

CLEVELAND PUBLIC LIBRARY

Finance Committee
December 17, 2013

**RESOLUTION TO ENGAGE L.A.N.D. STUDIO INC. TO ORGANIZE 2014-2015
LITERATURE AND VISUAL ARTS PROGRAMS**

- WHEREAS, The Board of Trustees of the Cleveland Public Library receives a generous annual grant from the Cleveland Foundation for the Lockwood Thompson Memorial Fund; and
- WHEREAS, One of the goals of the grant is to support, “The underwriting of expense in bringing to the Library for purpose of one or more lectures, one or more individuals in the field of literature or the visual arts”; and
- WHEREAS, In 2012 and 2013 the Cleveland Public Library (“Library”) engaged L.A.N.D. Studio, Inc., to organize the Lockwood Thompson Spectrum Dialogue Series and related publications, now referred to as “The Lockwood Thompson Dialogues”, that brings speakers of national and/or international significance in the field of arts and popular culture to the Library; and
- WHEREAS, The Library desires to again engage L.A.N.D. Studio, Inc., to organize the Lockwood Thompson Dialogues for 2014; and
- WHEREAS, The Library also desires to engage L.A.N.D. Studio, Inc., to organize the spring 2015 annual program, “*See Also*”, which began in 2010 and brings contemporary public artwork to the Eastman Reading Garden on a temporary basis to activate a beloved public space with artwork by emerging artists from the Great Lakes region; and
- WHEREAS, L.A.N.D. Studio, Inc. has presented the attached proposal for the 2014 Lockwood Thompson Dialogues and the spring 2015 *See Also* temporary public art program, at a cost not-to-exceed \$85,000. The budget allocations within the proposal are still being negotiated; now therefore be it

RESOLVED, That the Executive Director, CEO, or his designee, is hereby authorized to enter into an agreement between the Cleveland Public Library and L.A.N.D. Studio Inc., in an amount not-to-exceed \$85,000, which shall be charged to the Lockwood Thompson Fund Account: 22892103-53710 (Professional Services), which agreement shall be subject to review and approval of the Chief Legal Officer.

The Lockwood Thompson Dialogues at Cleveland Public Library

Proposal for 2014 Programs

INTENT & MISSION

The **Mission** of **The Lockwood Thompson Dialogues** and *See Also* is to reinforce Cleveland Public Library's reputation as a national leader in providing the highest quality educational opportunities and arts exposure to citizens of the City of Cleveland and its surrounding communities. Through these programs, the library will continue to be known locally, nationally and internationally as a civic institution committed to its role as a forum for the sharing of ideas and knowledge among the largest audience possible.

The intent of the Lockwood Thompson Dialogues is to bring speakers of national and/or international significance in the field of arts and popular culture to the Library to discuss trending topics.

The intent of *See Also* is to bring temporary public artwork to the Eastman Reading Garden, activating this beloved public space with artwork from emerging artists.

Both programs are wholly free and open to the public.

PROGRAM COMPONENTS

1. Definition of area of interest & specific topic within the selected area of Interest [LTD]
2. Selection of moderator and/or speaker(s) [LTD]
3. Lockwood Thompson Dialogue Event [LTD]
4. Artist selection [*See Also*]
5. Artwork installation – annually, each Spring with an optional opening reception [*See Also*]
6. Public Outreach + Program Documentation [LTD + *See Also*]

PAST & CURRENT PARTNERS

Agnes Studio
CAN Journal
Cleveland Film Commission
Cleveland Film Society
Cleveland Public Theatre
Cleveland State University
Edible Cleveland
Fresh Water Cleveland
ideastream
Spaces Gallery
The Cleveland Institute of Art
The Cleveland Jewish News
The Plain Dealer

Lockwood Thompson Dialogue AREAS OF INTEREST & TOPICS

1. Each year, with guidance from Cleveland Public Library, an area of interest will be selected based upon current issues taking place in the Cleveland community and/or throughout the country.
2. Topics within the selected area of interest will be further developed in collaboration with community partners and potential guests, giving focus to the dialogue.
3. LAND studio will submit a proposal for the next topic in Spring 2014.

Overview of Past Lockwood Thompson Dialogue Programs

Who We Are: Comedy, Tragedy & Cleveland; April 25, 2013

Moderator: Mike McIntyre, Radio Host and Columnist

Panelists: Dan O'Shannon, Executive Producer, *Modern Family*; Yvette Nicole Brown, Actress, *Community*; and Dave Hill, Comedian and Writer

Attendance: 350

Food; March 8, 2012

Moderator: Michael Ruhlman, Author

Panelists: Dan Barber, Chef & Penny De Los Santos, Photographer

Attendance: 350

Film; May 26, 2011

Moderator: Ted Hope, Independent Film Producer

Panelists: Spike Jonze and Lisa Cholodenko, Filmmakers

Attendance: 445 guests

Civic Design & Inspired Infrastructure; October 29, 2009

Moderator: Steve Litt, *Plain Dealer* Art & Architecture Critic

Panelists: Alexandros Washburn, NYC Chief Urban Designer & Fred Salvucci, MIT Professor and Civil Engineer

Attendance: 230 guests

Politics & Propaganda: The Design of the Presidential Brand; October 6, 2008

Moderator: Dan Moulthrop, ideastream *Sound of Ideas* host

Panelists: Frank Rich, *New York Times* Op Ed writer & Donna Brazile, Democratic Strategist and CNN Commentator

Attendance: 450+ guests

Pen & Ink;

Moderator: Michael Kimmelman, *New York Times* Chief Art Critic

Event I; May 18, 2007

Featuring Art Spiegelman, Cartoonist

Event II: December 13, 2007

Featuring Dave Eggers, Writer and McSweeney's Creator

Attendance: 320 guests

SEE ALSO PROGRAMMING

For the past four years, temporary artworks from emerging artists have activated the Eastman Reading Garden. These artworks have been selected by a committee comprised of local arts, design, and public space professionals. A fifth installation is planned for spring 2014, as part of multi-day festival of lights called AHA, celebrating the recent development boom and "illuminating" changes to Cleveland's urban landscape. Past installations include "The Reading Nest" by Mark Reigelman (Cleveland and Brooklyn), award winning "FIGURE/GROUND" by Scott Stibich (Cleveland), "The Power of the Pieces" by Donald Black, Jr. (Cleveland), and "Watership Down" by Jon Reed and Maier Yagod (Toronto).

These projects are installed in the late spring or early summer and are typically removed in late October, or when the first snow is imminent. Each project is able to be fully removed without leaving any permanent marks in the garden. Installation methods are fully vetted by the Facilities Administrator to ensure safety and durability.

This annual program furthers the goals of the Lockwood Thompson Endowment by ensuring that Cleveland Public Library provides visitors with access to the arts, showcasing the Main Branch as a place that cultivates and encourages creativity.

YEARLY BUDGET ITEMS: Dialogue + *See Also*

Speaker Costs

Honorariums, Travel, Lodging and Expenses

Event Costs

Video and/or audio taping and Sign Language Interpreter (if requested)

Publicity + Public Outreach

Design, Production, and Postage for Postcard Mailer

Publication

Transcription, Design, Editing, Printing, Downloadable PDF, Postage, Image Usage Fees, Photography and Illustration as necessary

Garden Art

Selection Process, Artist Fees, Travel, Insurance, Fabrication, Engineering, Installation and Removal

LAND studio Management Fee

LAND studio's ROLE:

Dialogue

Organize and Manage:

Topic Selection

Guest Selection

Guest Coordination

Series Media Outreach

Event Coordination

Publication Production

See Also

Organize and Manage:

Call for Artists

Selection Process

Design Development

Design Approvals

Installation and Teardown

Artwork Publicity post-production

Proposed Budget: 2015 Lockwood Thompson Programming

Dialogue Costs	
Speaker Fees	
Travel, accomodations, and meals	
Production Costs	
Program Documentation	
Publication Design & Printing	
Dialogue Total	33,000.00

See Also / Garden Art Costs	
Artist Selection	
Artwork design, fabrication, and installation	
Artist fees	
Travel and shipping	
Engineering services	
Permitting	
Event Costs	
Project Documentation	
See Also Total	30,000.00

LAND studio Management Fees	
Organize & coordinate programs	
Topic selection	
Participant selection & negotiation	
PR and media outreach	
Event planning & coordination	
Garden Art project management	
Management Total	22,000.00
Lockwood Thompson Programming Not-to-Exceed Amount	63,000.00
Dialogue Fees + Garden Art Fee + CPA Management Fee	85,000.00

* All promotional/publicity expenses (design, printing, mailing, progams, etc.) are the responsibility of CPL