

Public Art Advisory Committee Meeting

January 11, 2022

12:00 p.m.

Council Chambers, 305 SW A Street

Contact skerr@bentonville.com to request participation via Zoom.



AGENDA

Members

- 1 Steven Baker
- 2 Grant Cottrell
- 3 Chad Nicholson
- 4 Kate Schaffer
- 5 Vacant
- 6 Kaitlin Garcia-Maestes
- 7 Tom Hoehn, Chair

Ex Officio

- Gayatri Agnew (City Council)
- Kalene Griffith (Visit Bentonville)

Staff

- Shelli Kerr
- David Wright
- Josh Stacey

1. Call meeting to order *Tom*

2. Approve minutes - December* *Tom*

PROPOSALS

3. Lettering Project RFP * *Tom/Shelli*
- a. This is the Place – Amanda Wilshire
 - b. All Roads Lead to Bentonville – Jordan Anson
 - c. Found – Tim Jorgensen

PROJECT UPDATES

4. The Commons *David*
Sign Language Installation
5. 28th Street Park *David*
The Physics of Being
6. Phillips Park RFP *Josh/David*
7. Buffalo Float Proposal *Shelli*

OTHER BUSINESS

8. Storm Drain artwork maintenance *Shelli*
9. 2022 Work Program *Shelli*
10. Adjournment *Tom*

* Attachment

Public Art Advisory Committee Meeting

December 14, 2021

12:00 p.m.

Zoom Meeting



MINUTES

Attendance

Voting Members		Ex Officio	Staff
✓ Tom Hoehn	Kaitlin Garcia-Maestes	✓ Gayatri Agnew	✓ Shelli Kerr
✓ Grant Cottrell		Kalene Griffith (VB)	✓ David Wright
	✓ Steven Baker		✓ Josh Stacey

Guest: Kate Schaffer, new member beginning 1/1/2022

1. **Call Meeting to Order.** Chairperson Tom Hoehn called the meeting to order at 12:02 pm.

2. **Minutes from November meetings.** Tom asked for approval of the November minutes.

Steven made a motion to approve the November minutes. Grant seconded the motion. All in favor; motion passed, 3-0.

PROPOSALS

3. **Lettering Project RFP.** Shelli provided an overview and update of the four projects selected. All four artist said they would resubmit their re-design by Dec. 16. The committee agreed that the sign language proposal would be best located at the park planned next to City Hall.

Action: Shelli will share the resubmittals when received and selection will be on January.

4. **Multicultural Festival.** Shelli shared concepts discussed by the Multicultural Festival planning committee. She had presented two proposals to them that were submitted with the lettering project RFP: Celebration of Inclusion and Elevate. However, neither were involved in any further discussion. Gayatri asked about funding and management of this project. Shelli reported that they might be able to offer a sponsorship as part of the festival or the committee could choose to use their funding for the project.

Action: Shelli will connect the planning committee with the artist from the library project and the Amazeum.

OTHER BUSINESS

5. **Storm Drain artwork maintenance.** Shelli reported that Mayor Orman was asking about maintenance of the artworks painted on the storm drains. Since that request, Shelli agreed to serve on a Steering Committee for the Up Stream Art Project and one of their primary issues is to discuss maintenance.

Action: Shelli will report back to the PAAC the results of the meeting she has on Thursday.

6. **2022 Work Program.** Shelli explained that they are doing this with some of the other city committees to identify what projects will be a priority for 2022. Tom recommended tabling this item until January when the new members are in attendance and can vote. The committee agreed.

Action: Tabled until January.

7. **Adjournment.** Tom made a motion to adjourn, Grant seconded the motion. All in favor, motion passed, 3-0. Meeting adjourned at 12:41 pm.

THIS IS THE PLACE ~ BENT♥NVILLE

Proposed public artwork for the City of Bentonville Public Art Advisory Committee.



Creating the sign of a heart with your hands - known as “hand heart” - has become the universal pop symbol of love and inclusiveness over the past few decades. Pop icons from Janet Jackson to Tom Cruise have flashed it during photoshoots and public events.

“The heart-hand symbol means something between ‘I love you’ and ‘thank you,’” the country singer Taylor Swift said in an e-mail to The New York Times. “It’s just a sweet, simple message that you can deliver without saying a word.” The upside down hand heart gesture was noted in art in 1989, when Italian artist Maurizio Cattelan created an art image of the gesture as his first artwork, “Family Syntax”.



THIS IS THE PLACE ~ BENT♥NVILLE

Proposed public artwork for the City of Bentonville Public Art Advisory Committee.



BENT♥NVILLE Option #1 featuring 1/8" steel plate painted the same color as the thick, outlining letters.

BENT♥NVILLE is a 11-piece public statement. The main feature is a larger-than-life set of hands creating the iconic "hand heart" symbol representing the "O" in "BENTONVILLE". The joined hands are large enough to function as a funky bench (the thumbs) with a small, sinuously industrial overhang (the fingers). The "hand heart" offers a captivating, feel-good place for public engagement.

The hands will be built of auto, aircraft, motorcycle, bicycle and boat parts representing the various modes of transportation used to visit Bentonville. The overall size of the 3D hands will measure roughly 8' tall x 15' wide x 5' deep. A chamber is created as the giant fingers come together over top with the joining thumbs creating two benches - the perfect spot for a photo or selfie.



Excellent social media opportunities.

The outlines of the big, bold letters **B, E, N, T, N, V, I, L, L, and E** will be constructed of 2 layers of 2" x 3" steel rectangular tubing and will stand 5' tall. Each set of outlined letters will be painted a different vibrant color and will sandwich the selected material inside. Please see pages 4-7 for renderings and pricing for the three options. Pictured above, the Option #1 rendering shows 1/8" steel plate painted the same color as the thick, outlining steel tube as the inside material.

Each component of BENT♥NVILLE is built on a stand-alone base. With this design, the artwork has the option to be a permanent or mobile display. The hands themselves could even be displayed individual of the letters. The low profile of the artwork keeps it easily accessible.

The brightly colored, eclectic puzzle of intertwined parts and pieces will provide a cool, artistic backdrop to encourage photos and selfies from young and old visitors alike. With a dedicated hash tag - #iheartbentonville or similar - this bold and welcoming artwork will quickly gain a solid social media following.



THIS IS THE PLACE ~ BENT♥NVILLE

Proposed public artwork for the City of Bentonville Public Art Advisory Committee.



BENT♥NVILLE Option #2 with shipping container material filled in the letters. The artwork measures 8' tall x 30' wide x ~5' deep.

As with many of my large-scale sculpture projects, I welcome the opportunity to work with the community during part of the creative process. For example, while building “The Incredible Electric Technicolor Mockingbird” at Amazeum, I hosted a work station at the museum’s annual Tinkerfest. At the booth, I taught kids and adults to safely change the color of the steel feathers of the bird using acids. Each of those feathers were later welded to the sculpture. The community actually helped in the creation of the artwork.

I am excited to include in this proposal that Amazeum and I will partner together to provide workshops for the build of BENT♥NVILLE. We have several opportunities to make this a grassroots movement of good. From hosting workshops for younger children to create origami hearts or print t-shirts for the unveiling ceremony participants to workshops teaching older youth and grown kids to work with steel and other metals. The opportunities are endless. The Bentonville community will have a hand in building this heart-felt sculpture.



The cupped hands create the heart chamber.

Bentonville is quickly becoming an inclusively diverse community. The draw of a lucrative, fast-paced yet down-home industry, the gorgeous and challenging outdoor playground and the incredible, mind-expanding art is making Bentonville a place people want to visit and live.

If there is something the world needs more of now, it is love.



THIS IS THE PLACE ~ BENT♥NVILLE

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BENT♥NVILLE Option #1: This features 1/8" steel plate painted the same color as the large outlining letters. This is the simplest way to create the letters while highlighting the giant, welcoming hand heart.



BENT♥NVILLE Option #2: Paying homage to the industry that put Bentonville on the map, Option #2 features silver, metallic shipping container material sandwiched inside the colorful, large, steel tube, outlined letters.



BENT♥NVILLE Option #3: This option conveys that Bentonville is the collective "You". This vibrant, sophisticated city is a reflection of the people who live, work and create the beautiful art, build and maintain the incredible trails and cultivate a welcoming, eclectic place people want to visit or call home.



THIS IS THE PLACE ~ BENT NVILLE

Proposed public artwork for the City of Bentonville Public Art Advisory Committee.

OPTION #1. Letters filled painted 1/8" steel sheet.

Design:	\$2000.00
Artist Design Fee:	\$750.00
Drawings, samples, prints:	\$250.00
Structural Engineer services:	\$1000.00
Administrative:	\$1000.00
Administrative Duties:	\$500.00
Insurance:	\$500.00
Materials, hand heart:	\$12,944.00
Steel, hand frame:	\$8044.00
Misc. skinning components, hand:	\$2500.00
Consumables:	\$200.00
Fasteners:	\$200.00
Painting/coating:	\$2000.00
Lighting:	TBD
Labor, hand heart:	\$9120.00
Installation, hand heart:	\$3756.00
Labor :	\$1216.00 (two laborers, \$38/hr, 16 hrs)
Mounting components:	\$40.00
Concrete Bases:	\$2000.00
Lodging (2 nights)	\$500.00
Materials, B, E, N, T, N, V, I, L, L AND E:	\$11,653.00
Steel, "B, E, N, T, N, V, I, L, L, E and E" frames:	\$4437.00
Steel, "B, E, N, T, N, V, I, L, L, E and E" bases:	\$1921.00
Steel curving:	\$500.00
Steel Ball	\$55.00
Steel sheet:	\$800.00
Consumables:	\$140.00
Paint:	\$3800.00
Lighting:	TBD
Labor, H. M, and E:	\$4560.00
Installation, H. M, and E:	\$6036.00
Labor :	\$1216.00 (two laborers, \$38/hr, 16 hrs)
Mounting components:	\$320.00
Concrete Bases:	\$4000.00
Lodging (2 nights)	\$500.00
Freight/Delivery:	\$5400.00
Forklift to load on trailer	\$1200.00
Freight Denver to Bentonville	\$3000.00
Crane to off-load/install	\$1200.00
Total Budget:	\$56,469.00



THIS IS THE PLACE ~ BENT NVILLE

Proposed public artwork for the City of Bentonville Public Art Advisory Committee.

OPTION #2. Letters filled with shipping container material

Design:	\$2000.00
Artist Design Fee:	\$750.00
Drawings, samples, prints:	\$250.00
Structural Engineer services:	\$1000.00
Administrative:	\$1000.00
Administrative Duties:	\$500.00
Insurance:	\$500.00
Materials, hand heart:	\$12,944.00
Steel, hand frame:	\$8044.00
Misc. skinning components, hand:	\$2500.00
Consumables:	\$200.00
Fasteners:	\$200.00
Painting/coating:	\$2000.00
Lighting:	TBD
Labor, hand heart:	\$9120.00
Installation, hand heart:	\$3756.00
Labor :	\$1216.00 (two laborers, \$38/hr, 16 hrs)
Mounting components:	\$40.00
Concrete Bases:	\$2000.00
Lodging (2 nights)	\$500.00
Materials, B, E, N, T, N, V, I, L, L AND E:	\$11,778.00
Steel, "B, E, N, T, N, V, I, L, L, E and E" frames:	\$4437.00
Steel, "B, E, N, T, N, V, I, L, L, E and E" bases:	\$1921.00
Steel curving:	\$500.00
Steel Ball	\$55.00
Shipping container siding:	\$925.00
Consumables:	\$140.00
Painting:	\$3800.00
Lighting:	TBD
Labor, B, E, N, T, N, V, I, L, L AND E:	\$4560.00
Installation, B, E, N, T, N, V, I, L, L AND E:	\$6036.00
Labor :	\$1216.00 (two laborers, \$38/hr, 16 hrs)
Mounting components:	\$320.00
Concrete Bases:	\$4000.00
Lodging (2 nights)	\$500.00
Freight/Delivery:	\$5400.00
Forklift to load on trailer	\$1200.00
Freight Denver to Bentonville	\$3000.00
Crane to off-load/install	\$1200.00
Total Budget:	\$56,594.00



THIS IS THE PLACE ~ BENT NVILLE

Proposed public artwork for the City of Bentonville Public Art Advisory Committee.

OPTION #3. Letters filled with mirrored acrylic backed by 1/8" steel plate

Design:	\$2000.00
Artist Design Fee:	\$750.00
Drawings, samples, prints:	\$250.00
Structural Engineer services:	\$1000.00
Administrative:	\$1000.00
Administrative Duties:	\$500.00
Insurance:	\$500.00
Materials, hand heart:	\$12,944.00
Steel, hand frame:	\$8044.00
Misc. skinning components, hand:	\$2500.00
Consumables:	\$200.00
Fasteners:	\$200.00
Painting/coating:	\$2000.00
Lighting:	TBD
Labor, hand heart:	\$9120.00
Installation, hand heart:	\$3756.00
Labor :	\$1216.00 (two laborers, \$38/hr, 16 hrs)
Mounting components:	\$40.00
Concrete Bases:	\$2000.00
Lodging (2 nights)	\$500.00
Materials, B, E, N, T, N, V, I, L, L AND E:	\$13,320.00
Steel, "B, E, N, T, N, V, I, L, L, E and E" frames:	\$4437.00
Steel, "B, E, N, T, N, V, I, L, L, E and E" bases:	\$1921.00
Steel curving:	\$500.00
Steel Ball	\$55.00
Mirrored Acrylic, Steel backing:	\$2467.00
Consumables:	\$140.00
Painting:	\$3800.00
Lighting:	TBD
Labor, B, E, N, T, N, V, I, L, L AND E:	\$4560.00
Installation, B, E, N, T, N, V, I, L, L AND E:	\$6036.00
Labor :	\$1216.00 (two laborers, \$38/hr, 16 hrs)
Mounting components:	\$320.00
Concrete Bases:	\$4000.00
Lodging (2 nights)	\$500.00
Freight/Delivery:	\$5400.00
Forklift to load on trailer	\$1200.00
Freight Denver to Bentonville	\$3000.00
Crane to off-load/install	\$1200.00
Total Budget:	\$58,136.00



THIS IS THE PLACE ~ BENT♥NVILLE

Proposed public artwork for the City of Bentonville Public Art Advisory Committee.



BENT♥NVILLE Option #3 featuring acrylic mirror clad 1/8" steel filling the letters.

At a Glance...

Title of artwork: THIS IS THE PLACE: BENT♥NVILLE

Medium: Steel, mixed and recycled metals

Dimensions: 30' wide x 8' tall x ~5' deep

Description of the artwork: Please see attached.

Image of the proposed artwork: Please see attached.

Need for a foundation: Yes. Concrete.

Need for access to electricity or water: No.

Life expectancy: 75+ years

Special maintenance needs: Recoating of artwork with a UV protectant every 5 years.

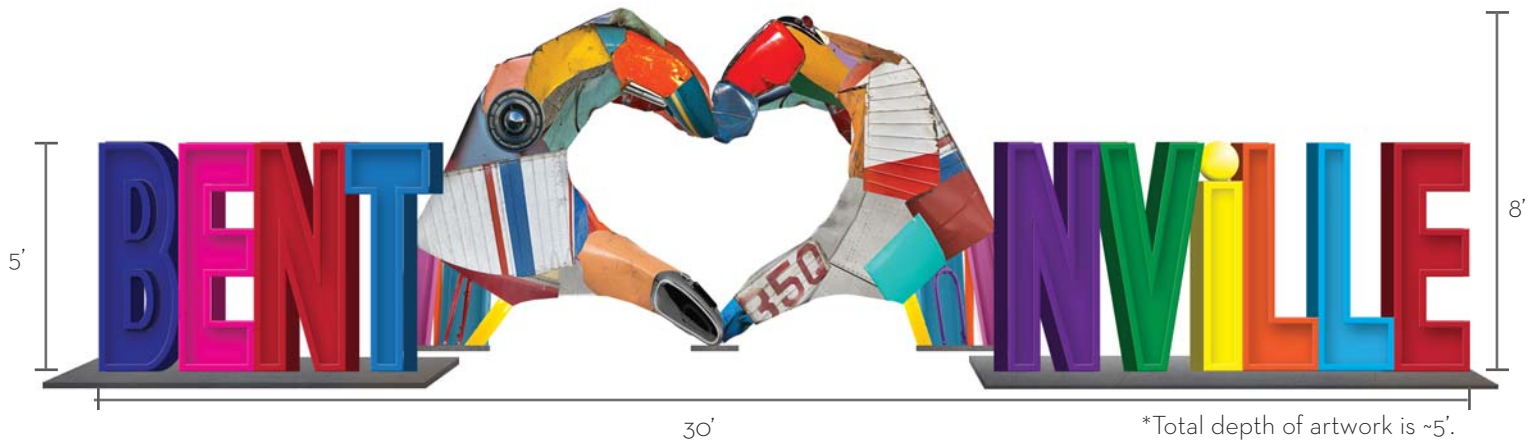
Time needed for fabrication: 6-9 months.

Accessibility: To ensure persons with disabilities can access the hand heart and letters, I will work with the Bentonville Parks & Recreation team to design a large, simple path - perhaps including an inverted heart, or several heart-shaped elements - from the sidewalk to the front of the heart filling up the space so that the letters are accessible as well. Path materials that are best suited for the climate of Northwest Arkansas to be determined with the expertise of the Bentonville team. This task also has the opportunity to become a community-driven workshop.



THIS IS THE PLACE ~ BENT♥NVILLE

Proposed public artwork for the City of Bentonville Public Art Advisory Committee.



BENT♥NVILLE is an 11-piece public statement. The main feature is a larger-than-life set of hands creating the iconic “hand heart” symbol. The joined hands are large enough to function as a funky bench (the thumbs) with a small, sinuously industrial overhang (the fingers). The “hand heart” offer a captivating, feel-good place for public engagement.

The hands will be built of auto, aircraft, motorcycle, bicycle and boat parts representing the various modes of transportation used to visit Bentonville. The overall size of the 3D hands will measure roughly 8' tall x 15' wide x 5' deep. A chamber is created as the giant fingers come together over top with the joining thumbs creating two benches - the perfect spot for a photo or selfie.

The outlines of the big, bold letters **B, E, N, T, N, V, I, L, L**, and **E** will be constructed of 2 layers of 2" x 3" steel rectangular tubing and will stand 5' tall. Each set of outlined letters will be painted a different vibrant color and will sandwich the selected material inside. Please see pages 4-7 for renderings and pricing for the three options. Pictured above, the Option #1 rendering shows 1/8" steel plate painted the same color as the thick, outlining steel tube as the inside material.

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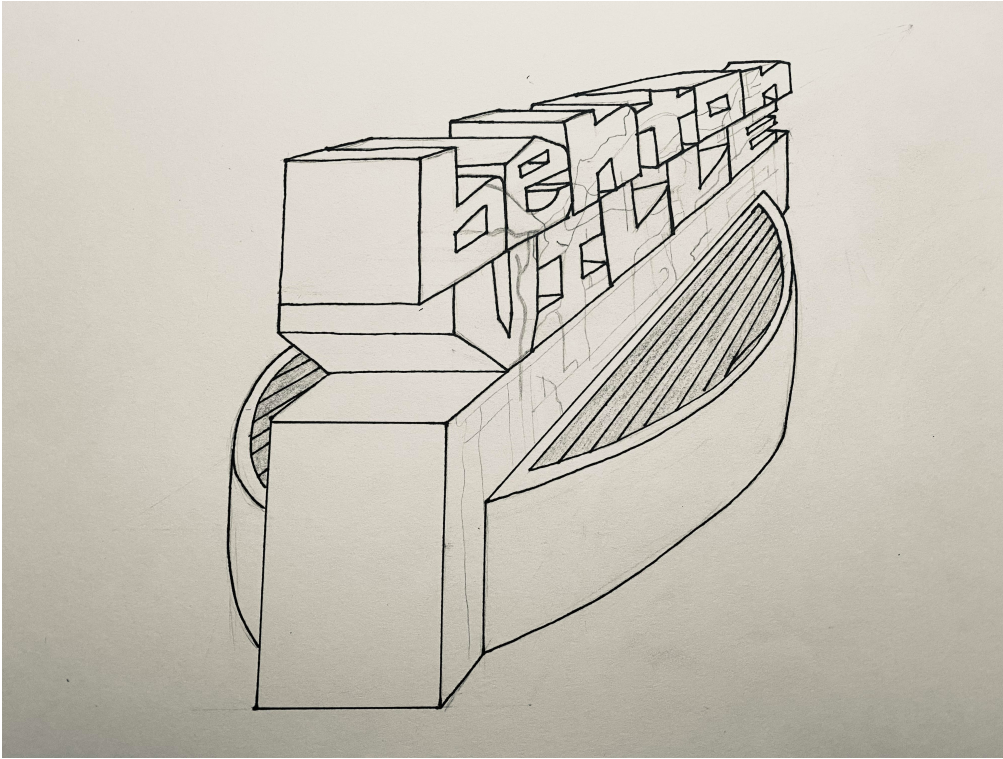
The brightly colored, eclectic puzzle of intertwined parts and pieces will provide a cool, artistic backdrop to encourage photos and selfies from young and old visitors alike. With a dedicated hash tag - #iheartbentonville or similar - this bold and welcoming artwork will quickly gain a solid social media following.



*New Design

All Roads Lead to Bentonville

Jordan Anson



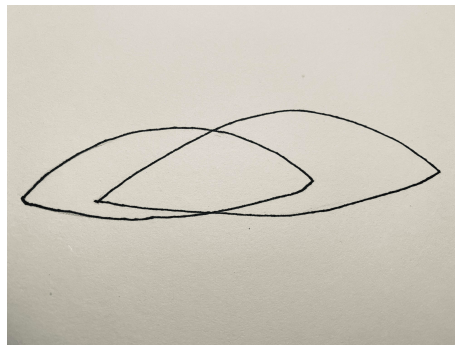
The new design for All Roads Lead to Bentonville will include a semicircle bench along both sides of the text piece. The seating base will be made out of steel and the bench top will consist of wood slats to bring a subtle break for the eye against the metal structure. The piece will extend 9' long, 6' high and 5.5' in width (from bench end to bench end).

Since the road map itself will be made of steel, to avoid the piece looking too "busy" from afar, major street names of Bentonville will be lasered out of plexiglass in a similar color (grey or black) so when up close they can be clearly read. These plexi street names will be screwed into the steel road underneath. When it comes to local attractions here in Bentonville, it would be fun to create recognizable "logos" out of the plexiglass and adhere them the same way. These logos could be created in bolder, brighter colors (possibly using the previously proposed color scheme) to generate peaks of interest.

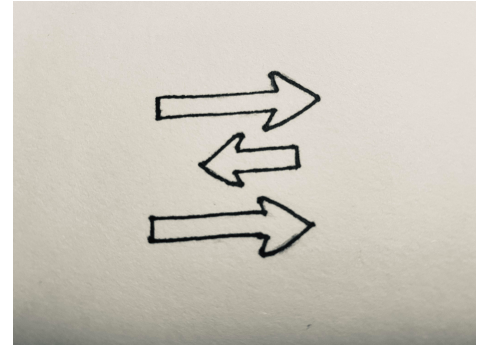
Example of plexiglass to use for street names



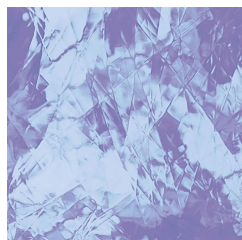
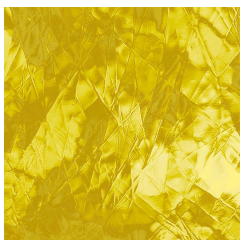
Crystal Bridges logo



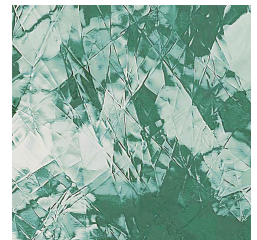
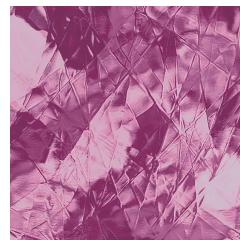
The Momentary logo

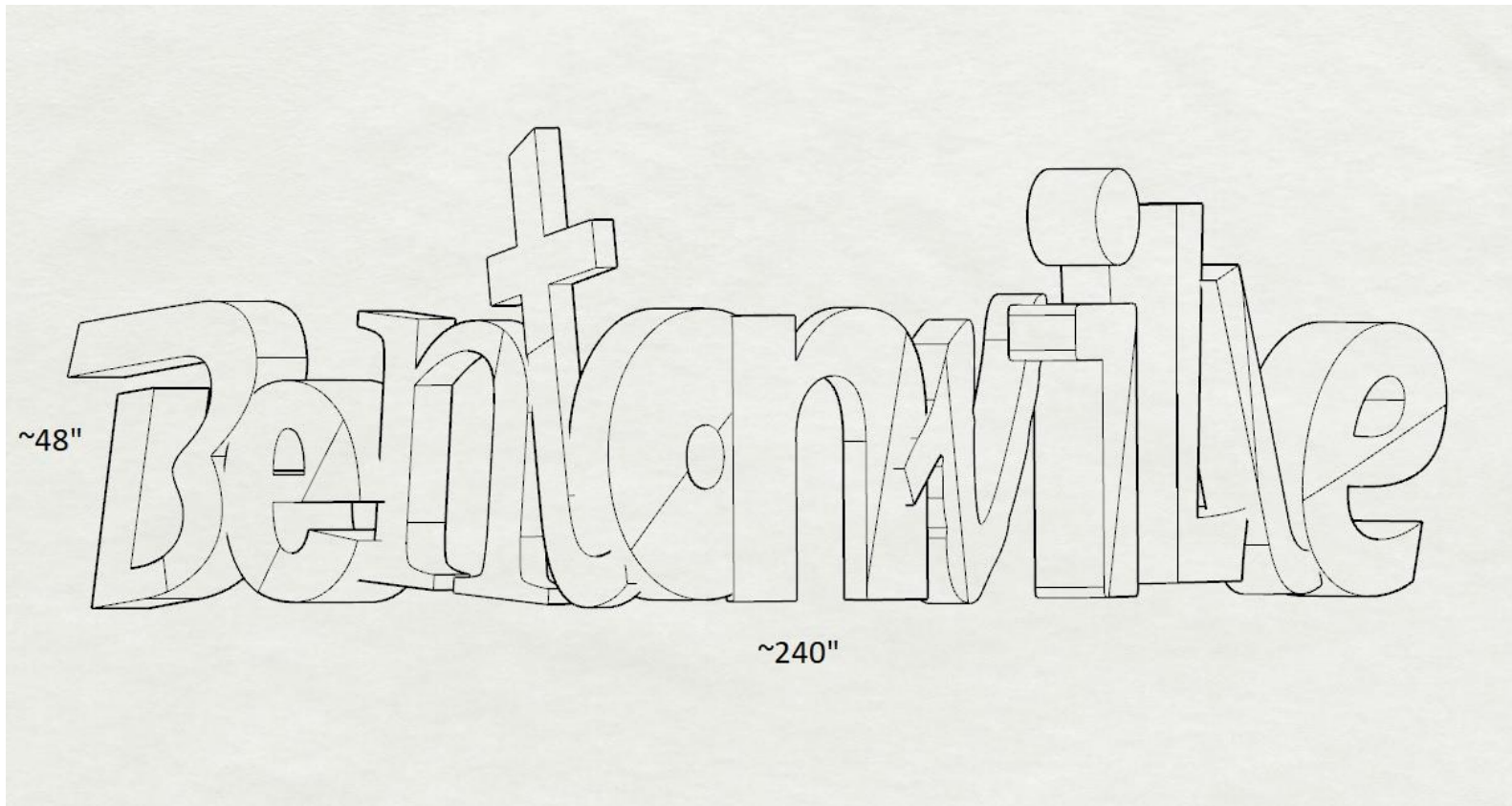


New Budget: to cover the cost of additional materials, labor, laser cutting and powder coating, the previous budget will increase a total of \$5,412, bringing the final total budget to \$34,057.



Proposed Color Scheme





Found

A sculpture Proposal by Tim Jorgensen

Concept Statement

The intention of this piece is to create and empower a sense of ownership in the community of Bentonville. Often time we ask ourselves and even others around us, “What makes our community so special?” Many of us jump to the conclusion of materialistic objects and locations but we often overlook the fact that without the people a community is simply just bunch of empty buildings. People are the driving force that make up a community, the neighbors you are surrounded by or the friends that live across town. My work, titled *Found*, stands as a beacon of pride, reflecting the faces of people as they pass by and glance over. Capturing a moment of their time to reflect on who they are and where they come from.



Bentonville

Physical Statement



Found is conceptualized in a few different orientations, either in a stacked or linear format. Fabricated out of stainless steel to create a composition that utilizes the name “Bentonville”. I plan to adorn the letters with a second layer of mirror polished stainless that partially covers certain areas to create a more dynamic surface. A secondary idea that I could investigate is cutting shapes and forms out of the surface to capture meaning motifs that Bentonville harbors. With this route I would fill in the spaces with perforated steel to eliminate any issues or safety concerns on the insides, such as debris or pests. The dimensions of this piece vary heavily depending on the format. In regards to the stacked format, the piece would stand approximately 110” tall and have a foot print of 60”x 60”. The linear format would stand roughly 48”-60” tall with a footprint of 240” x 36” depending on whether the piece is arranged straight or curved.



Adjusted Budget

Cost of materials	\$13,000.00 (contingent with marker prices)
Cost of production	\$16,000.00
Delivery and installation cost	\$3000.00
Artist's Fee	\$3000.00
Total budget	\$35,000.00

Banktonville

Banktonville

Bentonville



NE "A" St. and 21c Museum

Arkansas Rivers 2015

Cassie Conley

ELK

3 – 4 Too Far Gone

1= Like New

2= Needs little maintenace
(but can stay as is)

3= Needs maintenace

4= Too far gone



Public Parking at SE 2nd St. and SE "A" St.

Fantasy Fish 2015

Kate Dickinson

ELK

2 – Needs a little help

1's – 0

2's – 4

3's – 0

4's – 1

RIP's - 3



Public Parking lot on NW 2nd St.

Keep It Clean 2015

Laura Neill

ELK

2 – Needs a little help



Tiger Blvd. and NW "A" St.

Surfing Frog 2014

Katy Kane

ELK

2 – Needs a little help



Tiger Blvd. and NW "A" St.

New Growth 2013

Napoleon Dezaldivar

ELK

2 – Needs a little help

RIP – These have already been removed.



2021-22 FOCUS – Theme: *This place – Welcoming. Belonging.*

Goals and Strategies	Status
GOAL 1 Build a public art collection of the highest quality to enhance Bentonville's growing art and cultural offerings • Acquire at least two works annually • Identify long-term needs or focus areas via a collection assessment • Establish a care and maintenance program and fund • Launch annual major work RFP (e.g. global search) • Create an Annual Work Program based on the Public Art Master Plan • Contribute to City Square programming.	2021 • Partner with Dept of Parks and Rec to commission a work for the new Cricket Pitch at 8th Street Gateway Park • “Letters” Project – Develop concept • Water Storage Tanks – Develop concept
GOAL 2 Improve awareness, accessibility, community engagement and celebrate public art in Bentonville. • Work with Visit Bentonville on printed and digital guides to public art and museums • Conduct annual RFP workshop with local artists • Work with the Public Library to publish a parents’ guide to public art in Bentonville • Conduct a needs assessment around arts role in the community • Establish a monthly art / artist spotlight series • Activate #BentonvillePublicArt using city social channels, signage, and communications and encourage others to use • Develop a marketing strategy for promoting new art installations.	2021 • Hashtag, signage in progress • Marketing Strategy in progress
GOAL 3 Forge public and private partnerships to support expansion • Partner with arts organizations to enable installations for more public art • Partner with Parks and Recreation to commission a work for the new Gateway Park and Cricket Fields • Adopt a gift policy.	2021
GOAL 4 Integrate art into all public and private developments • Survey developers on their needs • Encourage developers to include publicly accessible art • Launch an annual award for a developer-led art installation in the community. • Annually update Developer Art Kit. • Seek additional funding options to leverage the city budget for public art.	2021 • Updated Developer Art Kit