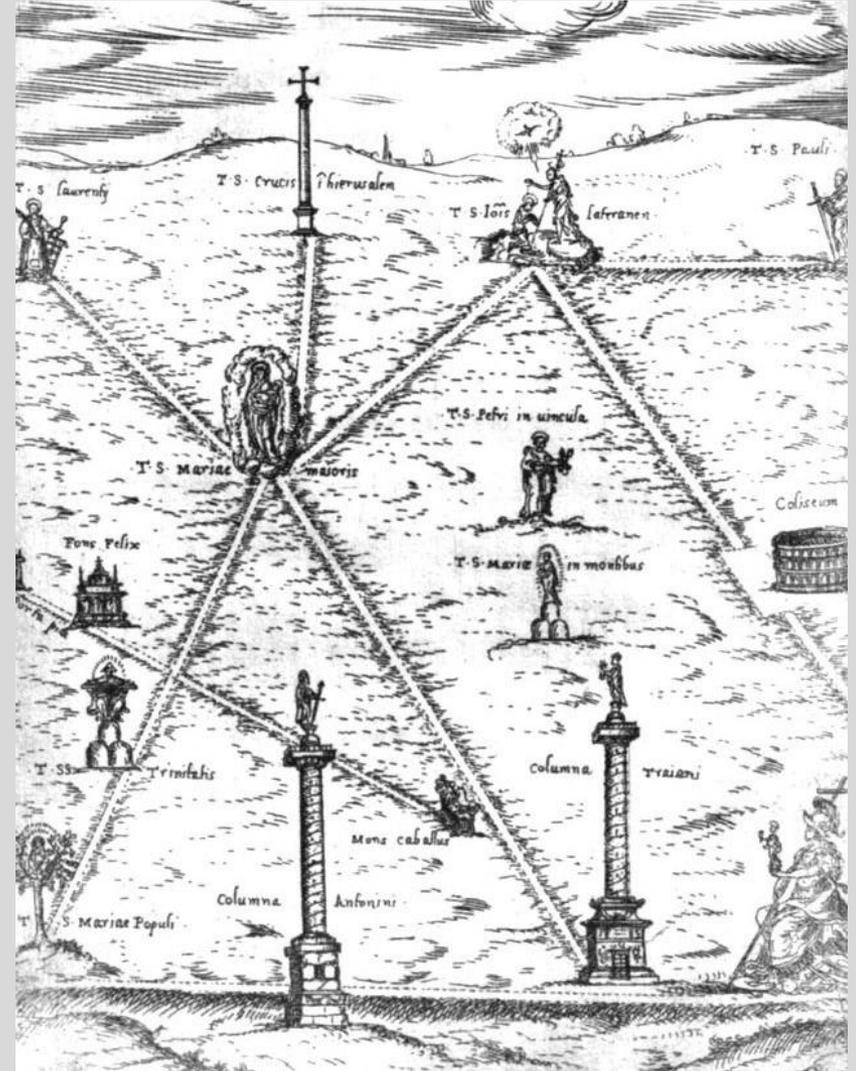
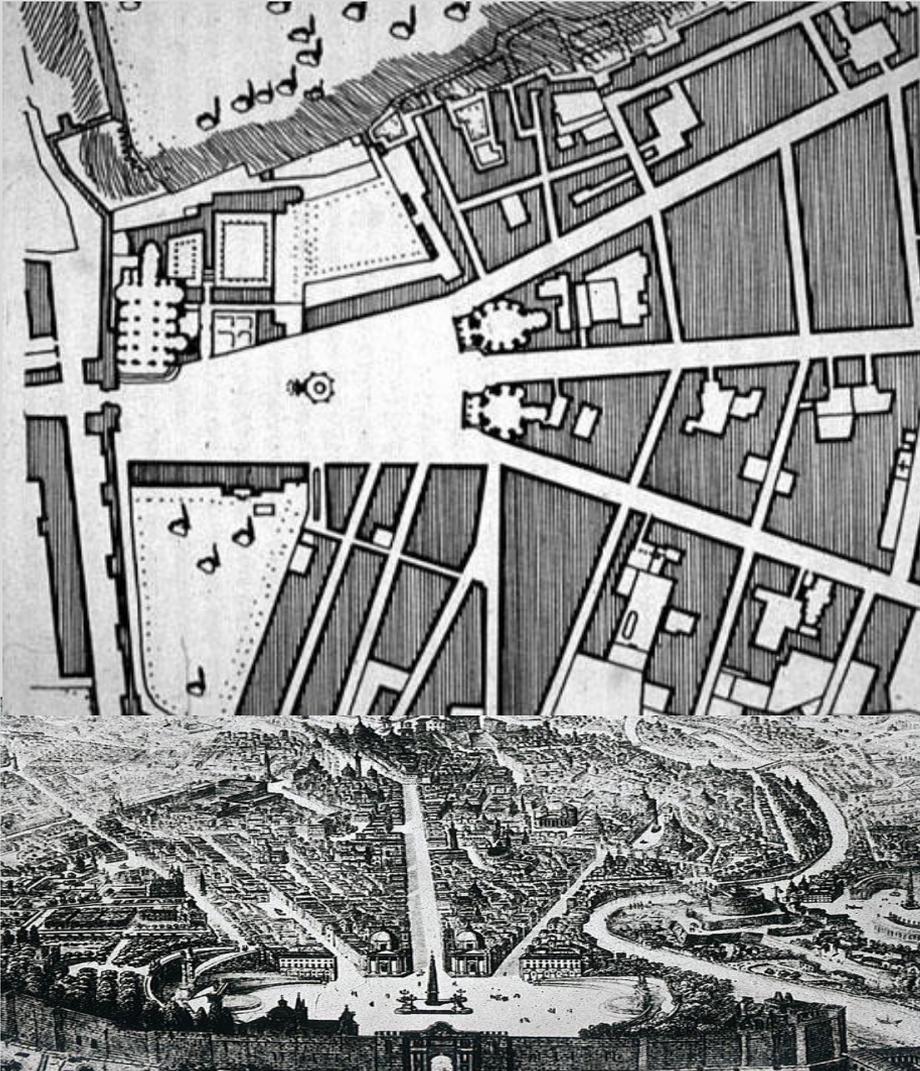
1. Regional scale and intensity
2. Open Space
3. Campus and Township scale and Intensity
4. Pastoral residential scale and intensity

Art becomes a part of the design process of future development.



Westlake's "Rome" Moment

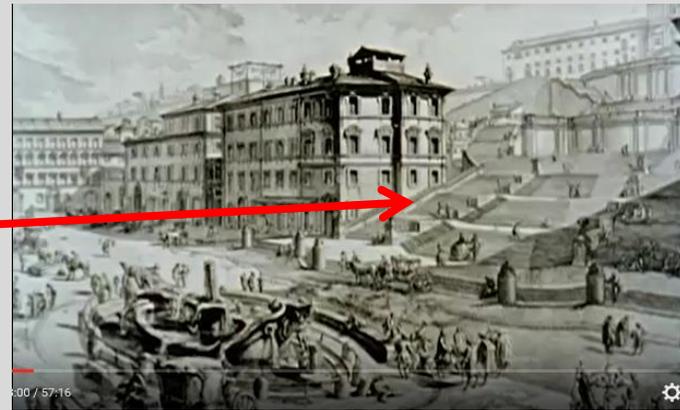
Pope Sixtus V's Rome



Westlake's "Rome" Moment

The Boat Fountain

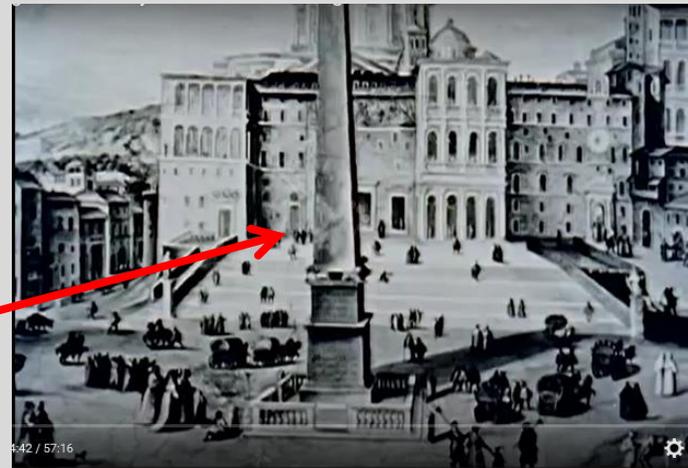
- A great boat fountain on the mud banks of the Tiber River (designed by Bernini's father)
- 100 yrs. later the Great Spanish steps built by architect Francisco de Scantis
- Full composition with Sallustiano Obelisk located by architect Giovanni Antinori in 1789



Westlake's "Rome" Moment

Obelisk at St. Peter's Basilica

- Designed by Dimenico Fantana
- 25 years later the Basilica is replaced... Oval Colonnade added by Bernini
- Finish product today with completed colonnade one of the greatest spaces in the world. The obelisk organized and inspired this space.



Contexts of Westlake and the Public Space

Public Art is **public** because it influences, shapes/forms, interacts with, and/or is visible from...the “Public Space” ...

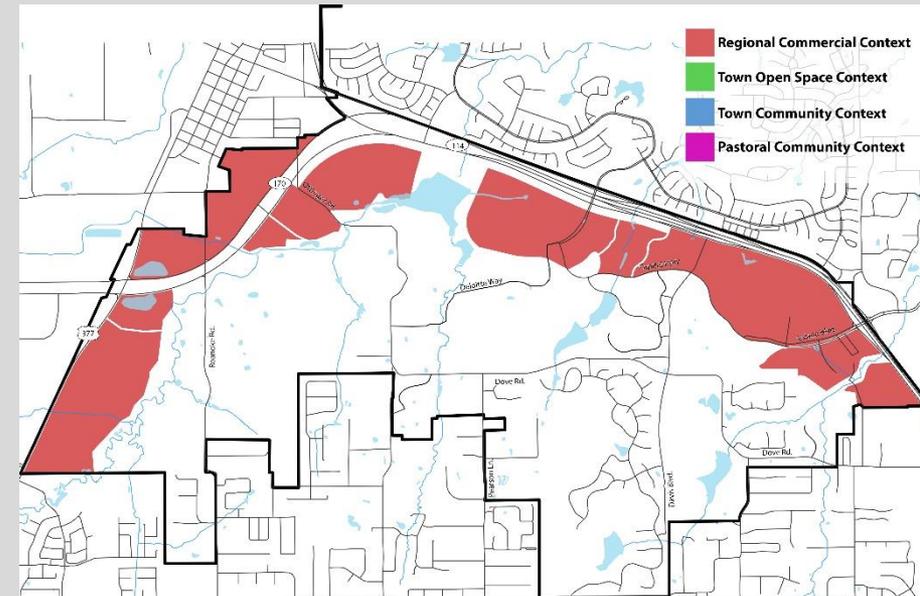
Therefore...

Public Space goes beyond ownership.

Public Space – Regional Commercial Context

Opportunities for Art:

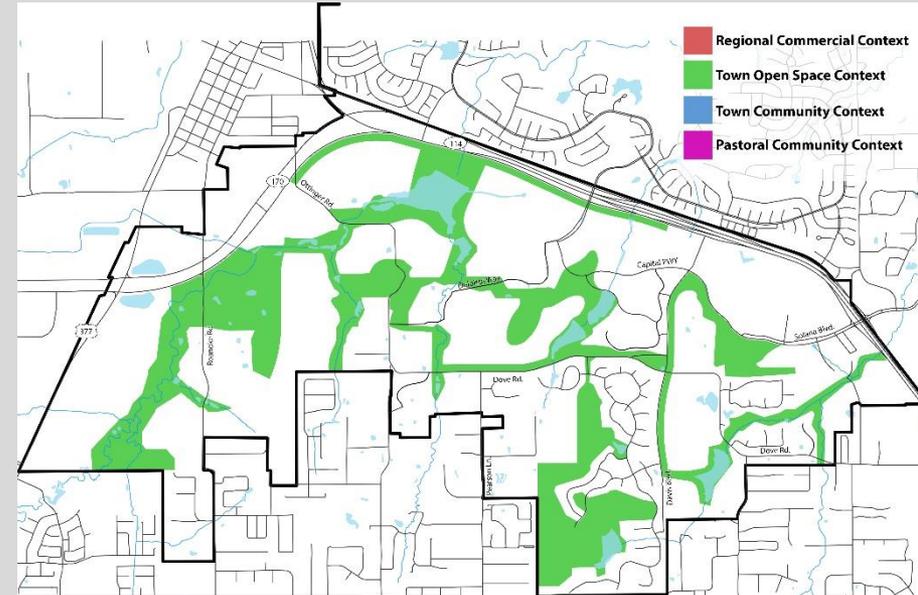
- Skyline
- Regional roadways and associated grounds
- Plazas
- Lakes
- Pedestrian walkways and pedestrian streets
- Visible parking areas
- Hubs, points of confluence/convergence
- Monuments and signage



Public Space – Town Open Space Context

Opportunities for Art:

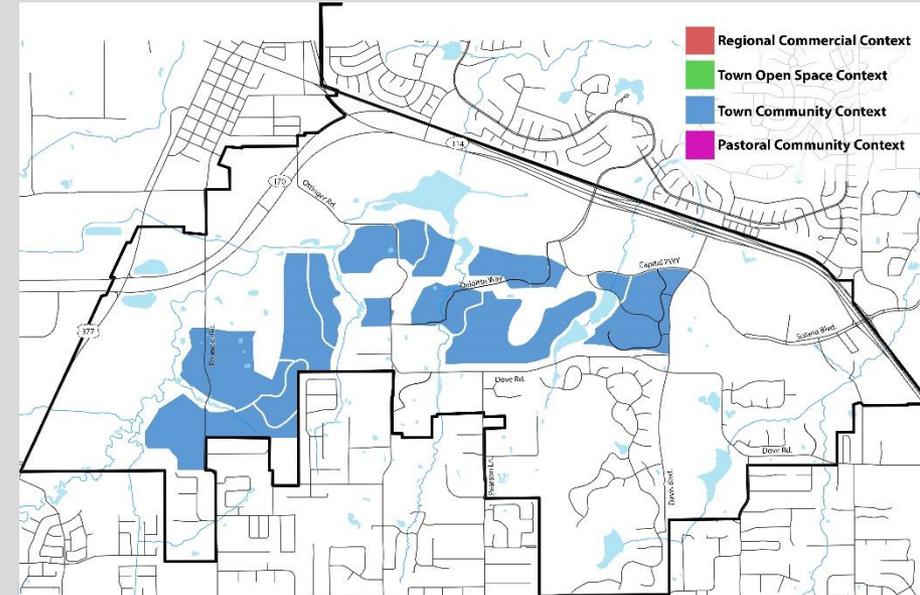
- Hilltops
- Preserves and parks
- Trails and trail heads
- Waterways, lakes
- Plant communities
- Rural fabric
- other



Public Space – Town & Community Context

Opportunities for Art:

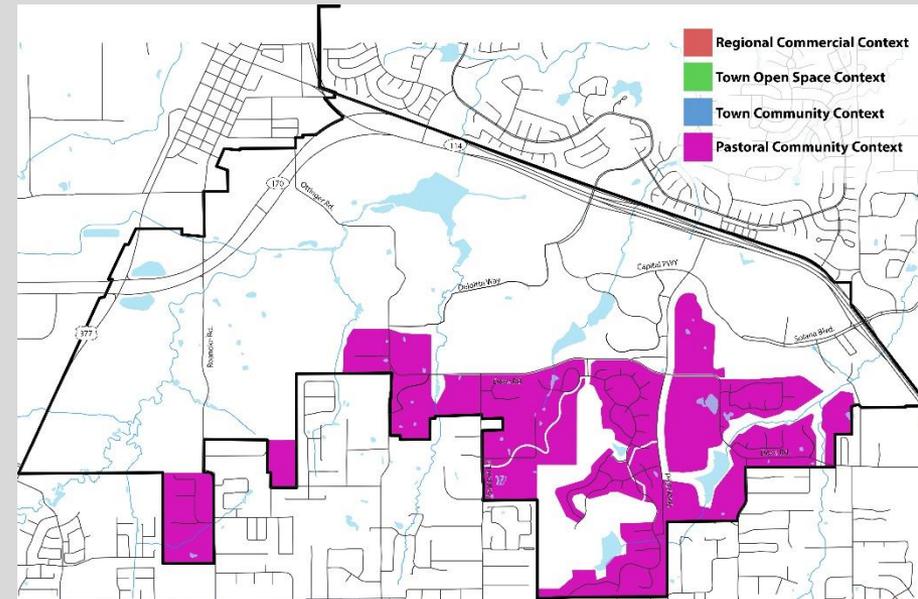
- Town roadways and associated grounds
- Campus grounds
- Hilltops, waterways, lakes
- Activity focal points
- Trails and Trail heads
- Walls and fences
- Gates and entries, including entry structures
- Parks



Public Space – Pastoral Community Context

Opportunities for Art:

- Pastoral collectors and associated grounds
- Walls and fences
- Entries
- Trails and trail heads
- Common areas
- Sidewalks



Purpose of Public Art in Public Space

Purpose/ Function = **What public art should DO, not what it should BE, in the contexts of Westlake**

Art can serve many different purposes at the same time...

The following are examples of purposes...
can you think of more?

Purpose of Public Art in Public Space

Example Purpose 1 = Landmark Demarcation

Art used for the purpose of setting a place, feature (natural or built), center of activity...assigning location



Logan Circle, Philadelphia

Purpose of Public Art in Public Space

Example Purpose 2 = Focal Definition

Art used for the purpose of claiming a space for activity... Identifying center.



“Flamingo” by Alexander Calder, Chicago

Purpose of Public Art in Public Space

Example Purpose 3 = Portal Identification

Art used for the purpose of defining entry, place of beginning... a frame for experience.



Purpose of Public Art in Public Space

Example Purpose 4 = Orientation/ Sub-market Association

Art used for the purpose
of communicating
sequence...announcing
something
forthcoming...position
relative to other places.

Solana (original) by Legoreta



Purpose of Public Art in Public Space

Example Purpose 5 = Commemoration

Art used for the purpose of remembering, honoring, portraying, interpreting an event, place, personality, tradition, time, etc.



Pioneer Park, Dallas

Purpose of Public Art in Public Space

Example Purpose 6 = Interaction/ Communication

Art used for the purpose of engaging the viewer/participant in an experience.



Purpose of Public Art in Public Space

Example Purpose 7 = Translation

Art used for the purpose of enhancing understanding or making something heretofore unperceivable... perceivable.



“Liquid Shard” by Patrick Shearn, Pershing Square, LA

Purpose of Public Art in Public Space

Example Purpose 8 = Interpretation

Art used for the purpose of presenting something known or familiar in new terms...new insight...new aspect that expands comprehension/ experience

“Giant Clothespin” by Mehmet Ali Uysal - Chaudfontaine Park (Leige, Belgium)



Purpose of Public Art in Public Space

Example Purpose 9 = Preservation and/or Conservation

Art used for the purpose of protecting or carrying forward an aspect of the present in the face of change.



**Trinity River Audubon
Center, Dallas, TX.**
BRW Architect; Antoine Predock

Purpose of Public Art in Public Space

Example Purpose 10 = Expression of Public Values

Art used for the purpose of establishing, affirming, and transferring the aspects of character, accomplishment, and collective consciousness that are valued by the community and distinguish it within the larger commonwealth of townships and cities.



Boston Public Library



LIKE
PUBLIC
ART!

**Cities have the capability
of providing something for everybody,
only because, and only when,
they are created by everybody.**

Jane Jacobs

Break-Out Groups

- 1** Regional Commercial Context
- 2** Town Open Space Context
- 3** Town Community Context
- 4** Pastoral Community Context

