

'1988'

Culver City 100th Centennial Event Concept

Not even Harry Culver could have imagined or known how smart his instincts were 100 years ago when he invited Thomas Ince to build his studio in Culver City, home to Sony Pictures Studios today. This lone act sparked the role Creative Arts play in Culver City. From that moment on, the Arts were woven into the foundational fabric of Culver City, leaving a cultural legacy in which our City leaders could build upon.

In that spirit, on August 29, 1988, our city leaders adopted the Art in Public Places Program Ordinance.

"The City Council finds and declares: cultural and artistic resources that include visual artwork, the performing arts and architectural resources enhance the quality of life for individuals living in, working in and visiting the city. It balances development of cultural and artistic resources, preserves and improves the quality of the urban environment, increases real property values, and has a positive economic impact."

'1988' is an event series celebrating the historic Art in Public Places Program Ordinance. The event highlights the Culver City public art collection and the performing arts grant program as key components of the ordinance. '1988' is a series of 4 site-specific dance performances by the Heidi Duckler Dance Theatre, centering on 4 featured artworks from Culver City's Public Art collection of 100+ artworks. The '1988' series is designed to be a cumulative experience. With the public viewing, all 4 performances. Each event is designed to be unique and different, deliberately offering a multi-faceted view of Culver City. '1988' is a yearlong exploration, which takes place in April, May, August and September of 2017.

1. **'Cloud'** at Access Culver City is an intimate viewing experience.
Sunday, April 2, 2017 from 4-7PM
2. **'Punctuation Station'** at Westfield Culver City is based on experiential learning and educational experiences of the Heidi Duckler Dance Theatre Group.
Sunday, May 7, 2017 from 2-5PM
3. **'Technicolor Drip'** at Platform is a technical experience in listening, while viewing the dance performance, performance music via mobile device and viewing of post-performance projected screening. **Sunday, August 6, 13 or 20, 2017 from 1-3PM Plus an 8-9pm Post performance screening**
4. **'Hanging Garden', 'Quotation Courtyard and Panoramic' and 'La Ballona'** public artworks at CC City Hall performances are in a more traditional setting and artistic perspective. **Saturday, September 9 or 16, 2017 from 5-7PM**

Heidi Duckler Dance Theatre (HDDT) brings the perfect pairing of public art, dance and music to the **'1988'** series. Known for creating innovative dance experiences in non-traditional settings, HDDT has produced events in Culver City such as 'Laundromatinee' in 1998 and 'Space Opera' in 2015. HDDT creates work where the audience and artists engage with one another and connect the performance with the audience to produce a shared unique experience.

HDDT will be creating custom choreographed site-specific dance performances for each of the four Culver City public art sites. Each of these performances will tell a story of the artwork, while dancers perform in and around the artwork. The public is invited to view the performance, becoming immersed in the custom-created experience. All performances will be recorded on video creating the **'1988' film**. The film potentially could increase the public participation component and offer a different way to experience the *Heidi Duckler Dance Theatre's* ephemeral works. We anticipate **'1988'** screenings could take place at both the Robert Frost Auditorium and the Helms complex - encouraging CCUSD students and families to enjoy this special treat, alongside the Culver City community.

Each event will start with an introduction explaining the inspiration for the series and specific public artwork presented. This will be followed by a brief talk with the artist about the artwork and how it relates to the site, followed by the HDDT dance performance. Performance listening can either be heard via live musicians, sound systems or downloaded via smartphone. In this way, **'1988'** celebrates and captures the visual and performing art aspects of the ordinance in real time.

Culver City 1988 Art Ordinance History

Since its inception in 1988 changes to the art ordinance have continued to improve the ordinance.

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| February 1994: | The City Art Fund was created and language was added limiting the type of art on private property. Additionally, it authorized expenditures from the City Art Fund for the performing arts. |
| November 1995: | A procedural criterion was established for approving 'Architecture as Art'. |
| 2001: | The Cultural Affairs commission was formed to direct and implement the 'Art in Public Places Program' ordinance. |
| 2013: | Ordinance language was updated stating, "The arts have increasingly become an important component in Culver City's identity, both regionally and nationally; and the Los Angeles Economic Development Corporations annual Otis Report on the Creative Economy consistently demonstrates that the arts have a significant positive economic impact to overall tourism revenues in the region and is one of the largest employment clusters in Los Angeles County" |

Public Art/Performing Arts Grant Program

For 28 years, the Art in Public Places Program Ordinance has been the catalyst for approximately 100 artworks in the City's collection, being viewed and enjoyed by the public daily over that 28-year period. The performing arts grant program, established in 1994, has given hundreds of grants to dance, theatre and musical non-profits supporting their efforts to create performances which must take place within our borders, offering the Culver City community with free or low cost cultural programming annually. Sony Picture Studios has been a significant financial contributor to this program over those many years. In some cases, performances take place in our public parks, i.e. Baldwin Hills scenic overlook, City Hall Chambers, and even in many of our local theatres.

Event Production

Marla Koosed-Art Advisor/Producer will oversee the operational and creative aspects of the '1988' event in addition to the permitting and other City needs and requests. An independent technical Production Manager will be hired to work in coordination with the team of Producer, Marla Koosed and Heidi Duckler Dance Theatre, (Director, Associate Director and Stage Manager).

Event Sponsorship

We anticipate this event to be fully funded by the Culver City Cultural Trust Fund and endorsed by the Cultural Affairs Commission, as well as the City Council, with one exception. For the past several months we have conducted sponsorship outreach to ensure that the complete series (4 site-specific events) will be executed and will continue to do so through January 9, 2017, at which time '1988' goes before the City Council for final review and approval. This effort should reduce the overall contribution from the Cultural Trust Fund. The Culver City Centennial Celebration Committee endorsed '1988' on November 15, 2016. We have received approval by the 3 developers and Culver City to 'host' the events. These performances will be free to the public, in some an RSVP system will be needed to assure that all attendees can view and participate in the performances.

Event Publicity

A printed brochure about the series in PDF form will be provided for PR purposes. This brochure will be distributed via Culver City's e-blast services, the Centennial Committee's website and marketing services, *Heidi Duckler Dance Theatre* website and social media platforms, as well as any marketing and social media platforms utilized by Access Culver City, Westfield Culver City and Platform.