

CREATING PUBLIC ART

RESOURCES FOR ARTISTS

Questions to Consider When Planning Your Project

CONTENT

What is the intended message or main idea behind the project? How will it be communicated?

Who is the intended audience (or “public”) of the project? How will this audience best be reached?

How does the piece relate to the history of art in the public realm, contemporary art in general, and the other work of its artist? What artistic influences does the project incorporate?

LOGISTICS

Electricity

- Does the project need electricity? Is a power source available at the chosen site?

Sound

- Does the project require amplification? (an amplification permit may be required)
- Will the performance/project be audible by its intended audience, given the noise levels at the site?
- Will noise generated by the project cause any disturbance?

Obstructions

- Does the project obstruct movement or other daily activity in a public space?
- Does the project obstruct views?
- Does the project increase the risk of injury of people using the site?
- Is there likely to be activity at the site that would damage the piece or project (especially in the case of a visual art installation)?

Accessibility

- How “public” is the site? Who can access it? At what times of day?
- Will the project be visible at night?
- If the project is a live performance, is it being presented at the time of day that is most convenient for its intended audience?
- What type of marketing, promotion, and educational outreach is appropriate for the project?
- What is the maximum capacity of the site to hold an audience?
- How will crowds be controlled at a performance or event?
- Are there considerations for non-English speakers, or audiences with special needs?

Documentation

- How will the project be documented and how much will this cost?
- Who is the intended audience for the documentation of the project? Where and how will it be distributed?

Staffing

- Does someone need to be at the site? At what times of day?
- Is there the need for security to protect the project?