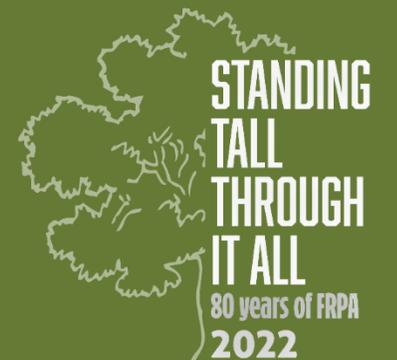




Welcome to the 2022 FRPA Conference!
August 29 - September 1, 2022 | Orlando, FL



Creative Activation of Public Spaces





**Laura Walker. Cultural Arts
and Sciences Division Head.**

City of Ocala

lwalker@ocalafl.org



LEARNING OBJECTIVES

1. Learn about types of infrastructure projects where public art could be incorporated and why it is beneficial to incorporate the public art.

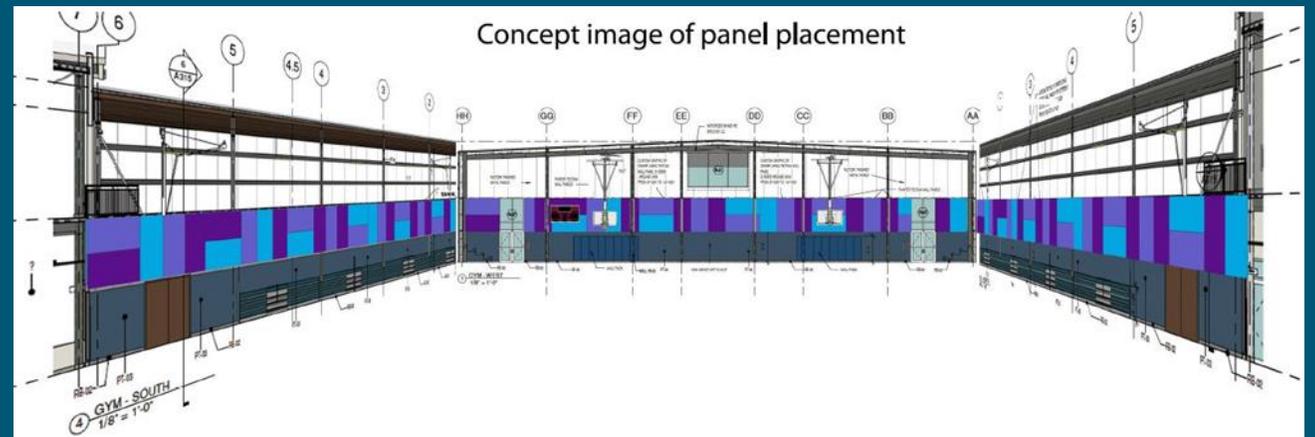
2. Learn what makes public art accessible and how to coordinate the inclusion of a public art project community-wide.

3. Learn about types of spaces that can be utilized for gallery space and some basics about scheduling, contracting, and ongoing cost recovery for the program.

Mary Sue Rich Community Center

Tectum Panel Design

- LOCAL ARTIST, CHANCE MILLER
- DESIGN OF TECTUM SOUND PANELS
- WILL BE INSTALLED IN THE GYM



MLK First Responder Campus

Common Ground

- INTERNATIONAL ARTIST, DAAS
- BASKETBALL COURT SURFACE MURAL
- SURFACE PREP AND SEALANT
- INFRASTRUCTURE PROJECT





MLK First Responder Campus

Chatter Bugs and A Friendly Exchange

- NATIONAL ARTIST, ADAM WALLS
- INTERACTIVE SCULPTURAL SEATING
- WHISPER TUBES
- INCORPORATED INFRASTRUCTURE PROJECT



E.D. Croskey Recreation Center

Patchwork Parable

- FLORIDA ARTISTS, STEPHEN AND JESSICA PIGMAN, PIGMAN'S MUSIC AND ART
- FUNCTIONAL RELIEF SCULPTURE (SOUND ABSORPTION SYSTEM)
- INCORPORATION OF AFRICAN AMERICAN TEXTILE IMAGERY
- SPONSORED IN PART BY ADVENT HEALTH





PATCHWORK PARABLES

PIGMANS MUSIC AND ARTS CO.
ED CROSKY REC CENTER

Webb Field

Ocala Black History Mural



- LOCAL ARTISTS, COMMUNITY PROJECT
- HISTORICAL MURAL ON OCALA BLACK HISTORY
- LEVITT GRANT
- EDUCATIONAL BOOKLET INCLUDED IN MCPS CURRICULUM

E.D. Croskey Rec Center

Quilted Memories

- ARTISTS COSBY HAYES AND SARAH PAINTER WITH WRITER CYNTHIA GRAHAM
- SUBJECT MATTER DETERMINED THROUGH PUBLIC CHARRETTEs, ENTIRE PROCESS DOCUMENTED FOR EDUCATIONAL MATERIALS
- PAINTED MURAL WITH INCORPORATED EDUCATIONAL MATERIALS IN WRITTEN FORMAT
- PARTNER PROJECT WITH MLK COMMISSION, FAFO, RACIAL HARMONY TASK FORCE AND THE CITY
- SPONSORED IN PART BY FAFO



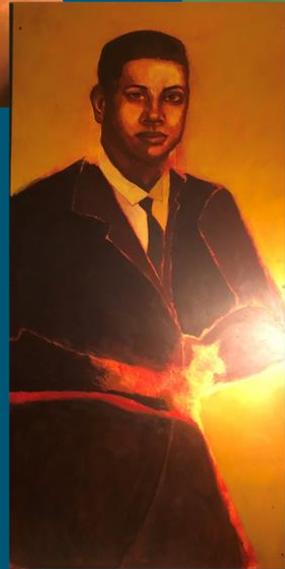
MCA Awning Project

Weekend Plans



- ARTIST MIKE ZEAKE WITH MURALISTS TO BE SELECTED THROUGH BIENNIAL CALL
- BIENNIAL COMPETITION TO BE JURIED AND AWARDED A STIPEND-ARTIST NICHOLE WESTFALL FIRST SELECTED ARTIST
- MONOCHROMATIC THEME

Heritage Trail Panels



- LOCAL ARTIST, CHARLES EADY
- DOUBLE-SIDED MURAL PANELS
- INCORPORATION OF BLACK HISTORY
- ARTIST'S WORK IN PROCESS

Tuscawilla Park

Ocala Outdoor Sculpture Competition



- BIENNIAL SCULPTURE COMPETITION (OPEN TO ALL OF NORTH AMERICA)
- 10 SELECTED SCULPTURES BY JURY
- REPUTABLE JUROR CONTRACTED FOR PLACEMENT AWARDS
- FORMAL SHOWCASE AND FAMILY FRIENDLY COORDINATED EVENT
- PERMANENT PURCHASE OPPORTUNITIES

Art in City Spaces



- City Hall
- 8TH AVE ADULT ACTIVITY CENTER
- RECREATION AND PARKS ADMINISTRATIVE CONFERENCE ROOM
- BARBARA WASHINGTON ADULT ACTIVITY CENTER
- CLERK'S OFFICE
- OCALA INTERNATIONAL AIRPORT
- IN PROGRESS-MARY SUE RICH COMMUNITY CENTER



Embot
Energies 10

Gallery Scheduling



- Number of Spaces vs. Staffing Level Consideration
- FOOT TRAFFIC
- NUMBER OF AVAILABLE ARTISTS LOCALLY AND REGIONALLY
- INDUSTRY STANDARDS
- COMMON GALLERY ROTATIONS ARE SEMI-ANNUALLY AND QUARTERLY
- TRANSITION PERIOD, NO MORE THAN TWO WEEKS (SCALE OF SHOWS WILL DETERMINE THIS)
- PLAN OUT AND SCHEDULE ARTISTS NO LESS THAN ONE YEAR OUT

Gallery Contracting

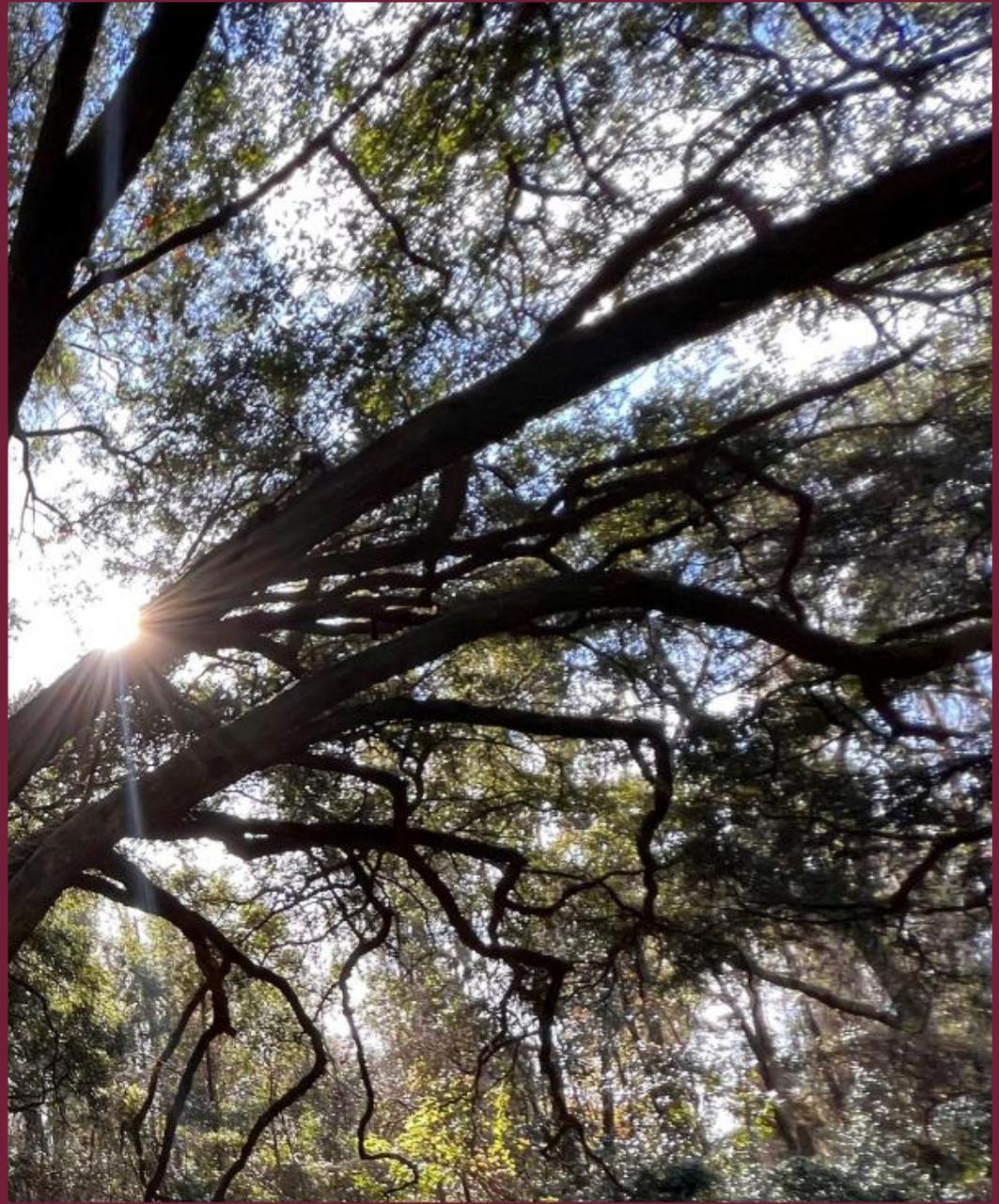


- Loan Contracts Required
- Contract as soon as Confirmed
- INCLUDE INSTALL DATE AND DEINSTALL DATE
- INCLUDE THE ABILITY TO SHOWCASE VIRTUALLY IN ADDITION AND AS AN ALTERNATIVE (COVID)
- ATTACH AN EXHIBIT WITH PIECES CONFIRMED FOR THE SHOW
- OBTAIN AN INSURANCE WAIVER/INSURANCE FOR INSTALL AND DEINSTALL (DEPENDING ON YOUR LOCAL REQUIREMENTS)
- INCLUDE LANGUAGE PERTAINING TO NON-PICK UP AT END OF SHOW ALLOWING YOUR ORGANIZATION TO DETERMINE WHAT HAPPENS (SAY AFTER 30 DAYS OF NON-PICK UP)
- INCLUDE ABILITY TO USE IMAGES OF THE WORK IN ONGOING MARKETING
- INCLUDE ANY COMMISSION CLAUSES AND HOW IT WILL BE COLLECTED/DISTRIBUTED

Gallery Cost Recovery



- Sponsorships for Special Exhibits (awards, etc.)
- Gallery Naming Rights
- COMMISSION (30% IS A LOW COMMISSION AMOUNT THAT IS WIDELY ACCEPTABLE)
- RECOMMEND THE ARTIST NEGOTIATE SALES AND SUBMIT COMMISSION AT END OF SHOW
- POSTINGS FOR COMMISSION CAN BE BOTH VIRTUALLY AND PHYSICALLY AT THE LOCATION



Thank You!

Laura Walker

lwalker@ocalafl.org

FRPA
FLORIDA RECREATION
& PARK ASSOCIATION

For more information about the
Florida Recreation and Park Association
visit frpa.org