

# Summary of the Public Art Framework and Field Guide for Madison, Wisconsin

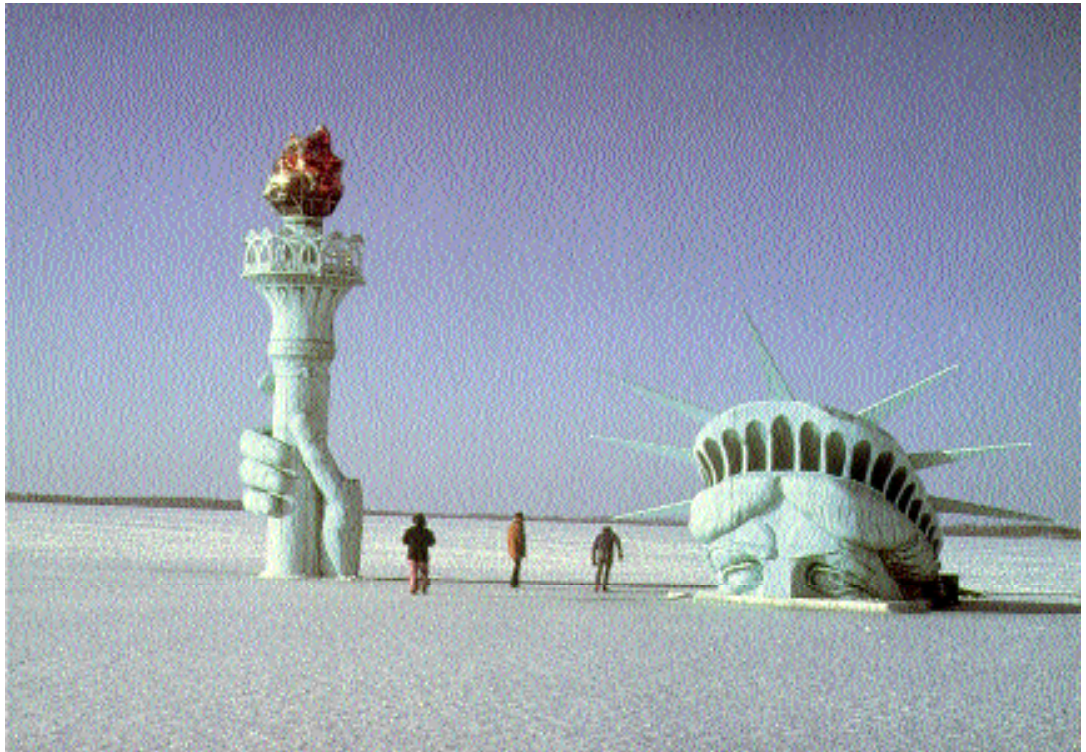


Photo by Regina Flannigan



Contact Information:  
Karin Wolf, Arts Administrator  
Madison Arts Commission, Dept. Planning & Development,  
City of Madison  
608-261-9134  
[kwolf@cityofmadison.com](mailto:kwolf@cityofmadison.com)

# Summary of Public Art Framework and Field Guide for Madison, Wisconsin

## Introduction

The Public Art Framework and Field Guide for Madison, Wisconsin was developed by the Madison Arts Commission and the Placemaking Collaborative through a comprehensive process of exploring Madison's experiences with, attitudes toward, and opportunities for public art. The Framework offers outcomes for a Madison Public Art program and suggests the artistic, financial, and administrative resources that will realize those outcomes. The Public Art Field Guide lays out design guidelines and a comprehensive but easy-to-use process that provide a way for artists, city staff and community members to begin to think about, and have a dialogue, regarding the potential of public art. The Field Guide shows how ideas can be shaped into workable scenarios for public art. All of the text in this summary comes from the final draft document of the Public Art Framework and Field Guide. The entire Public Art Framework and Field Guide for Madison, Wisconsin is available upon request.

## Recommendations

The Framework proposes that Madison focus its public art resources and energy on artists within the context of on-going city-building. Of the funding that is projected to be available in the Municipal Art Fund through 2004, the framework proposes that nearly 75% be invested in **Art in City-Building**: the program that will engage artists to create integral works of art. In the initial phase, the work of artists in City-Building will be supported by capital project budgets and existing Madison Arts Commission resources.

The Framework proposes that Madison Arts Commission work closely with private capital project developers, particularly those initiatives significantly impacting Madison's public realm. **Community Partnerships: Art in Private Development** will allow Madison Arts Commission to work with private developers to engage artists in shaping the landscape and roadways for proposed initiatives within the City. The dual role of Madison Arts Commission in this dimension of Public Art in City Building is of advocacy and public art project management.

While the framework clearly intends to focus the overall public art program's energy on city-building, it also encourages artists to propose installations in sites throughout Madison that explore and express ideas that have civic relevance. **Public Art Ventures** functions as the public art program's "R & D," viewing artists as visionary thinkers and as valuable resources for addressing compelling questions about civic life and the shape of the City. The Framework proposes that approximately 20% of Madison Arts Commission resources be devoted to this program, which will require private matches.

Madison is not alone in facing the benefits and challenges of private gifts of art to the city or proposals for installations of privately developed projects in civic sites. The Framework proposes that Madison Arts Commission, through **Private Gifts of Art**, take the lead City role in expressing Madison's expectations for such gifts and installations and in reviewing proposed projects for City approval and acceptance.

These four programs along with increased stewardship make up the recommendations of the Public Art Framework and Field Guide for Madison, Wisconsin. Each is highlighted on the following pages. It is the hope of the Madison Arts Commission that this framework will change the way in which Madison is built, the way it looks, and how it is perceived and experienced. When a city chooses to meaningfully engage artists in building the city, it makes an affirmative investment in its own vitality.

## **History/Purpose of Public Art**

Until the mid-twentieth century, the history of public art in cities throughout America had been one of objects in public places: heroic and inspiring figures, pivotal events, and allegories of public life were depicted in sculptures, relief works, and murals. Sited in prominent public locations, these works reflected the meaning and purpose of civic life and the fundamental precepts that form the common ground of good citizenship.

At mid-century, public places made room for a broader array of creative expression. Artists began to refer abstractly to the qualities of public contexts, or use public places as a stage for the presentation of aesthetic ideas.

### **Public art is the practice of placemaking**

Over the past two decades, public artists have explored the nature and purpose of public places. Viewing public places as the vessels of civic life, artists have broadened the scope of their work beyond object making to encompass shaping the place itself and enhancing the realization of its civic purpose.

Public art is made from the spaces and structures that serve and bring citizens together in the everyday life of a city: roads, bridges, parks, plazas, libraries, community centers, and water works. Public art is not only the sculpture on the bridge or in the park or in front of a building or along a road — it is the overall form of the city's landscape, structures and infrastructure.

### **The public artist's exploration intersects community concerns**

In creating public art, the interests and concerns of public artists intersect those of the community. Artists and Madison's neighborhoods ask similar questions. What are the characteristics (physical, cultural, and social) of the land within the neighborhood? How do we now and in the future intend to use it? How are we and how should we be connected to the places of our daily lives and to one another and to our histories? How do public places in our neighborhoods welcome people and how do they help people find their way within the city? What changes do we wish to effect to make the neighborhood and the city better places to live?

### **Public art is a collaborative practice**

In the process of inquiry and in creating public artworks, artists have become collaborators with the community and with urban planners, architects, engineers, landscape architects, and other design professionals.

The introduction of the artist's viewpoint into a city-building dialogue challenges assumptions and attitudes about where we live and how we use and relate to the city around us. New to this civic table, artists are certain to provoke and challenge assumptions and attitudes and to open new possibilities and approaches.

How is the artist's viewpoint distinct? Does it matter? Artists bring an intuitive grasp of the world, which locates metaphor and symbolic form in the collaborative exercise of city building. They view the design of a bridge not as the most expedient way to cross the river, but as an experience of passage whose quality gives meaning to life in the neighborhood and the city. They view the functional aspects of building the city as opportunities for public expression.

### **Public art fosters civic experience and affects change**

Public art is interactive and concerned with the way a city looks and how it functions. Through their engagement in shaping the city, artists help create the community's future. When neighborhoods and city agencies propose capital projects, they do so with the intention of affecting change — improving existing conditions, accommodating new people and activities, creating a more dynamic public realm.

## Madison Public Art Framework Principles

In 1911, John Nolen asked if in Madison “we find noble statuary marking for all time the entrancing history of this fine old State and its steadily unfolding civilization?”<sup>1</sup> He asked that the character of the people of the city be expressed in the process of shaping the city and extolled the presence of “ample forces for the expression of civic life in a city of striking individuality.” He called for expression of the city’s dignity and splendor befitting its stature as a capital; for a love of art and application of new ideas and technologies, befitting a center of learning. He called for expression of the values of home, community, health and recreation that would characterize a model residential community. All of this, he felt, would convey Madison’s individuality.

The principles of the Madison Public Art Framework build upon the legacy Nolen envisioned and play a central role in shaping the City’s remarkable urban landscape. The principles also build on the outcomes for city-building and public art that have been expressed by artists, designers, residents, business owners, public agency staff, and community leaders.

### Principles

#### **1. Express and Evoke a Sense Place**

The Madison Public Art Program will support the work of artists to express and evoke a deep sense of Madison’s public places, creating a relationship between place, forms, materials and experiences in the urban environment.

#### **2. Make and Improve Connections and Function**

The Madison Public Art Program will support the work of artists to connect the experience of places in the city to the community’s memory, needs, values and issues of concern. It will support the work of artists to strengthen the function of public places: making them more hospitable and providing means to perceive and experience them in new ways.

#### **3. Respond to Madison’s on-going process of city building**

The Madison Public Art Program will support and facilitate the City’s engagement of artists to explore opportunities through capital improvement projects, to collaboratively shape capital projects, and to create integral works of art.

#### **4. Promote Interdisciplinary Collaboration Among Artists and Design Professionals**

The Madison Public Art Program will foster and promote interdisciplinary relationships between artists and the design community and will provide programs to prepare artists to effectively function in collaborative teams.

#### **5. Provide for multi-disciplinary artistic expression in the public realm**

The Madison Public Art Program will support visual, literary and performance expression in the public realm. It will engage visual artists, writers and performers as collaborators in public art projects citywide.

#### **6. Promote Stewardship of Art and Place**

The Madison Public Art Program will promote stewardship of the city’s public art collection. It will promote sustainability of new work in the process of creation, encouraging sustainable site selection and art making.

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<sup>1</sup> Madison: A model City, commissioned by the Madison Park and Pleasure Drive Association, 1911 and published by the Board of Regents, University of Wisconsin system.

### **7. Enrich and expand the experience of living in the city**

The Madison public art program will support the work of artists to enrich and expand the experience of living in the city. It will support the creation of multi-cultural, multi-generational and other experiences that expand understanding of Madison's diverse cultural perspectives, provoke thought, and engender positive action to build community.

### **8. Promote access to place and opportunity**

Projects developed with support of the Madison Public Art Program will adhere to access codes and also respond to their intended spirit of genuine and imaginative access for all citizens. The program will encourage the development of projects that demonstrate principles of imaginative accessible design in the city's infrastructure.

### **9. Form Strategic Alliances to Achieve Public Art Program Goals and Project Implementation**

The Madison Public Art Program will form strategic alliances with agencies and organizations that are engaged in city-building, public art, and philanthropic activity in order to facilitate the realization of the Public Art Program's purpose.

### **10. Engage the Community in the Public Art Process**

The Madison Public Art Program will collaborate with the community to explore and define opportunities for public art that are consistent with the Program's purpose and principles. The Program will engage the community in project planning and will facilitate evaluation and realization of the community's public art proposals.

## **Programs**

### **The City's Capital Development program:**

#### **1) Art in City Building**

The central foundation for public art in Madison is the City's capital improvement program. The community's building needs and aspirations are thoroughly explored and its priorities for expenditure of civic resources are defined through a thoughtful, public, and multi-dimensional process of capital planning. Integrated into the on-going building of the city, public art will be encountered and experienced through the places of Madison's civic life: its parks, plazas and gardens; streetscapes, bridges; lakeshores, riverbanks and waterworks; libraries, community centers and public offices.

#### **Art in City Building**

This program recommends that the City involve artists in selected public projects from the outset of the design process. Opportunities presented by Madison's vision for the City as outlined through its capital improvement program, will guide the Madison Arts Commission Public Art Program in supporting the work of artists in City-Building: the planning, design and construction of capital public art projects.

##### **The purposes of Art in City Building**

- Express and evoke a sense of place — public art will illuminate the history, meaning of and social and cultural connections to Madison's public places
- Manifest the distinct character and qualities of public places
- Link specific projects to one another and to a systemic and comprehensive vision for the individual neighborhood and city as a whole
- Enhance the function of public places within the City: landscape, infrastructure and buildings will be more hospitable, attract more use, and allow people to experience them in new ways
- Improve connections among places and structures of the city and among the peoples and experiences of Madison
- **Facilitate way finding.**

##### **Public art created in response to these purposes will**

- **Collaboratively engage artists from project inception:** in determining and defining projects, in planning and design, and in creating integral works of art
- **Be permanent features,** rather than temporary installations
- **Be planned and implemented with the support of the design and construction resources of the capital project budget**
- **Require artists who are experienced** in the creation of permanent and sustainable works, who are familiar with and responsive to the imperatives of capital project budgeting, scheduling and delivery, and who are successful inter-disciplinary collaborators
- **Provide opportunities for mentoring Wisconsin's emerging public artists.**

#### **Program Administration and Funding:**

The Madison Arts Commission Municipal Art Fund will support by capital project design and construction budgets and Art and artists working with the Art in City Building Program. *The Framework recommends that Madison Arts Commission allocation be matched on a 3 to 1 basis by project construction budgets. No private match will be required.* Madison Arts Commission will administer the selection of artists and the development of public art projects.

## **Programs**

### **Private & Other Public Capital Developments:**

#### **2) Community Partnerships: Art in Private Development**

Private and non-municipal (“other”) public development projects significantly impact Madison’s public realm. These projects will respond to Madison’s city-building values: project siting and design that considers the interests of the adjacent areas and the character of the site and surrounding community.

#### **Community Partnerships: Art in Private Development**

As opportunities are presented by private and other public capital developments, the Madison Arts Commission Public Art Program will support the work of artists through the Community Partnership for Art in Private Development Program.

##### **The purposes of the *Community Partnerships***

- Improve connections between a private development and its public context
- Facilitate way-finding
- Add value to the project and the neighborhood by enriching its aesthetic and the experience of living in the City
- Leave a public art legacy for neighborhoods and the City.

##### **Public art created in response to these purposes will**

- **Engage artists to participate in project planning** and to design and create works of art integrated into the project
- **Require artists who are experienced in creating permanent works**, responsive to the imperatives of capital project development, and skilled in collaboration.

Biochemistry Waltz, terrazzo floor by Norie Sato for the University of Wisconsin – Madison. Commissioned under the Wisconsin Percent for Art program. Photo: R. Flannigan

### **Program Administration and Funding:**

Community Partnerships: Art in Private Development *will be supported entirely by private development project budgets*. Madison Arts Commission will be available to administer and facilitate the private developer’s identification of art opportunities and selection of artists and to manage overall art project development. Madison Arts Commission will charge developers a consulting fee for its art project administrative services.

## **Programs**

### **Civic Values and Concerns:**

#### **3) Public Art Ventures**

Citizens and artists are motivated to explore and express ideas about important aesthetic, social, environmental, and civic issues in a public context. In shaping a vital and responsive public realm, the City and community are motivated to search for fresh and visionary city-building ideas — the “research and development” aspect of city-building.

#### **Public Art Ventures**

In response to artists’ and the community’s wish to explore and express civic values, concerns and design challenges, the Madison Arts Commission Public Art Program will facilitate and support the work of artists in Public Art Ventures for public places. Initiatives may be integral components of capital projects or independent of a contemporaneous municipal capital development. Through this program, the city’s public realm will be a stage for the creative expressions of artists. Artists will be a resource for the community in responding to compelling questions about civic life and the shape of the City.

##### **The purposes of *Public Art Ventures***

- Focus attention on aesthetic, social, environmental, and civic concerns
- Experiment with creative ideas and forms in a public context
- Foster dialogue
- Anchor and inspire neighborhoods
- Enrich the experience of living in the City
- Catalyze action and change.

##### **Public art created in response to these purposes will**

- **Be developed with the approval and support of the neighborhood** that contains the installation site
- **Respond to City or community initiated design competitions** focused on specific city-building issues
- **Be developed in response to temporary installation opportunities provided through new capital developments** (such as State Street) or initialed by an artist or community independently on any contemporaneous new capital initiative;
- **Be developed by both experienced and emerging public artists**
- **Require city permission for installation or production on public land**, with attendant technical and legal requirements such as an acceptable installation plan, adherence to city codes, insurance coverage, a defined schedule for exhibition, and a plan for removal.

#### **Program Administration and Funding:**

Work supported by Madison Arts Commission through Public Art Ventures *must be supplemented by other public funding programs, or by private philanthropic and in-kind contributions*. In order to facilitate the artist’s work to accomplish this purpose, Madison Arts Commission will form a strategic alliance with a fiscal agent to accept and administer requisite private contributions.



## **Programs**

### **Celebration of Civic Life:**

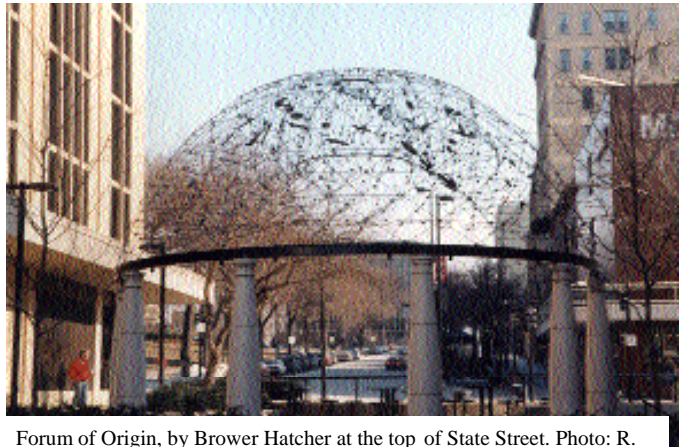
#### **4) Private Gifts of Art**

Private sponsors wish to acknowledge aspects of civic life in Madison's public places. Much of Madison's public art came into being as the result of private initiatives. For example, the replica of the *Statue of Liberty* was a gift to the City from the Rotary Club of Madison; Brower Hatcher's *Forum of Origin* was a gift to the city through a private initiative.

Ultimately, the intentions of private patrons will assume physical form and are proposed for accommodation in a public site. The City wishes to encourage this kind of initiative and civic celebration while also clearly stating its expectations for public siting and its conditions for acceptance of permanent works.

#### **Private Gifts of Art**

In response to the initiatives of private patrons for the installation of works of art in public sites, the Madison Arts Commission will administer the processes of project review, city approval and acceptance and will facilitate project development through the Private Gifts of Art Program.



Forum of Origin, by Brower Hatcher at the top of State Street. Photo: R. Flannigan

#### **The purposes of Private Gifts of Art are**

- Celebrate lives well lived in the city
- Beautify the public realm
- Express a broad range of ideas that have civic relevance.

#### **Artworks proposed by private patrons for the City's acceptance will**

- **Require city permission** for installation or production on public land
- **Require an acceptable installation plan**
- **Adhere to city codes**, insurance coverage, and a defined schedule for exhibition
- **Require specific instructions for reasonable long-term maintenance and an appropriate maintenance fund or endowment.**

### **Program Administration and Funding:**

Madison Arts Commission will work with City agencies to evaluate proposals for private gifts of art to the city and for art installations in the public realm. It will provide information for private donors, presenting the city's goals for installations in public sites and the processes for proposal and approval. *All costs associated with privately sponsored public artworks must be the responsibility of the sponsor, including planning, design and fabrication; site preparation and repair; transportation and installation;*

and insurance. *All privately funded gifts of public art accepted by the City must be accompanied by a maintenance fund.*

## Stewardship

Fundamental to the integration of public art in on-going city building is provision for long term stewardship. Stewardship of public art begins with selection of the site for the work and the negotiation of the artist's contract to create it. Comprehensive stewardship also considers sustainability as it applies to the work's siting, materials and processes of fabrication and installation.

### Stewardship of Madison's Historic Public Art

Save Outdoor Sculpture! (SOS!), a national program of the Smithsonian Institution, supports the "saving" of outdoor sculpture. It provides modest funding to support treatment and an extensive



Annie C. Stewart Memorial Fountain, Frederic Classens, 1925, on Wingra Street at old entrance to Vilas Zoo. Photo: Tony Rajer

resource of information on conservation. Working with SOS!, communities throughout the country have launched major efforts to clean and restore historic sculpture and "adopt a sculpture" programs to engage communities in on-going stewardship.

Through its Public Art Stewardship Program, Madison Arts Commission will maintain an updated inventory of the City's public art, regularly assess its condition, and promote on-going stewardship as the City's collection is enlarged.

### Madison Arts Commission administrative functions

- Secure updated treatment proposals from qualified conservators for the conservation of selected "works at risk" in the City's historic public art collection
- Develop an action plan to undertake treatment by qualified professionals and the resources to support treatment
- Ensure that works are regularly and properly maintained following treatment
- Add new works commissioned through the Madison Arts Commission Public Art Program to the inventory and work plan for the Stewardship program.

## Stewardship of New Work commissioned or purchased Through the Madison Arts Commission Public Art Program

### Artist Responsibilities

- Be required to consider issues of sustainability in the processes of site selection, materials specification, art making and installation
- Be required to warranty the integrity of the work's design and fabrication and to provide specific instructions for reasonable maintenance.

### Madison Arts Commission Administrative Functions

Through the Madison Arts Commission Public Art Stewardship program, Madison Arts Commission will

- Ensure that City contracts with artists include warranties regarding the integrity of the work's design and fabrication and specific commitments from the City to reasonably maintain the work according to maintenance instructions provided by the artist
- Advocate the provision of a line item in the City's maintenance budget for the long term maintenance of public art
- Develop and document a process of maintenance review and follow-up with City agencies to confirm that works have been regularly maintained as specified in the commission contracts
- Promote community ownership of public art by establishing an "adopt a public artwork program," modeled upon the highly successful national "SOS" program
- Develop a "sustainable art making" manual that articulates the City's expectations regarding environmental responsibility in art project siting, materials specification and fabrication.

## Funding Recommendations:

Percentage Breakdown of funds from the existing Madison Arts Commission Municipal Art Fund

### 75% = Art in City-Building Program

- Artists As Project Design Collaborator/In-House Team
- Artists as Designers and Creators of Capital Project Art Elements<sup>①</sup>
- Artist Mentorship
- Public Art Charettes and Information Programs

### 20% = Public Art Ventures

- Design Competitions<sup>②</sup>
- Installations<sup>③</sup>

### 5% = Stewardship

- Conservation of historic works<sup>④</sup>
- Development of Public Art Stewardship Program<sup>⑤</sup>

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① Other Resources include Capital Project Construction Budgets (3 to 1 match), Private Funders (Placemaking Fund)

② Other Resources include City Agency Project Budgets

③ To be matched on a 1 to 1 basis by other public and private sources

④ Other Resources include SOS! Program, Private Patrons, Original sponsor of the work

⑤ Other Resources include SOS! Program, Environmental Funding Programs

*The Art in Private Development Program and the Private Gifts of Art Program will be supported by private development budgets.*

## PLACEMAKING FUND

The Madison Public Art Framework proposes the establishment of a Madison Arts Commission Placemaking Fund to support creation of permanent and temporary works for the City's public realm. The Fund is seen as supplementing existing project budgets and the Madison Arts Commission annual capital allocation (Municipal Art Fund).

Establishment of a Placemaking Fund would require thorough Madison Arts Commission research into the city's standards for raising private support and the appropriate process to seek and accept contributions.

# Summary of The Public Art Field Guide for Madison Wisconsin

*By what process does public art actually become a part of city building? How can you judge whether or not a site is a good choice for public art? What are some of the questions that enable a site's potential to be explored? What issues should be examined that are particularly relevant to artists, and which issues are important to the community? What factors are important?*

The Public Art Field Guide lays out design guidelines and a comprehensive but easy-to-use process that provide a way for artists, city staff and community members to begin to think about, and have a dialogue, regarding the potential of public art. The Field Guide shows how ideas can be shaped into workable scenarios for public art.

The design guidelines and process are applied to four case studies featuring actual places in Madison that have been identified by the citizenry as potential places for public art activities. These locations represent four prototypes: large-scale sites and environmental settings; gateway projects; neighborhood gathering spots and small scale sites; and planning, streetscape and infrastructure projects.

The process includes three steps: 1) developing an **inventory** of current conditions; 2) the **analysis** of information collected in the inventory to produce a profile; and 3) identifying the **opportunities** revealed by the analysis to create scenarios for public art efforts.

This process is similar to that used by city planners, designers, and public art program administrators. In the Field Guide it is provided to equip and empower artists, community members and others to take on the issues of city building.

The **inventory**, which is the first step, assembles the "raw material" that informs the public art project. Common aesthetic and practical issues are explored along with social meanings, but the categories included in The Field Guide are not exhaustive. Rather, they should be used to help to uncover issues relevant to the situation at hand. With practice, the relevant issues become apparent.

The second step involves using the inventory to generate a **profile** of significant factors for analysis. Factors that are meaningful to the public art project are summarized in this step.

Finally, the significant factors are fully explored to identify particular **opportunities** for public art. At this point, the Design Guidelines Influencing Site Selection and the Creation of Public Art (found in the complete Field Guide Document) are used as a lens through which the opportunities may be viewed. During this phase, funding incentives and sources also are considered, along with available maintenance resources. The result is a workable scenario for the public art project.

The Complete Field Guide with a detailed process and case studies is available to interested artists, individuals, and neighborhood groups exploring possibilities for public art opportunities.



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City of Madison  
608-261-9134  
kwolf@cityofmadison.com

