

**City of Culver City, California
Agenda Item Report**

Meeting Date: 08/02/10		Item Number: <u>A-1</u>	
CITY COUNCIL AGENDA ITEM: 1) Approval of a Temporary Art Installation in Conjunction with the 2010 IndieCade Festival, and 2) Approval of a License Agreement with IndieCade and Artist John Derevlaney Related Thereto.			
Contact Person/Dept.: Jeremy Green & Christine Byers/Cultural Affairs		Phone Number: (310) 253-5764 and (310) 253-5776	
Fiscal Impact: Yes ☒ No ☐		General Fund: Yes ☐ No ☒	
Public Hearing: ☐		Action Item: ☒ Attachments: ☒	
Commission Action Required: Yes ☒ No ☐		Date: 07/13/10	
Public Notification: Meetings and Agendas - Cultural Affairs Commission (); Stephanie Barish and Celia Pearce/IndieCade (E-Mail); Culver City DBA (E-Mail); The Culver Hotel (E-Mail); Chamber of Commerce (E-mail); John Derevlaney (E-Mail); Property Owners, Occupants, and Businesses within 500' Radius (to end of block) (Mailed 7/19/2010); Meetings and Agendas – City Council (07/29/10)			
Department Approval: Sol Blumenfeld: (07/20/10)		City Attorney Approval: Carol Schwab (by H. Baker) (07/28/10)	
Chief Financial Officer Approval: Jeff Muir (by N. Kimball) (07/28/10)		Acting City Manager Approval: Martin R. Cole (07/29/10)	
<u>RECOMMENDATION:</u> Staff recommends the City Council 1) approve a temporary art installation in conjunction with the 2010 IndieCade Festival (Festival), and 2) approve a license agreement with IndieCade and artist John Derevlaney related thereto. <u>BACKGROUND:</u> The third annual IndieCade Festival is scheduled to take place in downtown Culver City on October 8, 9, and 10, 2010 and comprises multiple components at various Culver City venues. The Agency Board approved Sponsorship of the event in the amount of \$10,000 at the Redevelopment Agency meeting on May 3, 2010. The City Council and Agency Board have designated IndieCade as both a City- and Agency-sponsored event. Last year, there were 250 dedicated conference attendees; festival attendance reached a total of 3,000 over the three day period. For 2010, IndieCade's goal is to attract a larger sector of the general public through new and various marketing outlets, with an expectation of 250-300 conference attendees, and up to 5,000 festival attendees over three days.			

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In discussing the artistry of the festival and the desire to increase public awareness, Stephanie Barish, one of the Festival organizers, approached staff with the concept of including temporary art as a component of the Festival.

At the May 11, 2010 Cultural Affairs Commission (CAC) meeting, the CAC reviewed and approved a Request for Proposal ("RFP") for a temporary art installation in conjunction with the 2010 IndieCade Festival. The CAC also approved a maximum of \$5,000 from the Art Fund (Fund 413) for costs associated with coordination, fabrication, installation and deinstallation of a temporary art installation.

The RFP was sent out on May 25, 2010 and by the deadline of June 25, 2010, six proposals had been submitted.

Dr. Celia Pearce, IndieCade Festival Chair, game designer and professor of Digital Media at Georgia Tech, convened a panel of experts in the field of gaming to review each proposal and make a recommendation to the Cultural Affairs Public Art sub-committee (Chair Koosed and Vice Chair Hanami). The panel members were: Dr. Katherine Milton, JoAnne Northrup, Eddo Stern, and Dr. Pearce. Biographical information on each panelist is attached.

On Monday, June 28, the panel presented the preferred proposal to the CAC Public Art sub-committee for review and comments.

At the July 13, 2010 CAC meeting, the CAC unanimously recommended that *CulverLand* be approved by the City Council as the Temporary Art Installation in conjunction with the 2010 IndieCade Festival.

DISCUSSION:

CulverLand

The IndieCade Public Art panel recommended *CulverLand* as its first choice, with the general assessment that this was by far the best proposal submitted. The proposed project is both a game and a public art installation that extends throughout downtown Culver City.

The panel in particular liked that this piece was low-tech, visually striking with a Mondrian-style aesthetic, and would draw attention to the festival, while engaging festival visitors as well as passersby. The proposal is well-developed and was created by a Culver City-based artist, John Derevlaney. There were some concerns that the game might be overly simplistic, but it was also acknowledged that it was the most accessible to the public of the proposals received.

The CAC Public Art sub-committee concurred with the IndieCade panel and felt that the proposal was vibrant, would have a significant visual presence as temporary art,

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and represented the creative sector of Culver City. They felt that the concept would stand alone as public art even after the IndieCade Festival concluded.

At the CAC meeting on July 13, 2010, commissioners asked about graffiti, wear and tear, environmental friendliness of the paint, and the vibrancy of the paint. The CAC requested that the following conditions be attached:

- That the artist include a provision for ensuring that the proposed materials are both durable but can be easily removed from the pavement during deinstallation without long-lasting damage to the concrete; and
- That the costs associated with installation and removal of the paint to the paved surfaces be included in the budget; and
- That the method for preparation of the paved surfaces, installation and removal of the paint be outlined in the overall project plan including a method to keep the paint out of the storm drains; and
- That proof of evidence of liability insurance coverage shall be secured; and
- That additional instructional signage be located on the pavement adjacent to the game board to provide users with game rules, making the game accessible to those who come across it while walking in downtown.

The CAC recommended that the art installation be completed before the opening of the Festival, which is scheduled for October 8 - 10, 2010. This would help draw attention to the Festival opening. The installation is anticipated to remain in place at least until late October.

Installation of Art Work:

The art work is proposed to be placed in the public right-of-way on Culver Boulevard from Main Street to Ince Boulevard. The material of choice is a paint used for marking streets. Public Works Department staff has been working with the artist and other City departments to confirm that all concerns are addressed. Some prototyping and testing have been done to find the most durable, anti-slip brand of paint for adhesion to the pavement that can also be removed without causing any permanent damage. The Public Works Department will determine specific conditions related to the installation and deinstallation of the art.

A license agreement is proposed to be entered into between Ms. Barish of IndieCade, the artist and the City acknowledging that the art work is temporary, and that the City would not be responsible for loss or damage to the art work during installation. (Cities such as West Hollywood are providing financial support at similar levels for these costs.) The license agreement will also include an indemnification and hold harmless clause and require evidence of liability insurance coverage.

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FISCAL ANALYSIS:

The Cultural Affairs Commission approved a maximum of \$5,000 out of the \$50,000 budgeted for FY 2010/2011 Art Fund for Temporary Art Displays & Exhibits (41300676) to cover the costs for the art installation. Of the \$5,000, \$500 will be paid to IndieCade for costs associated with the RFP process and for convening the review panel. The other \$4,500 will be for artist supplies and materials. The proposal budget for *CulverLand* is currently \$3,900 but it is likely that the artist will expend the remaining \$600 budgeted for this effort.

ATTACHMENTS:

1. RFP
2. IndieCade Public Art panel bios
3. *CulverLand* proposal

MOTION:

That the City Council:

1. Approve *CulverLand* as the Temporary Art Installation in conjunction with the 2010 IndieCade Festival; and
2. Approve a License Agreement with IndieCade and artist John Derevlaney; and
3. Authorize the City Attorney to review/prepare the necessary documents; and
4. Authorize the City Manager to execute such documents on behalf of the City.