

**CLEVELAND PUBLIC LIBRARY**

**Finance Committee**  
October 13, 2015

**RESOLUTION TO ENGAGE L.A.N.D. STUDIO INC. TO ORGANIZE 2016 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, The Library desires to engage L.A.N.D. Studio, Inc., to organize the spring 2016 annual program, “*See A/so*”, 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 spring 2016 *See A/so* temporary public art program, at a cost not-to-exceed \$66,000. 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., for the spring 2016 *See A/so* temporary public art program, in an amount not-to-exceed \$66,000, 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.

September 25, 2015

Felton Thomas  
Cleveland Public Library  
325 Superior Avenue, N.E.  
Cleveland, Ohio 44114

Dear Felton:

LAND studio is pleased to share a proposal for continuing our work with Cleveland Public Library in the Eastman Reading Garden.

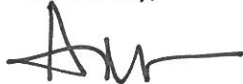
Given our organization's history with the project, administering it since 2008, we have had the opportunity to help shape and evolve *See Also* into the excellent program it is today. Nationally, Cleveland Public Library is one of the only non-arts institutions with the vision and resources to create and support such an initiative.

We so appreciate the opportunity to work with Cleveland Public Library in delivering *See Also* and hope to continue doing so in the future.

In addition to a formal proposal, please find enclosed a packet of work samples from LAND studio, which demonstrate our capacity to implement public art projects in a various urban settings.

If you have any additional questions about LAND studio, please contact me directly at 216-621-5413, ext. 111, or [azoller@land-studio.org](mailto:azoller@land-studio.org).

Sincerely,



Ann M. Zoller  
Executive Director

**PROJECT NAME:** *See Also* public art program  
September 25, 2015

**PROJECT PARTNER:** Cleveland Public Library

**PURPOSE:** For the past seven years, the intent of the *See Also* art installation at Cleveland Public Library has been to expose Clevelanders to works of art in the beloved Eastman Reading Garden by emerging artists. This program has reinforced 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 this program, the library has continued to be known locally, nationally and internationally as a civic institution committed to its role as a forum for the sharing of ideas and creativity among growing audiences.

During the times that the Eastman Reading Garden is open, this exhibit is always wholly free and open to the public.

**TEAM:** LAND studio, a nonprofit organization with a 30+ year history of leading civic projects that result in engaging and artful public spaces, will lead the effort and act as day-to-day project manager for the *See Also* program.

**SCOPE OF WORK &  
TIMELINE**

LAND studio will oversee the curation and implementation of a temporary public artwork in the Eastman Reading Garden and, in so doing, assume the following duties:

- Provide artist recommendations and review in consultation with CPL staff. Initial art direction is to pursue a lighting installation. (October 2015);
- Contract with selected artist for installation (October-November 2015);
- Prepare materials for design approvals for CPL administration and City of Cleveland staff (November 2015);
- Secure proper permission and permits for installation (November-December 2015);
- Manage artist's timeline and budget (ongoing);
- Provide feedback to artist regarding designs (October-December 2015);
- Coordinate installation, transportation, and removal of artwork (January-June 2016 and November 2016); and
- Assist in promotional materials, such as signage, press release, media opportunities (May-June 2016).

**PROJECT DELIVERABLES:**

- Artwork installation
- Promotional materials (in collaboration with CPL graphics department)
- Opening event
- Removal and return of Eastman Reading Garden to its original condition

<b>PROJECT BUDGET:</b>	LAND studio Project Management Fee	\$16,000
	<b><i>See Also</i></b> all-inclusive, not-to-exceed	<b><u>\$50,000</u></b>
	TOTAL:	\$66,000

<b>PAYMENT SCHEDULE:</b>	\$5,000	upon signing
	\$3,000	upon approved artist selection
<b>LAND studio fee</b>	\$6,000	upon installation of art roject
	<u>\$2,000</u>	<u>upon removal of art project</u>
	\$16,000	TOTAL

**REIMBURSABLE EXPENSES:** Not to exceed \$50,000. Reimbursable expenses shall include proper documentation and be invoiced monthly at cost. Program expenses may include, but are not limited to artist fee(s), artwork materials, installation, insurance, engineering, permitting, signage, event costs, promotional expenses, meeting costs, travel, accommodations, and parking fees.

SUBMITTED BY: \_\_\_\_\_  
 Ann Zoller, Executive Director  
 LAND studio  
 1939 West 25<sup>th</sup> Street, suite 200  
 Cleveland, OH 44113

APPROVED BY: \_\_\_\_\_  
 Cindy Lombardo, Chief Operating Officer  
 Cleveland Public Library  
 325 Superior Avenue  
 Cleveland, OH 44114

# WORK SAMPLES

L | A | N | D studio

landscape art neighborhoods development



# AHA! Light Up Cleveland

August 2014

Artists: Jen Lewin Studio (CO), Yvette Mattern (BER), Obscura Digital (CA)

Description: A multi-day art + lighting festival in the center of downtown Cleveland.



frank lanza

# The Reading Nest

Summer 2013

Artists: Mark A. Reigelman II (NYC)

Description: A temporary art installation in the Cleveland Public Library's Eastman Reading Garden as part of the annual SEE ALSO program.



# Public Art Workshop

October 2014

Artists: Laura Haddad + Tom Drugen (Seattle)

Description: A day-long workshop to introduce regional artists to the public art process.

FROM  
THE  
STUDIO

An artist's guide to  
entering the public art arena

TO  
THE  
STREET

Friday, October 24th at LAND studio from 10am to 4pm



## TODAY'S SCHEDULE

1. Introduction
2. Laura + Tom
3. Lunch
4. Navigating the Public Art Process
5. Mock Presentations + Panel Review





# Curb Appeal

June 2014

Artists: American Greetings, Sherwin Williams, AdCom

Description: A series of downtown streetscape enhancements including vacant storefronts, new landscaping, seating, and mural artwork.



# Perk Park

June 2013

**Artists: Thomas Balsley Associates (NYC), McKnight Associates (CLE), Catherine Wing (CLE)**

**Description: Redesign of downtown Cleveland's Perk Park. LAND studio led all aspects of the project including the design, public art, fundraising, and construction management.**



# Public Square

Summer 2016 Completion

Artists: James Corner Field Operations (NYC), Nelson Nygaard (NYC)

Description: Complete redesign of downtown Cleveland's Public Square. Together with the Group Plan Commission we propose physical transformation and ongoing programming that is needed to make Public Square a vibrant hub for Cleveland.



# See Also

2008 - Present

**Artists: Mark A. Reigelman II (NYC), Scott Stibich (CLE), Ivan Juarez (MEX), Jon Reed (TOR), Andrea Keys (VA), Maier Yagod (TOR), Donald Black (CLE)**

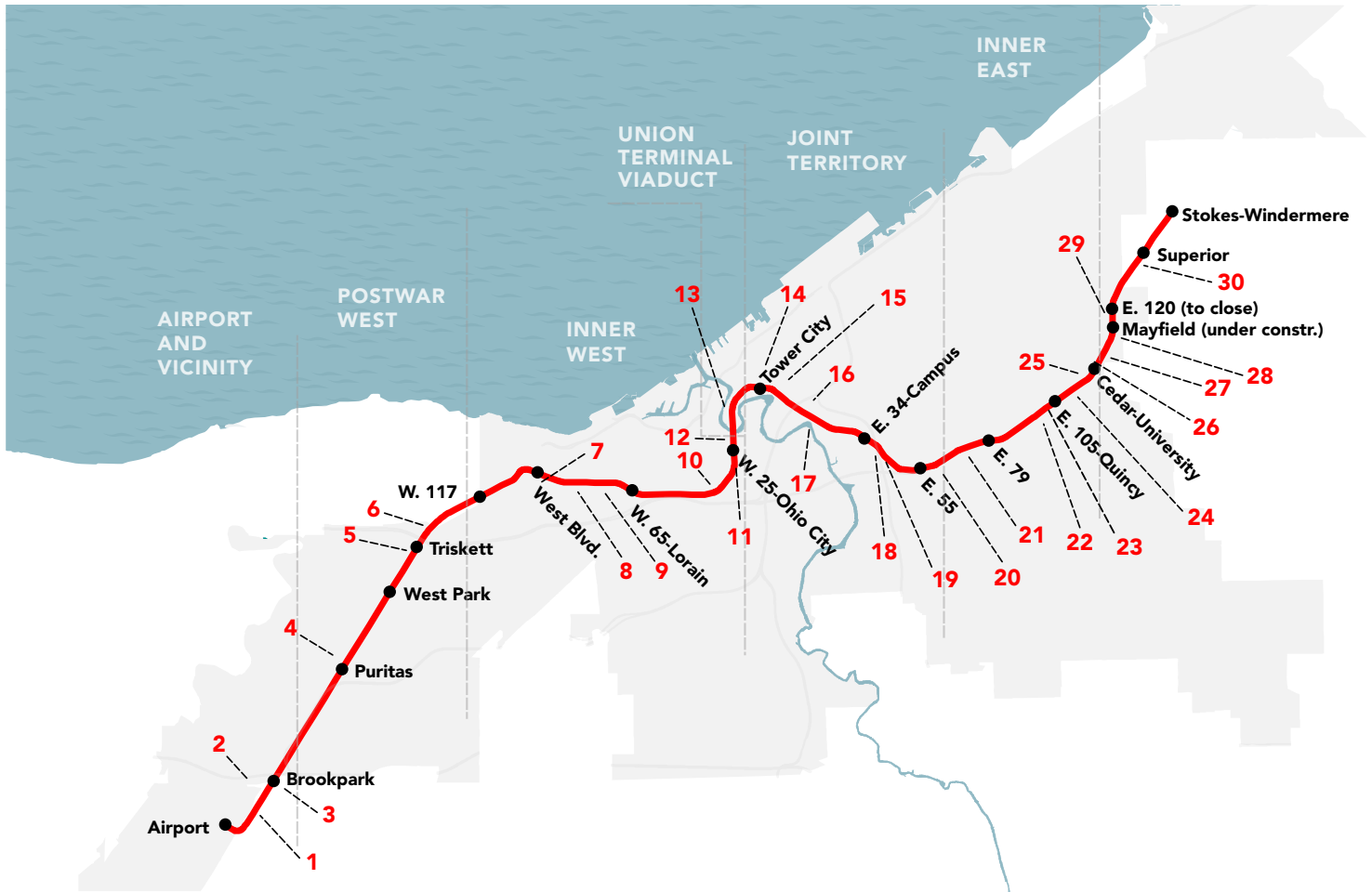
**Description: Each year LAND studio commissions a new work of temporary public art for the Cleveland Public Library's Eastman Reading Garden. The program focuses on emerging contemporary artists.**



# Red Line Artwork

Artists: Local, National, and International TBD

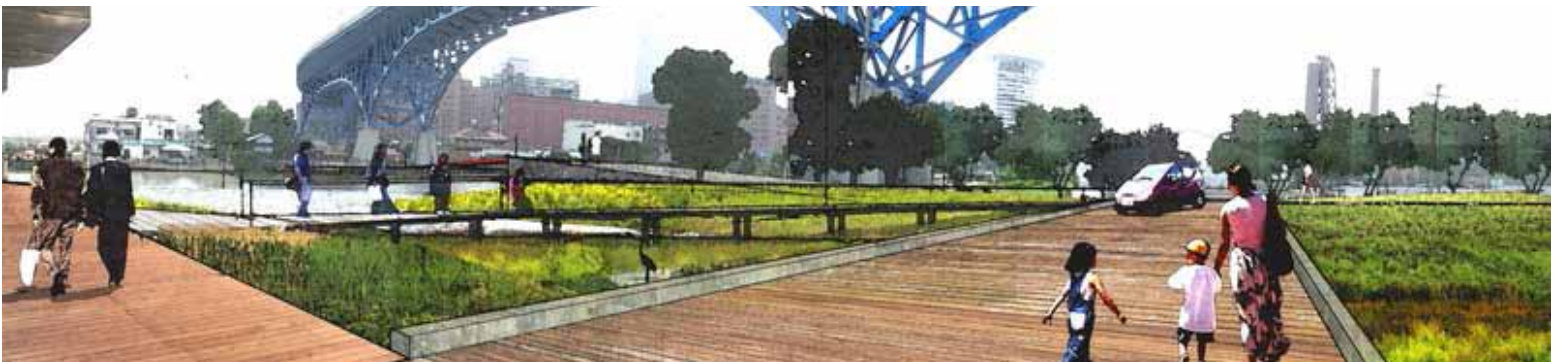
Description: An experience along GCRTA's Red Line rail, the plan would place artwork inspired by works awarded the Anisfield Wolf Book Award in unconventional areas highly visible to the public.



# Lake Link Trail

**Artists: Conger Moss Guillard (SF)**

**Description: The Lake Link Trail and Greenway is a 1.3-mile abandoned railroad right-of-way in Cleveland's industrial river valley Flats neighborhood that is being transformed into a multi-modal trail and natural stormwater management system. This project is currently under construction.**



# Edgewater Hill Blue Birds

Summer 2009

Artists: Mark A. Reigelman II (NYC)

Description: 35 blue birds were placed throughout Edgewater Hill, symbolizing the neighborhood's location on the Atlantic Flyway and helping create a sense of neighborhood identity.



# White Cloud

June 2010

Artists: Mark A. Reigelman II (NYC), Vincent Lighting (CLE)

Description: Commissioned for the Cleveland Museum of Art's annual Summer Solstice party, White Cloud consisted of nearly 100 weather balloons that appeared to float in front of the museum's entrance.





# Park Programming

## Annual Series

**Artists:** Various Cleveland artists & arts organizations

**Description:** Summer arts program created to deliver enriching experiences, through a variety of hands-on projects and events with activities including dance, drumming, soccer, painting, and more to underserved youth. Free park programming occurs in 10 city parks for 10 weeks each summer and engages more than 6,000 youth & families and over 200 artists.

