



San Diego
International Airport
Art Program

arrive depart be inspired
art.san.org

The San Diego County Regional Airport Authority (Authority) **Airport Art Program** is seeking a consultant with administrative experience in the field of art and culture, proven knowledge of policy analysis and cultural competencies and experience with community engagement. Consultant will assist the Authority with examining its existing Airport Art Program (Program) guidelines and policies and make recommendations to reform existing policies, provide direction for creative and strategic programming and identify areas for future initiatives. Comparison of programs with analogous regional, national and international merit will be expected.

Background

San Diego International Airport serves the entire region of San Diego. On any given day, about 48,000 passengers utilize our airport. It is the busiest single runway airport in the country. In 2006, the Authority formalized its Art Program by establishing guidelines and policies that were adopted by the Board. Since then, an Art Program Master Plan was established and is currently being implemented. The Program consists of three components: Temporary and Rotating Exhibits, Performing Arts and Public Art.

Art in Context

The purpose of the Program is to contribute to a world-class airport by presenting artwork that leads the world in vision, innovation and design; brings texture and depth to the airport environment; and involves artists, especially those of the region, in the planning and design of the airport.

The Program pursues a dual focus that presents art and culture demonstrative of the regional San Diego Community and also investigates international potentials in the presentation of cultural programs. Our expansive definition of arts programming presented in the Airport environment provides for the exploration of interdisciplinary approaches for artistic collaboration and audience engagement. The Program aspires to position the airport as a creative industry leader who engages not only the traveling public, but also the greater San Diego region.

Because the Program is integrated into the day-to-day administration of the airport, it creates new and innovative opportunities for the presentation of art and culture. The Program has become a catalyst for collaborations that directly impact the public through community outreach, airport operations and facilities enhancements. Through a collective process, the Program merges aesthetics with social interaction and cultural development that go beyond the footprint of the airport. The Program promotes cultural tourism while also stimulating efforts that contribute to existing cultural resources and the region's economic livelihood.

Task Description

In consultation with the Authority, the Consultant will be tasked with identifying characteristics unique to the Airport and the San Diego region in order to research and compare visual and performing arts programming, curatorial practices and models of cultural organizing in relation to public space.

Consultant will analyze and investigate different aspects and practices related to how administrators, artists, curators and other cultural producers engage the complexities of public space, while also identifying a broad but practical spectrum of administrative applications targeted for regional, national and international artists and audiences.

Consultant will be expected to research a cross-section of public agencies and cultural institutions and consider artists' residencies and international project development along with social and political developments within the field of art and culture.

Budget: \$15,000

The budget for this Project is \$15,000, which must cover all costs and expenses associated with meeting coordination, travel, research and development, as well as final document submission and production.

Consultant Deliverables:

1. Review all Program guidelines and policies and compare to relevant Authority policies.
2. Participate in no fewer than two meetings at the Authority offices at times to be determined and agreed upon by both parties.
3. Develop matrix for benchmarking up to 10 markets for art and culture, including airports, other corporations and cultural agencies.
4. Produce a narrative summary addressing the cumulative report data as it relates to the presentation of art and culture within the context of public space, the traveling public, the region and the international community.
5. Provide benchmarking results in the form of a detailed report.
6. Detailed report should include comparison of benchmarking data with recommendations for reformed Program policies that are consistent with best practices in the field of art and culture and aligned with the Authority's business practices and policies.
Recommendations for the following should be included but not limited to:
 - Quantifiable evaluation criteria for each Program component
 - Revised exhibition guidelines
 - Performing arts strategies
 - Measurable standards for acquisition and deaccession procedures for public art
 - New Program opportunities
 - Strategies to enhance the Program

Qualifications and Submission Requirements:

1. At least five years of professional practice in the field of art and culture
2. Degree from a recognized institution related to or concerning arts administration, the history of art, visual culture, cultural studies, fine art or related fields
3. Statement of interest (limit one page)
4. Portfolio of at least three similar projects reflecting previous work and accomplishments
 - Project overview
 - Product of project outcome
5. Three references: Names, addresses, telephone numbers and email addresses only

6. **Note:** a strong emphasis will be placed on the ability to compose papers, organize, document and perform independent research as well as the ability to convey information in a manner that is easily understood by diverse audiences.

Deadline for Submissions:

Wednesday, July 21, 2010, 5:00 p.m. Pacific Standard Time

Email, US Post Mail or Deliver to:

cywhite@san.org

San Diego County Regional Airport Authority

Art Program

PO Box 82776

San Diego CA 92138-2776



SAN DIEGO COUNTY
REGIONAL AIRPORT AUTHORITY