

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

Meeting Date: July 11, 2011		Item Number: <u> A-2 </u>	
CITY COUNCIL AGENDA ITEM: Approval of (1) a Temporary Art Installation in Conjunction with the 2011 IndieCade Festival and (2) a Professional Services Agreement Between the City and the Selected Artist Related to the Installation.			
Contact Person/Dept.: Jeremy Green / Community Development		Phone Number: (310)253-5764	
Fiscal Impact: Yes ☒ No ☐		General Fund: Yes ☐ No ☒	
Public Hearing: ☐		Action Item: ☒ Attachments: ☒	
Commission Action Required: Yes ☒ No ☐		Date: 06/14/11	
Public Notification: (E-Mail) Meetings and Agendas – City Council (07/07/11); (E-Mail) Cultural Affairs Commission (6/29/11); (E-Mail) Stephanie Barish and Celia Pearce/IndieCade (6/29/11); (E-Mail) Culver City DBA (6/29/11); (E-Mail) The Culver Hotel (6/29/11); (E-Mail) Chamber of Commerce(6/29/11); (E-mail) John Derevlany (6/29/11); (E-Mail) John Byers, Property Owner of 9718 Washington Blvd (6/29/11).			
Department Approval: Sol Blumenfeld (07/05/11)		City Attorney Approval: Carol Schwab (by H. Baker) (07/07/11)	
Chief Financial Officer Approval: Jeff Muir (by K. Marsden) (07/07/11)		City Manager Approval: John Nachbar (07/07/11)	

RECOMMENDATION:

Staff recommends the City Council 1) approve a temporary art installation in conjunction with the 2011 IndieCade Festival and 2) approve a professional services agreement with the artist related thereto.

BACKGROUND:

The fourth annual IndieCade Festival is scheduled to take place in downtown Culver City from October 6-9, 2011 and is comprised of multiple components at various Culver City venues. This year's Festival was allocated \$10,000 by the City Council and Agency Board at the meeting on April 11, 2011. IndieCade has been designated as both a City- and Agency-sponsored event.

Last year, there were 500 dedicated conference attendees; festival attendance reached a total of 5,000 over the three day period. For 2011, IndieCade's goal is to continue to attract a larger sector of the general public through new and various marketing outlets.

Also last year, staff released a Request for Proposals (RFP) for a temporary art project to be installed in conjunction with the 2010 IndieCade Festival. The Cultrual

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Affairs Commission (CAC) approved the RFP with a maximum of \$5,000 from the Art Fund (Fund 413) for costs associated with coordination, fabrication, installation, de-installation, and marketing of any approved artwork. From the received proposals, the CAC recommended and the City Council approved on August 2, 2010, that *CulverLand* be the selected Temporary Art Project.

Due to the success of the installation and the publicity that it created for Culver City and IndieCade, staff brought forth a second RFP for a temporary art installation in conjunction with the 2011 IndieCade Festival to the CAC on March 8, 2011, for which a maximum amount of \$8,000 was approved from the Art Fund (Fund 413) for costs associated with coordination, fabrication, installation, de-installation, and promotion of the temporary art installation.

The RFP was sent out on April 7, 2011 with a deadline for proposals to be submitted directly to IndieCade by May 12, 2011, at which time four proposals had been submitted.

Dr. Katherine Milton, Director of Learning and Innovation at the Minneapolis Institute of Arts, convened the panel of experts in the field of gaming to review each proposal and make a recommendation to the CAC's Public Art Sub-committee (Vice Chair Koosed and Commissioner Marlyn Musicant). The panel members were: Dr. Celia Pearce, Mr. John Derevlany, Mr. Steve Dietz and Dr. Milton. Biographical information on each panelist is attached (Attachment 2.)

The panel reviewed each entry based on the following criteria:

- Is the proposal suitable for the IndieCade Festival?
- Will the piece enhance the public space and experience of the Festival?
- What are the merits of the proposal as artwork?
- Would the piece hold its own in a public art context?
- Are there any public safety or other issues?

On Thursday, May 19, the panel identified their top proposal choice, *Invaded* by Jason Torchinsky.

DISCUSSION:

Invaded is a series of 4-6 large (8'x10'x3') sculptures that extends throughout Town Plaza and/or other pedestrian spaces in downtown Culver City depicting the iconic alien game pieces from *Space Invaders*, originally created by Tatio in 1978.

The panel in particular liked that this piece was low-tech, visually striking, interactive, instantly recognizable, and would draw attention to the Festival, engaging festival attendees as well as passersby. There were some concerns about safety of people climbing on the structures, as well as ensuring the security of the pieces.

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Recommendations to weight or anchor the pieces were suggested. Since the recommendation, the artist has been researching stability measures, the results of which are listed in the construction and installation paragraph below.

The CAC Public Art Sub-committee concurred with the IndieCade panel. They found *Invaded* fun, engaging, simple, and well articulated. They also felt that the “creatures” could be enjoyed by everybody for an extended period of time, the display had a 24/7 appeal, and that one wouldn’t need to know the history of graphics in the 1970s in order to enjoy the piece. Finally, the Sub-committee felt that the concept would stand alone as public art even after the IndieCade Festival concluded. *Invaded* fulfills the RFP requirements and is the most appropriate installation for IndieCade.

During the meeting the Sub-committee requested the following:

- That the artist include a provision for ensuring that the proposed materials and finishes are durable for all types of weather including rain, sun and wind; and
- That the artist install at least 4 sculptures (and more if possible)

At the CAC meeting on June 14, 2011, the Commissioners recommended that *Invaded* be approved by the City Council as the Temporary Art installation in conjunction with the 2011 IndieCade Festival and further discussed the safety and the durability of the pieces to be built.

Construction and Installation of Art Work:

Should the installation be approved by the City Council, the art work would be placed in the public right-of-way throughout downtown Culver City, including several throughout Town Plaza, and possibly additional locations including the corner of Washington and Culver near the Starbucks, and on Culver Boulevard, east of the Culver Hotel (site of last year’s *CulverLand*.) The material of choice is wood, which will be sanded and painted with a durable and permanent paint, in the same manner that wood furniture would be finished. Public Works staff is in the process of determining the specific conditions related to the installation and de-installation of the art.

To ensure stability of the sculptures, the artist will build the pieces based on the Hong Kong stagecraft builders ratio of 1:3 for the base to the height of each structure. The dimensions of each will be approximately 110” wide x 80” tall by 36” deep (9’x6.5’x3). The sculptures will also be weighted internally with sandbags so that they each weigh 150 lbs. for additional strength and security.

An agreement will be entered into between 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. The agreement will also include a hold harmless clause and require evidence of liability insurance coverage.

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FISCAL ANALYSIS:

\$8,000 was approved from the \$57,635 budgeted for FY 2010/2011 from the Art Fund for Temporary Art Displays & Exhibits (41300676). Of the \$8,000, \$500 will be paid to IndieCade for costs associated with the RFP process and for convening the review panel. Another \$1,000 will be provided to a contractor to document the artistic process and provide marketing and publicity specifically for the artwork. While the proposal budget for *Invaded* is currently \$5,700, staff believes it likely that the artist may expend the remaining \$800 budgeted for this effort

ATTACHMENTS:

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

MOTION:

That the City Council:

1. Approve *Invaded* as the selected Temporary Art Installation in conjunction with the 2011 IndieCade Festival; and,
2. Approve a Professional Services Agreement with the selected artist in an amount not to exceed \$6,500; 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.