

Public Art Policies for the Town of Brattleboro
Approved by Selectboard
July 7, 2009

Public Art

Public art is publicly accessible original art that enriches the town and evokes meaning. It may include permanent visual art, performances, installations, events and other temporary works. Public art should consider the site, its context and audience. Public art may possess functional as well as aesthetic qualities; it may be integrated into the site or exist as a discrete work.

1. Values and Goals

1.1 Stimulate Excellence in Urban Design and Public Arts:

- Enhance the aesthetic environment of public places in Brattleboro through engaging, unique and high quality public artworks.
- Engage appropriately qualified artists.

1.2 Enhance Community Identity and Place:

- Build awareness of community history, geography, identity and cultures.
- Develop artworks that are integrated into municipal building projects and are compatible with their settings.

1.3 Contribute to Community Vitality:

- Promote Brattleboro as a nationally and internationally recognized arts town and tourist destination.
- Build cooperation between the private and public sectors, artists, arts and community members.
- Encourage civic dialogue about important town and municipal issues.
- Develop and maintain safe artworks.

1.4 Involve a Broad Range of People and Communities:

- Create opportunities for all citizens, neighborhoods and organizations to participate in the planning and creation of artworks.
- Celebrate Brattleboro's cultural communities.
- Provide opportunities for the community to come together.

1.5 Value Artists and Artistic Processes:

- Provide a range of creative opportunities for artists with a range of experiences.
- Involve artists directly in the concept, design and creation of artworks.

1.6 Use Resources Wisely:

- Develop and sustain projects in a cost-effective manner.
- Where warranted, request municipal influence to leverage investment in public art, and use public art to leverage private investment in municipal ventures.

2. Questions for Artist Selection Criteria

2.1 Stimulate Excellence in Urban Design and Public Arts:

- Is the artist's submission, previous work and/or proposed idea engaging and high quality in concept and construction?
- Is the quality of the artist's previous work comparable to other artwork commissioned by the Town of Brattleboro?
- Is proposed idea unique, one-of-a-kind or part of a limited edition?
- Is the artist over-represented in the Town of Brattleboro?
- Does the proposed project comply with the Town of Brattleboro's on-premise and off-premise sign regulations and other legal requirements?
- Does the artist have a significant or engaging body of work?
- Does the artist have experience collaborating with architects and other professionals?
- Does the artist have experience with architectural and engineering drawings and methods?
- Does the artist have experience in comparable projects and artistic disciplines?

2.2 Enhance Community Identity and Place:

- Is the artist familiar with the community or setting and its characteristics (which may include history, geography, culture and identity)?
- Does the artist's previous work demonstrate such familiarity with its communities or settings?
- Do the proposed ideas demonstrate such familiarity with its communities or settings?
- Are the proposed ideas suited to integration into the site design?
- Does the artist have experience integrating artwork into infrastructure and building function?

2.3 Contribute to Community Vitality:

- Do the artist's previous projects or proposed ideas have the potential to attract residents and visitors?
- Does the artist's previous work or proposed process build cooperation between the private and public sectors, artists, arts organizations and community members?
- Does the artist's previous work or proposed process encourage civic dialogue about Brattleboro issues?
- Are the artist's previous projects or proposed ideas safe?

2.4 Involve a Broad Range of People and Communities:

- Does the proposed process involve community members in the design or creation of the artwork?
- Does the artist have experience working with communities and with diverse groups?
- Does the artist have a demonstrated ability to address ADA regulations as they apply to public art?
- Does the artist's previous or proposed process celebrate one or more of Brattleboro's cultural communities?
- Does the artist have experience in projects that bring people together or create gathering places?

2.5 Value Artists and Artistic Processes:

- Does the artist have a unique or appropriate cultural, geographic or artistic perspective?

- Is the proposed project or process an opportunity to nurture an emerging artist?
- Does the proposed project or design process include the artist and the artistic process as a central element?
- Does the budget demonstrate appropriate support for the artist and the artistic process?

2.6 Use Resources Wisely:

- Is the artist's previous work or proposed project sustainable, secure and technically feasible?
- ♦Has the artist created an artwork that can be reasonably maintained within standard maintenance procedures, and has such a procedure been identified?
- ♦Has the artist's previous work been successfully completed within set timelines and budgets?