

TIME & PLACE:
EXHIBITIONS OF PUBLIC ART AND HISTORY
2024 PROJECT PLAN

Approved February 20, 2024

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I. Introduction

The Public Art Implementation Plan outlined a vision and goals for the public art program and established three Creative Directions: Time and Place, Neighborhood Identity, and Urban and Natural Systems. The Plan suggests that a key component of the Time and Place creative direction should be periodic, curated exhibitions of temporary public art projects in a variety of media that examine aspects of the city's history, and that the focus of each exhibition would be determined by a curator through conversation with the Office of the Arts, the Office of the Historic Alexandria (OHA), and relevant boards and commissions. Artists would be given the opportunity to draw on and draw inspiration from the historic, archival, and archaeological resources that the City has available.

Exhibitions of public art and history are a unique aspect of Alexandria's Public Art Program, distinguishing it from its peers in the region, and establishing national leadership in the field while also allowing artists to play a central role in Alexandria's ongoing dialogue with history.

In 2017, the Office of the Arts commissioned the *Time & Place* pilot projects. Three artists – Sheldon Scott and the team of Lauren Adams and Stewart Watson – were selected to explore and create work at Gadsby's Tavern Museum. Both projects won the Americans for the Arts' Public Art Network Year in Review Award for the best projects completed in 2017.

In December 2023, the Office of the Arts issued an RFP for a consultant to develop and implement the 2024 Time and Place project in recognition of the City's 275th anniversary related to the theme for the anniversary, "One Alexandria, Many Stories." The selected consultant, Via Partnership, has been working with the Office of the Arts and OHA to develop an overall strategy for the 2024 project. And with the approval of the *Time & Place* Task Force, they facilitated the development of this Project Plan for the *Time & Place* 2024 Project for the approval of the Commission for the Arts.

II. Curatorial Focus

At 275, Alexandria is a lively city with a deep and storied history and a diverse and dynamic population. In recognition of the city's 275th anniversary and its theme of "One Alexandria, Many Stories," *Time & Place* 2024 will focus on capturing this moment in time by collecting, sharing, and documenting Alexandrians' stories.

The project will support and extend the efforts of the [Alexandria Oral History Center](#) and draw inspiration from the core principles of the field of oral history, which aims to document people's lived experiences through personal stories and memories to ensure the inclusion of diverse voices and experiences in the historical record and create a fuller understanding of the present and past for future generations.

Specifically, *Time & Place* 2024 will ask an artist to develop a line of inquiry exploring Alexandrians' relationship to the city, what it means to be an Alexandrian, and why they choose to (or how they have come to) call this place home. The project will capture the voices and experiences of diverse Alexandrians – whether they have recently arrived to the city or been here for generations – and document Alexandrians' thoughts and ideas around community, connection, belonging, and what makes Alexandria home.

III. Time and Place 2024 Goals

Time & Place 2024 will invite an artist to create a visually compelling, multi-site temporary public art installation that documents and preserves the current moment in Alexandria's history. The project will be grounded in community engagement, growing out the core principles of collecting oral histories and the goals of the Alexandria Oral History Center. It will ultimately contribute to the Center's purpose to "create a more nuanced and critical record of Alexandria's past and present by documenting and preserving a diverse range of voices and experiences" and contribute to the City of Alexandria's efforts to capture Alexandrians' stories in conjunction with the City's 275th anniversary.

The goals of *Time & Place 2024* are to:

- Reflect or dovetail with the theme for Alexandria's 275th anniversary, "One Alexandria, Many Stories" by focusing on individuals' stories and capturing a diverse range of voices and experiences.
- Engage an artist or artist team in developing thought-provoking new work that is grounded in community engagement and documents Alexandrians and their stories, both to share with viewers today and to preserve for future generations.
- Support the Alexandria Oral History Center's goal of fostering tolerance, understanding, and a sense of community among residents in Alexandria.
- Foster exploration and generate dialogue about Alexandria's multiple and many-layered stories.
- Result in visually compelling and impactful artworks that attract viewers and pique their interest.
- Be legible and accessible to a broad audience throughout the City of Alexandria.
- Continue to distinguish the Alexandria Public Art Program from its peers in the region and establish national leadership in the field.

IV. Venues and Exhibition Locations

Reflecting the theme for the City's 275th anniversary "One Alexandria, Many Stories" the artist will create a temporary public art installation that can be presented at multiple sites throughout the City and be accessible to a wide range of Alexandrians in their daily lives. The following venues or platforms are available for displaying the work:

- Advertising spaces in [DASH](#) transit: bus shelter posters, inside bus placards
- Projection: the Office of the Arts can provide use of a projector
- City Buildings: City Hall, Recreation Centers, Schools, Torpedo Factory, etc.
- City Parks
- Office of Historic Alexandria's [Lyceum](#)
- Online/Web Content
- Digital content for screens in Recreation Centers, City's government access television channel AlexTV, etc.
- Other sites identified by the artist and approved the Office of the Arts

It is expected that copies of the artwork or documentation of the artwork, depending on the nature of the project, will become part of the collection of the Office of Historic Alexandria. The Office of the Arts

may be able to provide additional support to document the artist's work, if the work itself does not take the form of materials that can be added to the collection.

V. 2024 Project Process

The Office of the Arts has engaged the consulting firm Via Partnership to facilitate artist selection and manage the overall project. To meet the timeline of the project and install work in conjunction with the 275th anniversary, Via will work with City staff and the *Time & Place* Task Force to facilitate a limited invitational selection process.

Time & Place Task Force

The *Time & Place* Task Force helps shape the Project Plan for the exhibition and recommends selection of an artist and approval of concept.

The two Commission for the Arts representatives on the *Time & Place* Task Force, appointed by the Commission are:

- Gayle Converse
- Jason Longfellow

The additional members recommended for the Task Force include:

- Katherine Glennon, Community Stakeholder
- Turner Houston, Community Stakeholder
- Linda Powell, Community Stakeholder
- Melanie Gonzalez, Project Stakeholder, Office of Historic Alexandria
- Michele Longo, Project Stakeholder, Office of Historic Alexandria

Artist Selection Process

A limited invitational process will be used to select artists for *Time & Place* 2024.

Based upon the approved Project Plan, the Office of the Arts, working with its project consultants, will draft an Artist Brief that will be sent to a short-list of artists developed by the project consultants. Interested artists will submit a letter of interest and qualifications.

The Task Force will review the letters of interest and qualifications and recommend an artist for the project. The Task Force may choose to interview artists as part of the selection process. The selected artist will be approved by the Commission for the Arts.

The artist will come to Alexandria for a kickoff meeting and tours before developing an initial work plan outlining their intended line of inquiry and their research and engagement strategy. The work plan will be reviewed and approved by Office of the Arts staff and consultants and provided as an update to the Task Force and Commission for the Arts. The research and engagement will inform the development of the Concept Proposal. The Concept Proposal will include a rendering, narrative description, fabrication methods, siting strategy, budget and timeline. The Concept Proposal will be reviewed for feedback by the

Task Force. The Concept Proposal will be approved by the Commission for the Arts prior to execution of the final artwork.

VI. Timeline

February 2024	Task Force reviews and approves Project Plan.
February 2024	Project Plan to Commission for the Arts for approval.
Feb-March 2024	Artist brief sent to prospective artists
March 11, 2024	Submittals due.
March 2024	Task Force reviews submittals and selects Artist.
April 2024	Commission for the Arts approves artist.
April 2024	Artist kick off meeting and tour.
May 2024	Artist submits initial work plan.
May-August 2024	Research, community engagement, story collection and proposal development.
By July 2024	Artist submits Proposal. Proposal approved by Task Force, Commission for the Arts.
September 2024	Installation/Project Launch

VII. Budget

<i>2024 Exhibition – From Public Art Fund</i>	
Exhibition costs (artist fees, fabrication, installation, de-installation)	\$20,000

VIII. Community Engagement, Marketing and Communications

Community Engagement should be geared toward reaching a broad audience in Alexandria and engaging participants and visitors in meaningful dialogue. Marketing and Communications should be aligned with the overall activities and marketing related to Alexandria’s 275th anniversary.

Stakeholders

Community engagement, marketing and communications should build upon the existing stakeholder base for art and history in Alexandria, as well as representatives from the communities the artist engages with. This will be a natural audience for participation, engagement and for spreading the word about the project. As the artist develops their line of inquiry and further defines the project, additional stakeholders will emerge.

Community Engagement

The artist will work with the project consultants and staff to develop a strategy to engage with community members and document their stories. Project consultants and staff can provide some contacts within the community and events at which engagement could take place or connections can be made, including the Alexandria Community Cookouts through the summer. Working with the project consultants and the artists, the Office of the Arts and OHA will also explore other areas of programming to engage broad audiences in a dialogue about the exhibition.

Marketing and Communications

The Office of the Arts staff, working closely with OHA and Visit Alexandria, will develop a marketing and communications strategy that will align with other activities throughout the city celebrating Alexandria's 275th anniversary and will include:

- Web-based information about the exhibition.
- Social media announcements about specific events.
- Print materials about the exhibition to be distributed throughout the community and at OHA sites and other local tourist information areas.
- Media releases to local and national publications and blogs.
- Print and/or online advertising in local and regional publications.