



Administrative Report

J.2., File # PA21-2975

Meeting Date: 9/22/2021

To: PUBLIC ART COMMISSION

From: CAMERON HARDING, COMMUNITY SERVICES DIRECTOR

TITLE

DISCUSSION AND POSSIBLE ACTION TO SELECT A GRAPHIC DESIGNER TO DESIGN THE CALL FOR ARTIST FLIER

EXECUTIVE SUMMARY

The City of Redondo Beach and its Public Arts Commission ("Commission") launched the City's first ever Utility Box Public Art Program in 2017. The goal of the project is to engage with artists and to install digitally printed wraps of their original artworks to beautify boxes throughout the City and to use public art to contribute to the vitality and attractiveness of the City's streetscapes and bring accessible art to unexpected places.

Since late 2020, only a small number of new artist submissions have been received. At the January 27, 2021 meeting, the Commission discussed the creation of a flyer that would be used to promote the Utility Box Public Art program and a Call for Artists to submit artwork. At the April 28, 2021 meeting, the Commission approved the flyer that is attached to this report.

At the May 26, 2021 Public Art Commission meeting, the Commission discussed utilizing a graphic artist to develop a new call for artist flyer in an effort to increase participation. At the July 28, 2021 Public Art Commission meeting, the Commission voted to recommend to City Council to allocate \$2,000 from the John Parsons Public Art Fund for a graphic artist to redesign the flyer.

In August, Mayor and City Council authorized \$2,000 from the John Parson Public Art Fund for the graphic design Utility Box Program flyer. Staff recommendation is for Commission to discuss potential graphic designers to work with on the project.

ATTACHMENTS

1. Call for artists flyer