



PUBLIC ART MARKER POLICY

POLICY AND GUIDELINES FOR THE PUBLIC ART MARKER STANDARDS

PURPOSE

- A. Public art markers are didactic in nature, designed or intended to teach and engage the viewer's mind.
- B. It is the intent of this policy, for all public art reviewed by the Oklahoma City Arts Commission to have a recommended standard for a public art marker for the public's education, engagement, and enjoyment.
- C. The purposes of this policy are to:
 - 1. Increase the public's awareness of the value of arts and cultural resources.
 - 2. Provide consistent, effective, and attractive standards for public artwork markers used throughout the City.
 - 3. Provide for appropriate recognition of the work of artists.
 - 4. Provide for appropriate recognition for donors of public artwork.
 - 5. Provide information about ownership to more easily report damage or vandalism.
 - 6. Provide a vehicle to transition public engagement to smart phone and internet.
 - 7. To accommodate Americans with Disabilities Act requirements.
 - 8. Further the goals of the City's public art program.

GUIDELINES

- A. It is recommended that all public art markers **list Tombstone Information** similar to museum standards that include: Artist name, Country of origin, birth and death, title of work, year completed, copyright symbol, and organization who sponsors or owns the asset.

An example:

Joe O'Connell (American, 1967) & Blessing Hancock (American, 1977)

SMALL TALK ABOUT THE WEATHER, 2016

New Media Work

© Joe O'Connell, Blessing Hancock, and Creative Machines, Inc. 2014

Made possible through the Central Oklahoma Transportation and
Parking Authority

EMBARK LOGO HERE 

- B. Where possible, all public art markers shall **include a brief Artist Statement** so the public can learn about the meaning behind the artwork. An example:

Owen Morrel (American, 1950)

COMPASS ROSE, 2013

Mirrored and Painted Stainless Steel

"Compass Rose is a door through which visitors and dwellers of the City can pass to make discoveries about the act of seeing, the powers of pure geometry and the potential of positive thought. The central disk, a propeller-like shape, gives homage to the four winds, and alludes to the perpetual motion within which we exist."

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Oklahoma City

- C. If an asset of The City's collection, or that of a Trust or Authority, **the public art marker shall include a statement or icon to indicate ownership**. If acquired through a donation/gift, this should be stated to acknowledge the donation. An example:

Owen Morrel (American, 1950)


COMPASS ROSE, 2013

Mirrored and Painted Stainless Steel

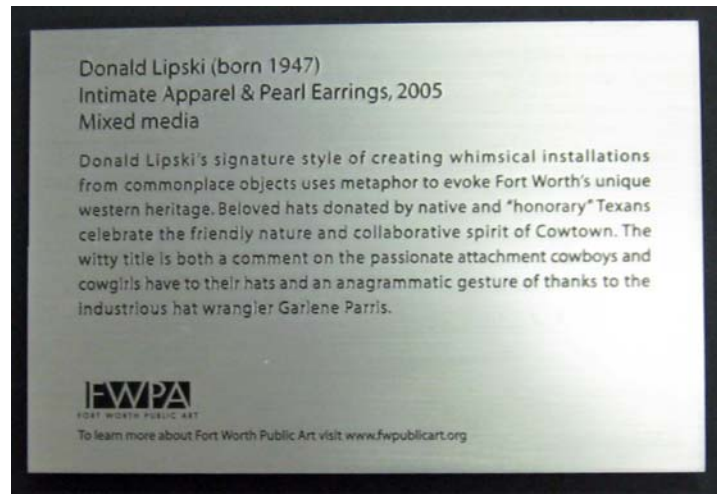
"Compass Rose is a door through which visitors and dwellers of the City can pass to make discoveries about the act of seeing, the powers of pure geometry and the potential of positive thought. The central disk, a propeller-like shape, gives homage to the four winds, and alludes to the perpetual motion within which we exist."

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- D. Where possible, including additional information on the marker can **help the audience find and connect with information on the internet or through a service provider** that contains images, narrative, audio and video to help audience understand the who, what, when, where, and why of each work. An example:



FOR ADDITIONAL INFORMATION ABOUT THE DEVELOPMENT OF THIS POLICY, REFER TO THE FINAL REPORT OF THE OKLAHOMA CITY ARTS COMMISSION'S EDUCATION AND ENGAGEMENT COMMITTEE, PRESENTED TO THE ARTS COMMISSION AT IT'S MARCH 21, 2016 REGULARLY SCHEDULED MEETING.

APPROVED BY OKLAHOMA CITY ARTS COMMISSION ON 6/20/16, AGENDA ITEM NO. V.