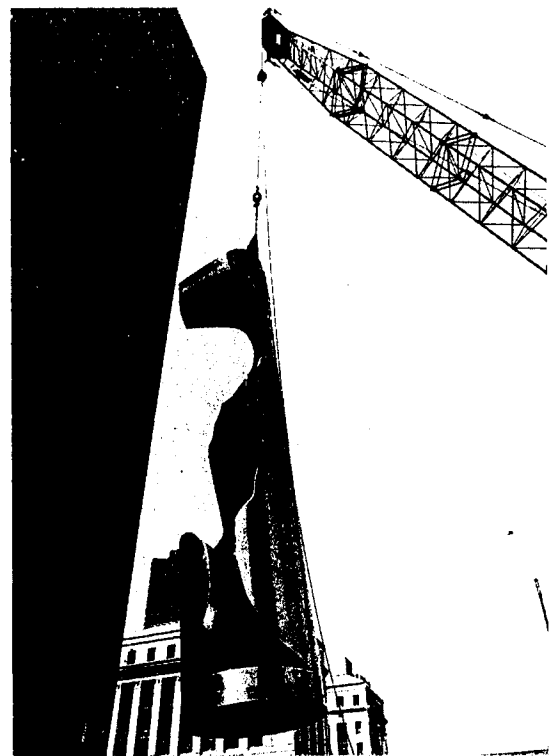
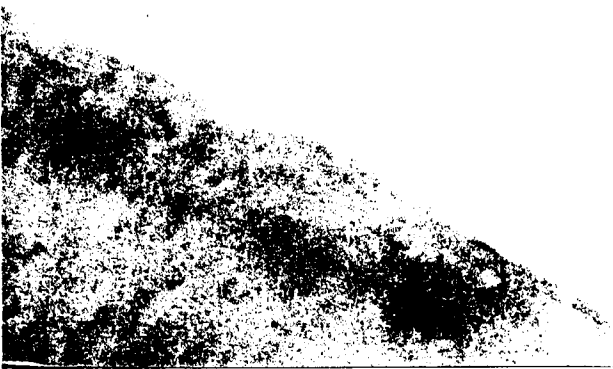


FINE ARTS

GUIDELINES



6

FINE ARTS

G U I D E L I N E S

*Implementing the San Francisco
Planning Code, Section 149,
Requirements for Art Works
in the Downtown Area.*

*Approved by:
San Francisco City
Planning Commission
July 24, 1986*

INTRODUCTION

The San Francisco Board of Supervisors, under Section 149 of the Planning Code, has mandated that sponsors of projects in the Downtown Plan area allocate and spend one percent of construction costs on the creation, commission or purchase of art to be displayed in conjunction with the project.

The quality of life is enriched by art and artistic expression in many varied forms. The worker or visitor to Downtown San Francisco spends many hours in an environment of office buildings and commercial enterprises. Art in this particular environment can offer a counterpoint, attract the eye, stimulate the imagination, arouse the emotions or just cause a momentary interest or amusement. In short, make downtown a more enjoyable place to be.

In the past, many prominent buildings included sculptured relief, ornate custom grillwork, mosaics, murals, carvings, as well as statuary and other forms of artistic embellishment. Buildings were less separable from art and artistic expression.



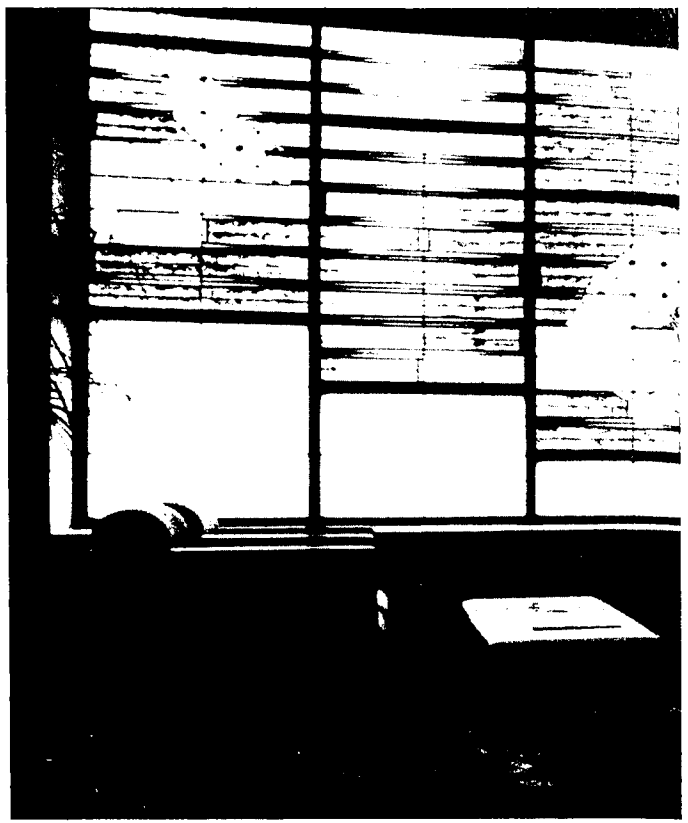


Installation of sculpture
at Embarcadero Center,
San Francisco
Artist: Willi Gutman

The spirit of this new mandate for art is to ensure that variety and form of art for public display are not limited, or pre-determined in content. The Ordinance is not designed to be restrictive; it looks to achieve the goal of a more vital and interesting San Francisco downtown, and safeguards the many subjective choices which can be made in this process.

These Guidelines are intended to clarify the process and respective roles that developers, architects and artists will play, emphasizing the many avenues by which this one percent expenditure can be creatively made. This is particularly important since artwork will be an important factor in evaluating those projects competing for approval under the annual growth limits presently in effect in San Francisco.

CATEGORIES

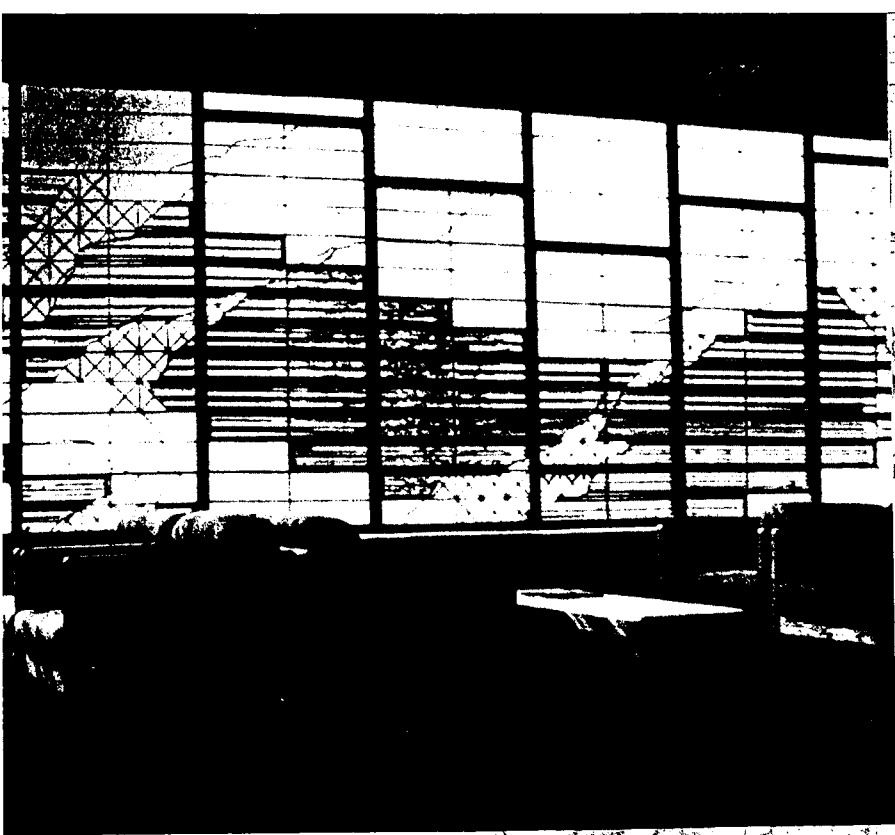


Glass panels in
building lobby,
Carson, California
Artist: Ed Carpenter

Works of Art

Works of art shall mean all forms of original creation of visual art, whether contemporary or historical. If a work of art is contemporary, it may be existing or especially commissioned. The creator of the work of art shall be a practitioner in the visual arts recognized as a professional of serious intent and who is not a member of the project architect firm.

It is the intent of the Ordinance to include a broad definition of art, and to encourage high-quality, imaginative interpretations of the various media. To this end, works of art may include art that is merely decorative, or is both decorative and functional. Over time, new materials and art forms may be developed. Therefore, it is the intent of these Guidelines to include in their definition of "works of art" such innovations in form and media.





*Works of Art may include,
but are not limited to,
the following:*

1. Sculpture (s);
2. Decorative Water Features;
3. Painting (s);
4. Murals, Wall or Ceiling;
5. Photography;
6. Tapestry;
7. Glass;
8. Original Works of Graphic Art, Limited Edition Prints, Works On/Of Paper;
9. Works of Design, which through the passage of time or application of other criteria, become recognized as works of art (such as the Chicago Stock Exchange elevator doors, by Louis B. Sullivan).

Media for works of art may include, but are not limited to: paint, clay, wood, metal, paper, glass, fiber, textiles, plastic, fresco, mosaic, marble, plaster, neon, stone, photography, film, video, electronics, mixed media, or any other material or combination of materials appropriate to the work of art.



Integrated wall sculpture,
Seattle, Washington
Artist: Halvorsen

*Works of Art
do not include:*

1. Decorative, ornamental or functional elements designed for the project by the project architect or consultants retained by the project architect.
2. Objects which are mass produced, or of a standard design.
3. Directional elements such as supergraphics, signage or color coding, except where these elements are an integral part of an original work of art.
4. Reproduction, by mechanical or other means, of original works of art, except in the cases of film, video, photography, printmaking or other media which are recognized as limited editions.
5. Architectural features of the building. However, this exclusion does not apply to a work, or works of art, commissioned or purchased specifically for the project and which otherwise meet the criteria of the Ordinance and the Guidelines, even though that artwork may be integrated into the architectural structure of the building.

Permanently Affixed

The Ordinance requires that works of art be "permanently affixed." The intent is to require the sponsor's commitment that artwork shall remain throughout the life of the project, and be permanently maintained throughout the life of the project. This shall not prohibit the installation of hanging works of art, or free-standing or portable works of art.

