Overview of Presentation

- Value of Public Art
- Outdoor Public Art Policy
- Approval Procedures
- Outdoor Public Art Committee
- Review Public Art Master Plan for University Park
- Communicate with Donors
- Committee involvement in process

Stephen Porter, Pieced Column, 1989
Value of Public Art

- Enhances the physical and aesthetic environment of the campus

- Educates and encourages dialogue among students, faculty, staff, and visitors about art, while advancing the academic mission of the University

- Enriches cultural life of the University
Value of Public Art

- Expands the understanding and appreciation of art with works of art that complement the campus environment.
- Instills a sense of quality throughout the civic space of the campus.
- Further enhances the reputation of the Palmer Museum of Art and Penn State.


George Rickey, *Two Open Triangles*, 1982

Maya Lin, *Wave Field*, 1995
Universities with Public Art Programs

Cornell University
Iowa State University
Massachusetts Institute of Technology
Michigan State University
Northwestern University
Purdue University
Smith College
Texas A&M University
Texas Tech University
University of California, Davis
University of California, Los Angeles
University of California, San Diego
University of Miami, Florida
University of Michigan
University of Minnesota
University of Nebraska
University of Oklahoma
University of Pennsylvania
Wichita State University
Williams College

Alexis Smith, Snake Path, 1992
Outdoor Public Art Policy (Policy AD31)

Primary Goal of the Policy is to define procedures for:

- Developing a University-wide public art program
- Accepting or rejecting proposals
- Selecting a location / site
- Maintaining site and conserving art work

http://guru.psu.edu/policies/AD31.html
Approval Procedures (per Policy AD31)

Permanent Outdoor Public Art at UP:

- Outdoor Public Art Committee reviews proposal for the installation of outdoor public art
- Outdoor Public Art Committee recommends proposal to the AVPPP for approval
- Associate Vice President for Physical Plant recommends the proposal to the Facilities Resources Committee for approval

Permanent Outdoor Public Art at campuses other than UP:

- Proposal presented to the campus' Dean for approval
- Dean may request advice from the University's Outdoor Public Art Committee
- Dean recommends the proposal to the FRC for approval

Temporary Installations of Outdoor Public Art

- At UP, the proposal may be reviewed by the Outdoor Public Art Committee, if requested by the AVPPP, and must be approved by the AVPPP
- At campuses other than UP, the proposal may be reviewed by the Outdoor Public Art Committee if requested by the Campus Dean or Chancellor, and must be approved by the Campus Dean or Chancellor
Outdoor Public Art Committee

Co-chairpersons
- Director of Campus Planning and Design
- Director of the Palmer Museum of Art

Members
- University Planner
- School of Architecture and Landscape Architecture Rep.
- Department of Art History Rep.
- School of Visual Arts Rep.
- Commonwealth College Rep.
- Milton S. Hershey Medical Center Rep.
- A patron of the museum
- Director of the School of Visual Arts

A contact person within each campus college may be identified to address Outdoor Public Art
Outdoor Public Art Master Plan for University Park
Outdoor Public Art Master Plan for University Park

Legend

1. Art District (limits)
2. Shortridge Mall
3. Eisenhower Auditorium Plaza
4. HUB Lawn
5. East Sub-Campus Promenade
6. Fisher Plaza
7. IST East Lawn
8. Visitors Center
9. Alumni Center Gardens
10. Old Main North Lawn
Communicate with Donors

Potential donors should be made aware of the Acquisition Policy of the Palmer Museum of Art as well as the following criteria for evaluating public works of art:
Communicate with Donors

Is the work *conceptually* and *visually* compelling?

Alexander Calder, *Tom’s Cubicle*, 1967

Claes Oldenburg and Coosje van Bruggen, *Torn Notebook*, 1996
Communicate with Donors

Is the work museum quality?


Henry Moore, *Reclining Figure*
Communicate with Donors

Does the work have art historical significance?

Auguste Rodin, *Adam*, 1880

Barbara Hepworth, *Elegy III*, 1966
Communicate with Donors

Does the work in some manner represent a critical awareness of and response to contemporary cultural life?


Claes Oldenburg and Coosje van Bruggen, *Shuttlecock*, 1994
Henry Moore, *Reclining Figure: Hand*, 1979
When to Involve Public Art Committee

- Donor wishes to contribute work of art
- Donor wishes to contribute funds to acquire work of art
- Faculty / Staff / Students interested in acquiring works of art for public space
- Site suggested for work of art
- Class Gift proposal involving work of art
When Public Art is involved, it’s never too soon to call…

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Louise Bourgeois, *Eyes*, 2001