



PROGRAM ART FOR THE CITY

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Program "Art for the City"

Methodology for the support of contemporary art and process of acquisition of artworks in the territory of Prague,
from IA No. 43438 – Funds for the realization of artworks in the public space

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COVER:
John Heyduk,
The House of the Son and The House of the Mother
2016, Praha/Alšovo nábřeží,
FOTO: GHMP

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[01] Stanislav Kolíbal; sculptural design of the supporting wall; 1968,
Prague/Vyšehrad
*An example of an artistic/sculptural element related to the building of the
Nuselský Bridge.*

INTRODUCTION

Art has always played an important role in the public space. For centuries, artwork in public areas were supported by enlightened private donors, church and secular institutions, and city councils. From the period of the National Revival until the first world war, also the public was involved, via collections, foundations or associations for building of monuments and memorials. In the interwar era, art was present in the public space especially on the façades of public houses, on the avenues and in the parks.

The socialist state linked the system of support of art in public space to its ideology, via the law on obligatory subsidy of art (or, as it was called, the four-percent act). According to this act, certain amount of a budget or any building project was obligatorily allocated to art decorations. During the normalization period, numerous sculptures, mosaics or reliefs were installed in towns and villages, even though the ideological context was often problematic. Unfortunately, after 1989, the financial support system didn't follow up on any of the previous models, and the law was cancelled¹.

After 2001, part of the fund of public sculptures in Prague was transferred to the property managed by city districts, together with most installed memorial plates and all public fountains. Most historical memorials and other sculptures with the status of cultural heritage are managed by the Prague City Gallery, together with a diverse set of modern and contemporary public sculptures that the City of Prague did not transfer to other managing institutions. So far the realization of public artworks has lacked concept; mostly it resulted from the decisions of the local government (through "gifts", direct purchases or commissions without a competition). Also the broad expert discussion was missing, which led to arbitrary realizations without any proper connection to the city concept.

Following the long period with no legislative, political or expert concepts of managing the public space, the city of Prague decided to join most European and global capitals that spend a certain part of the investments for new building development on artworks in the public space. In Prague, this amount is based on annual capital expenses of the Prague city budget for funding artworks and interventions in public areas². The implementation of this practice requires well-thought concept of commissioning, selection and management of new artworks that should enhance the public space with contemporary, top-quality, enriching art interventions. The support of art in the public areas is in accordance with the city's conceptual approach to the development of the cultural life and quality of public areas in Prague, and also complies with valid strategic and conceptual documents of the city.

In 2017, the Prague Institute of Planning and Development prepared a strategic document defining basic starting points, objectives, rules and mechanisms of managing the relevant funds. ³The document "Strategy of the program 2% for Art" was, however, eventually rejected by the Prague City Council.

For 2017, the allocated funds were based on the Reserve for the realization of artworks in the public space, created in the chapter 06 of the Prague city budget. The amount was Czk 135 126 ths. The Reserve is managed by the Department of Culture and Tourism at the Prague City Hall (KUC MHMP)⁴. In 2019, first steps for the program realization were made, in the 2-year trial period.

The document Program "Art for the City" – Methodology for the support of contemporary art and process of acquisition of artworks in the territory of Prague, from IA No. 43438 – Funds for the realization of artworks in the public space is a revised version of the original document Strategy of the program 2% for art. This version takes into account the new experience with procedures and missing steps, and implements new facts and competences as part of the pilot program.

1. VLACHYNSKÁ Petra, *Princip podpory formou procenta na umění. In: Umělecká díla na veřejných prostranstvích hl. m. Prahy. Plug-in→Manuál tvorby veřejných prostranství. Praha: IPR Prague, 2018, pp. 98-99*

2. Act No. 131/2000 – Act on the City of Prague, § 14b "Public areas include all squares, streets, markets, sidewalks, public greenery, parks and other areas generally accessible without limits, i.e. designed for public use, regardless the ownership of the area."

3. Based on the statement of the Prague City Council No. 2750 from 8.11.2016

4. See the Statement of the Prague City Hall No. 21/1 from 24. 11. 2016, regarding the Prague city budget for 2017, financial relationships of the City of Prague and the city districts in 2017, allocation of the subsidies for the state administration from the 2017 national budget to Prague city districts, and Prague budget prognosis till 2022.



[02] Kryštof Kintera, Memento mori, 2011
An example of a contemporary art installation in the public area.

2/SUMMARY OF THE CURRENT CONDITIONS – STARTING POINTS

2.1 References to conceptual city documents

The Prague Strategic Plan⁵ sets numerous objectives and measures aimed at the improved quality of life in the public space through art. It also sets provisions that reflect the insufficient conditions for the realization of cultural and artistic interventions in the public space, and also the fact that Prague lacks to develop its brand based on the innovative cultural activities and their potential to enter a dialogue with the cultural heritage. Foreign cities offer various examples to prove the potential of interventions in the public space in these matters. The Strategic plan demonstrates that to realize these measures, coordinated use or modification of numerous existing tools is needed, and new tools also must be created. The program “Art for the City” and especially the allocation of 2% of the public investments for art present the potential of funds able to create brand new tools of support, whether financial or non-financial. Specifically, the Program will fulfill the goals of three strategic objectives out of twelve.

The specific steps are outlined in the R1 realization program of the Prague Strategic Plan⁶ from 2018. One of them is the platform Prague Culture Map⁷ – the database of artworks in the public areas in Prague, an important resource for further conceptual decisions related to artworks in the public space, as part of the program “Art for the City”.

The program “Art for the City” is closely linked to the extension (plug-in) of the Prague Public Space Design Manual⁸. This document is used as the main resource for the conceptual approach to the realization of top-quality artistic interventions (especially permanent physical objects) that improve the quality of the urban space. It defines basic principles and rules to achieve the optimum process of installing these artworks in public areas in the city. The strategy of the program “Art for the City” focuses on the same topics as the plug-in. However, the focus of the latter is broader, and doesn't only involve interventions funded by the program “Art for the City”, but also other installations, and relations between objects of art and public areas in general.

Other resources include notes from the meetings of the Prague City Council's Committee for the art in the public space, where the process that leads to the acquisition of artworks is discussed regularly. The committee has assumed that the city lacks conceptual approach, which is primarily reflected by the absence of the municipal curator of art in the public space, or the coordinator of the projects.



⁵ Prague Strategic Plan, updated in 2016. Praha: IPR Praha, 2016; available online: <http://strategie.iprpraha.cz/>

⁶ Realization program [R1] 2018 of the Prague Strategic Plan, updated in 2016. Praha: IPR Praha, 2017.

⁷ Available online: <http://kreativnipraha.eu/cs/prague-culture-map>

⁸ Umělecká díla na veřejných prostranstvích hl. m. Prahy. Plug-in → Manuál tvorby veřejných prostranství. Praha: IPR Praha, 2018.



[03] Kryštof Kintera, Bike to the Heaven, 2013

2.2 Current practice in installation, management and maintenance of physical artworks in the public space in Prague

Currently, the main initiators of artwork installations in Prague are city districts that are also often keen on receiving the artworks as gifts. There is no mechanism that could be used to assess the artistic quality of an artwork in progress, or received as a gift. Also there are no tools to assess the suitability of installation of artworks in specific locations. Typically, these decisions are done ad hoc. They may comply to the legislation but lack deeper thought on the suitability of the location or project itself.

The only thing that's currently needed for the installation of an artwork or a commemorative work is the building permit. In case the location is within a heritage zone or urban reserve, it's also necessary to obtain the consent of the National Heritage Institute and the Heritage Department at the Prague City Hall. In the last three years, artworks installed due to the initiatives of city districts have obligatorily passed through public competitions, but the tenders are often called by local government officials with no experience in the field. Therefore, the results of the competitions often reflect unsuitable requirements regarding the topics and form, pay no respect to the surroundings and relations of the artwork and the environment. Other risks include unsuitable conditions of the commissioners, insufficient competence of the committees, or negligence of the results or recommendations of expert institutions.

Still, it's necessary to point out the increasing number of tenders or competitions for artworks in the public areas. However, the local government lacks the support of the city of Prague, and there's no competent assessment of the location in the public space, adjustments of the surroundings, and quality of the artwork. The highest and most expert level on which this assessment is done is the building authority. Another problem of city districts and private initiatives is the future ownership of the artwork, which directly affects the care for the artwork after installation.



[04] Miloslav Chlupáč, sculptural elements at the entrance, 1972



[05] Věra Machoninová, "ventilation shafts" – DBK, 1980

2.3 Main problems addressed by the program

Problems addressed by the Program are described in detail in the plug-in of the Manual⁹. These days, few good and innovative artworks and site-specific interventions are created in Prague; instead, the public space is littered by low-quality works installed regardless the context (especially in the central part of Prague). The art in the public space is often understood in a narrow, conservative sense, and conventional ideas prevail in the official discussion.

THE FOLLOWING CAUSES OF PROBLEMS MAY BE IDENTIFIED:

- The cancellation of the 4% funding and support of new artworks as part of governmental building commissions after 1990, which wasn't replaced by a new suitable tool.
- Until recently, the lack of understanding of the value of the cultural capital as an important element in the development and competitiveness of Prague.
- Non-existing concept for temporary or permanent art in the public space on government and city level, and lack of system support.
- Insufficient funding of creation, realization and management of current artworks in the public space from the Prague budget.
- Lack of coordination between the city of Prague and its institutions, government institutions, city districts and private initiatives in creating new artworks.
- Lack of active education of the public and lack of promotion of the contemporary art and its development.

⁹ Umělecká díla na veřejných prostranstvích hl. m. Prahy. Plug-in→Manuál tvorby veřejných prostranství. Praha: IPR Praha, 2018, s. 18–19.



[06] Jiří Novák, Distances; a moving structure on the square of the Novodvorská housing estate; 1963, Prague/Novodvorská

3/BASIC PRINCIPLES OF THE PROGRAM

3.1 Objectives and measures of the program "Art for the city"

OBJECTIVE 1:

The artworks in the public space of Prague are of good quality, contemporary, and in a well-thought relation with the environment.

The public space in Prague offers confrontation between historic heritage and contemporary artworks and visual art. New art interventions are created all across the city, not only downtown or in broad center; they activate and socialize neglected areas. The importance and perception of the value of contemporary art in the public space is strengthened, especially by building expert and public dialogue between artists, architects, designers, art theoreticians, historians and general public. The dialogue reflects the changes in the society and culture, which are also reflected in the art.

MEASURES:

- To create conditions for expert discussion and better awareness of art in the public space, and the accessibility of the public space for cultural events and activities in the broader sense.
- To create conceptual background for art in the public space of Prague covering the whole city area as the main basis for decision making as part of the program "Art for the City", including the identification of suitable locations for temporary and permanent interventions.
- Ensure sufficient and permanent promotion of new competitions for artists.

SUGGESTED MEASURABLE INDICATORS OF GOALS ACHIEVEMENT:

- Number and quality of new artworks and temporary interventions
- Positive benefits for the surrounding neighborhood
- Distribution of the projects in the area,
- Reputation of artists, both Czech and foreign, participating in the competitions
- Reflection of the works in the media (including but not limited to expert media) in the Czech Republic and abroad.

OBJECTIVE 2:

Prague actively initiates and realizes art in the public space and builds sustainable financial resources.

The city of Prague has sufficient financial and human capacity to create and manage new artworks and also to manage the current ones. The city of Prague also has sufficient capacities for the coordination and consulting services for various realizers and investors. The processes that lead to the creation of artworks are concept-based and transparent. There is enough quality and quantity-based data on the art in the public space for good decision making concerning new projects; the data is analyzed, evaluated and easily accessible to experts, general public and also public administration.

MEASURES:

- To ensure stable funding from the city budget for the program "Art for the City" as an independent allocation, and its convertibility to the future years.
- To map and analyze the current conditions of art in the public space in Prague, and to ensure the regular updates of this information and its accessibility for various purposes.
- To ensure transparent processes leading to the creation of artworks, including the supervision of the implementation of rules concerning the realization of artworks, based on the Principles of Quality Assurance, according to the Manual of development of public areas in Prague and its plug-ins.
- To ensure the cooperation of the Committee for the art in the public space of the Prague City Council, the executive and expert guarantor of the program, with the city investors.
- To ensure sufficient expert capacities in the Prague City Gallery for the preparation of expert background materials, consultations and coordination services for the program guarantor – Department of Culture and Tourism at the Prague City Hall, Committee for the art in the public space of the Prague City Council, city investors and the public.
- To ensure sufficient awareness and education of city investors, Prague City Hall staff involved in the realization of the program "Art for the City", interested departments of the city districts, and political representation, in the area of artistic and architectural competitions.



[07] Sculptors David Moješčík and Michal Šmeral and architects Jiří Gulbis and Miroslava Tůmová, Operation Anthropoid Memorial; 2009, Prague/ Bulovka
An example of the memorial that resulted from the art and architectural competition called by the City District Prague 4

SUGGESTED MEASURABLE INDICATORS OF GOALS ACHIEVEMENT:

- Constant (in order of magnitude) amount of allocated funds from the city budget,
- Functional capacities of institutional background – positive feedback from the staff,
- Number and quality of new artworks and interventions,
- Number and quality of realized restorations of existing artworks,
- Positive feedback from the participants of competitions and the investors,
- Positive coverage in the media, regarding the transparency of the processes.

OBJECTIVE 3:

THE GENERAL PUBLIC IN PRAGUE, AS WELL AS VISITORS, ACTIVELY RESPOND TO NEW ART IN THE PUBLIC SPACE

The art in the public space attracts visitors who don't usually visit the exhibitions and galleries of the contemporary art. Art projects increase the public interest in the quality of public areas in the immediate surroundings. There is better understanding of the contemporary Czech and international art scene; the negative approaches of the public towards new art forms are less pronounced. The image of the historic city full of heritage sites is enhanced by contemporary art pieces that follow up on the past and continue building the memory and prestige of the capital as the cultural site.

MEASURES:

- To ensure the promotion of the program "Art for the City" and its outcomes among the general public, residents and visitors, such as by making a web map / app with artworks in the public space.
- To monitor and evaluate the changes in the approach of residents towards art in the public space in Prague.
- To initiate interventions in the public space (including temporary ones), with a potential for good tourist industry, and for the innovation of Prague brand.
- To ensure the possibility to collect the suggestions for artworks from the public (organized and non-organized), with their evaluation and potential realization.
- In suitable cases, to involve the local residents in initiation stages of specific projects suggested by the committee, especially in the selection of a motif, theme or location of an artwork.

SUGGESTED MEASURABLE INDICATORS OF GOALS ACHIEVEMENT:

- Public response in the social networks and the media,
- Change of the map of most frequently photographed locations in the city,
- Positive response to new artworks from the local public,
- Growing interest of the public in the offered educational and animation activities – programs of expert institutions

3.2 Areas supported by the program

"Art for the city"

ACQUISITION OF A PERMANENT ARTWORK VIA SPECIFIC INVESTMENT OF THE CITY

The investments from the Prague budget will be primarily used for the acquisition of permanent artwork within the program, especially in connection with new public buildings and adjacent public areas, comprehensive reconstruction / restoration of public buildings and adjacent public areas, building of new public areas, or comprehensive reconstruction / restoration of public areas. It's not appropriate to acquire a permanent artwork as part of a partial network – reconstruction, or during a repair of technical infrastructure, unless it forms a part of the comprehensive reconstruction / restoration of the whole public area.

ACQUISITION OF A PERMANENT ARTWORK FOR A SPECIFIC LOCATION BASED ON SUGGESTIONS

This includes competitions and projects with no connection to specific investments, based on the suggestions of city districts, general public, and city organizations. It enables the co-funding of projects initiated by city districts, if the city district complies with specific rules of the program. The civil initiatives and the general public cooperate in the initiation of the projects with city districts.

EDUCATION AND AWARENESS OF GENERAL PUBLIC

An integral part of the program "Art for the City" is providing information on activities for the public, establishment of educational programs for various target groups in order to educate and prepare the general public for contemporary art in the public space, training of public relations staff etc. That's why we suggest increasing the Prague City Gallery budget as this institution should provide for this agenda. The concept-based approach to education and awareness includes, for example, these activities:

- Establishment of an information channel for the program – web, social networks,
- Establishment of the communication strategy for the program "Art for the City",
- Medialization, information for experts and general public,
- Education in the field of art in the public space, training of the staff of city districts,
- Organization of educational events, guided walks, exhibitions and workshops.

3.3 Beneficiaries of the program "Art for the city"

GENERAL PUBLIC IN SPECIFIC LOCATIONS

The realization of an artwork or intervention in a specific location increases the activity of the location for the residents, strengthens their identification with the place, encourages informal and formal public discussion, gets people involved in public activities, enables them to meet the art, and all what's "unusual" in the everyday routine and practical use of the surrounding public space.

PUBLIC AND TOURISTS IN THE CITY CENTER

The realization of artworks or interventions in the city center, especially in the heritage preserve, enables the locals to enter the public space, provokes interactions with the cultural heritage (i.e. interaction of the past, present and future), and public and/or expert debate on these topics. The visitors can see a different face of Prague to the purely historical one.

PUBLIC AND TOURISTS OUTSIDE THE CITY CENTER

The realization of artwork or interventions outside the city center is in accordance with the Prague Strategic Plan – to improve and balance the quality of life in and outside the center. Purposeful effort to install distinct and innovative artworks made by renowned Czech and foreign artists outside the historical preserve supports the identification of the locals with their environment, and also the distribution of cultural targets and therefore also activities of visitors. It creates new areas and network of attractive and popular tourist points outside the crowded center.

ARTISTS

The program will bring new commissions to artists, together with new opportunities to realize their ideas following transparent rules while assuring that quality always comes first; the financial capacity for design and realization will always be sufficient. The current isolation of artists will end, and free creative ideas may enter the public space. In the long run, this process will lead to higher quality and better reputation of the art scene in the country.

ARCHITECTS

For the architects, the program will bring more transparent rules of cooperation with artists in city commissions. The program will also enable the co-funding of mutually beneficial cooperation, independent on investments in these commissions. Both professions will benefit from the possibilities of mutual cooperation and influence.

CRAFTSMEN AND OTHER SERVICES (STUCCOWORKERS, FOUNDRIES, TRANSPORT COMPANIES ETC.)

The realization of artworks in the public space also increases the demand for small flexible service providers, suppliers and manufacturers. The use of unusual materials, untypical architectural elements or non-standard solutions and structures is a big challenge for the creativity of small businesses, artists and craftsmen. It helps revive traditional and non-traditional crafts and technologies and keep them alive.

PRIVATE NON-PROFIT AND PUBLIC WELFARE INITIATIVES

The program will provide active members of the public with new possibilities of funding their ideas, and clear rules for the selection of ideas, design, selection and realization of the artworks. The public activities may then reflect in other aspect of public life.

CITY DISTRICTS

For the city districts, the program will offer new possibilities of funding the making and management of new artworks, and clear rules for their making, realization, location and ownership. Also it will provide the opportunity for active contact with the public.

CITY INSTITUTIONS AND CITY INVESTORS

For the city institutions and investors, the program will bring sufficient funding for the processes related to the making and selection of the design, the realization of the works and their management, and also clear rules for the realization and location of new and existing works managed by the institutions.

4/IMPLEMENTATION OF THE PROGRAM

4.1 Institutional background

The institutional background of the program “Art for the City” is made to enable factual, expert competence together with maximum effectiveness and flexibility in achieving its goals and objectives, and management with minimal costs incurred to public administration. The coordination of the program is provided by the internal sources of the Prague City Hall and via institutions established by the city.

The institutional background consists of four parts: funding, executive and expert part, concepts and ideas, and physical realization of the artwork.

The funding of the program is provided by the Department of Culture and Tourism at the Prague City Hall, using the reserves of capital expenses, section 0662, for the realization of artworks in the public space.

The recommendation for funding is made by the Committee for artworks in the public space of the Prague City Council, the advisory body of the Council. The Committee assesses the applications for acquisition or installation of a piece of art. It recommends the Prague City Council to start the process that leads to the acquisition, and also the amount necessary for the realization. The Committee also supervises that the assessed projects are made in accordance with the principles of acquisition and installation of an artwork according to the plug-in Works of Art in Public Spaces. The secretary of the Committee is a guarantor of the Committee activities in terms of organization and administration, and also provides for the connection with the Department of Culture and Tourism at the Prague City Hall.

The executive and expert guaranty of the program “Art for the City”, together with the overall institutional support, is provided by the Prague City Gallery, providing methodological and expert

conduct of the program for all applicants and city investors. The Prague City Gallery manages and edits the web page and other information platforms related to the program and its promotion. It keeps records of artworks in the public space and the related public web portal. The Gallery also cooperates with other guarantors and partners of the program “Art for the City” on conceptual background materials, builds the methodological center for the artworks in the public space, prepares annual projects of temporary artistic installations in the public space, organizes educational programs for the broad public of all age categories, calls for tenders and public competitions for artists, publishes printed promotional materials of the program “Art for the City”, manages and edits the web page of the program and the records (Map of the public sculptures), is involved in research, organizes conferences and methodological training courses, and publishes the results of the surveys and expert activities in the printed and electronic form.

The expert partner of the program is the Prague Institute of Planning and Development, which cooperates on the assessment of the applications for the realization or installation of artworks in the public space, suggests suitable locations for artworks, provides coordination with new investment plans of the city and the implementation of the program from the conceptual studies onwards. It also provides expert support to the Prague City Gallery in the development of conceptual documents.

The responsibility for the realization can be assumed by the Prague City Gallery or the city investor involved in the investment in the public space, upon recommendation of the Committee and the authorization of the process of the Prague City Council. All the artworks in the public space acquired this way will be managed by the city investor, city district, or the Prague City Gallery, based on the approved project documentation.

4.2 Committee for art in the public space at the Prague city council

The Committee has odd number of members, and consists of the independent and dependent part. The latter features the city representatives – e.g. a representative responsible for heritage care, exhibitions, tourist industry and international relations of the Prague City Hall, a representative of the Prague Institute of Planning and Development, Prague City Gallery and Heritage Department at the Prague City Hall. Independent members are nominated by respectable public and expert organizations focusing on art and architecture. Every organization nominates one expert who doesn't have to be a representative of the organization. The role of the experts is to protect the quality of the final works and the transparency of processes, not the interests of their organizations. The number of independent members will always prevail over the number of dependent members. The secretary of the committee is appointed by the Prague City Hall.

For the nomination of experts, the following professions are preferred: artist, curator, art theoretician, architect, town planning expert, historian, heritage care expert, sociologist, journalist, teacher etc. (mixed expertise preferred).

In addition to evaluating the applications, the Committee approves to the written evaluation of the program "Art for the City", and initiates the updates of the program "Art for the City" prepared by the executive guarantor based on the evaluation. The Committee also ensures the expert quality, overall image and credibility of the program, promotes the program and the created artworks, and cooperates with the media. Apart from permanent members, the meetings of the Committee are also attended by city investors of Prague City Hall experts, representatives of city districts, and other experts.

The Committee for art in the public space cooperates with other council committees that focus on the public space or public areas. The Committee assesses all requests related to temporary installation of visual art or performances, whether material or immaterial, in the public areas of Prague during cultural events, festivals, and markets, and presents expert reasons for their statements.

4.3 Funding of the program "Art for the city"

So far, the funding has only been designed for the realization of new permanent artworks. Based on the experiences with the program, it's necessary to consider a different way of using the program funds. It's vital to split the allocated sum to regular costs and investments so the whole process of acquisition of the artwork can be funded by the program (including the preparation of the concept, competition, project documentation, etc.), together with the documentation of the realization in order to inform the public, realization of necessary educational activities, and covering of the maintenance costs.

4.4 Monitoring, evaluation and updates

The program will be evaluated once a year. The evaluation will be done by the Committee for art in the public space, based on the materials prepared by the Department of Culture and Tourism, Prague City Hall, together with expert institutions. The procedure of monitoring, evaluation and updates is yet to be specified.

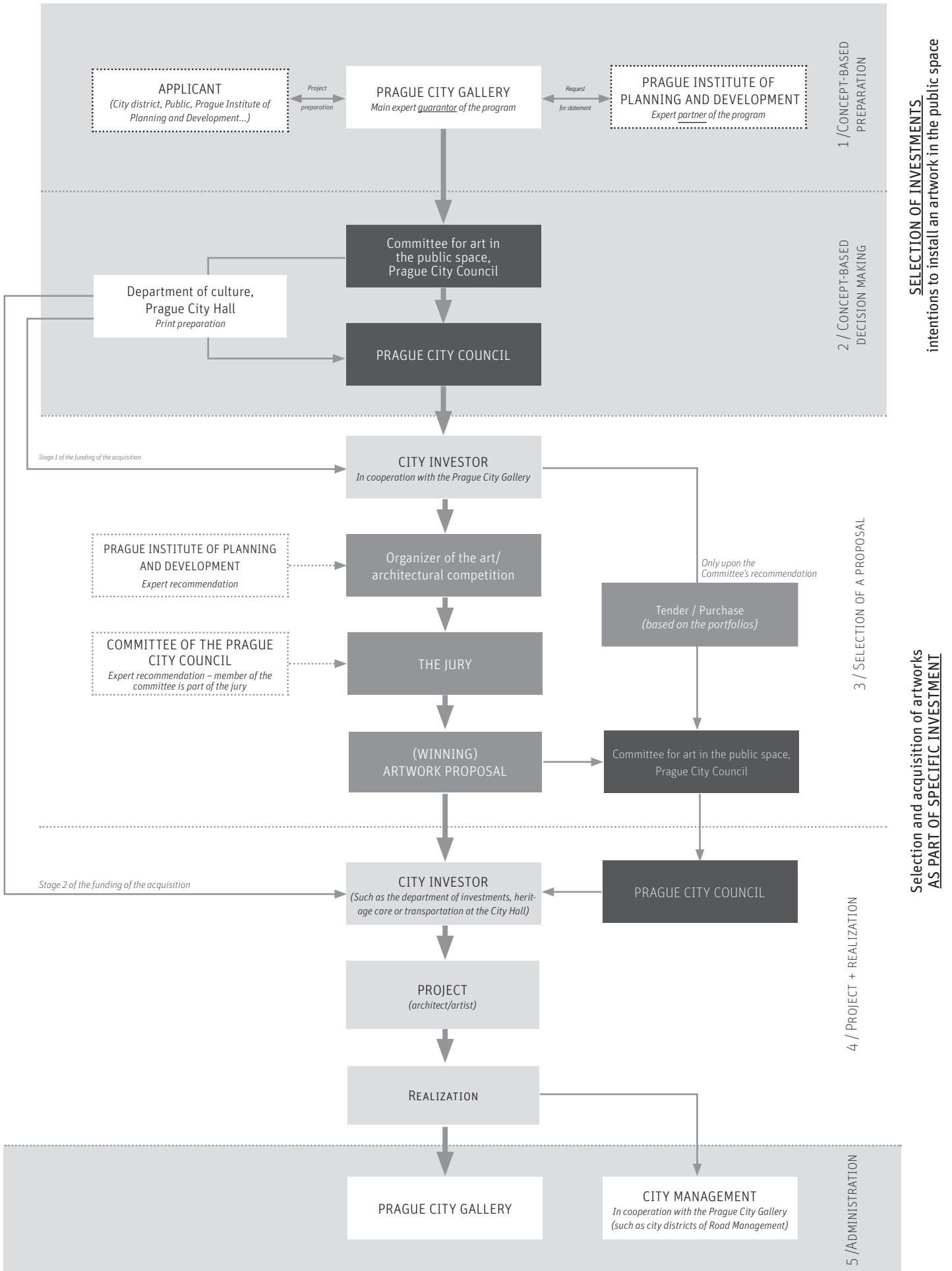
4.5 Organizational structure of the program "Art for the city"

PROCESS STAGE (OBR/01)	NAME of the organization / subject	ROLE of the organization / subject	SCOPE OF WORK
2, 3, 4	Department of Culture and Tourism, Prague City Hall	<ul style="list-style-type: none"> - Funding of the program - "Art for the City" 	<ul style="list-style-type: none"> - Management of the Reserve for the realization of artworks in the public space - Keeps records of intentions / ideas - Communication and coordination of city hall departments and city investors
2, 4	Prague City Council	<ul style="list-style-type: none"> - Executive body of the city, elected by the Assembly 	<ul style="list-style-type: none"> - Approves the selection recommended by the Committee, and the process of the acquisition of the artwork and its funding as suggested - Allocates tasks to city investors and organizations, based on the recommendation of the Committee
2, 3, 4	Committee for the art in the public space	<ul style="list-style-type: none"> - Advisory board for the Prague City Council, proving for conceptual and expert approach to the issue 	<ul style="list-style-type: none"> - Based on the background materials provided by the secretary, selects specific investment events and proposals for installation of artworks; these proposals are submitted to the Prague City Council for approval - Recommends the process of artwork acquisition as part of a specific investment, and submits the recommendation to the Prague City Council for approval - Recommends the independent part of the jury to the partial investors - Initiates the realization of artworks based on the Concept of art in the public space, recommends the suggestions of public and city districts for realization, and submits them to the Prague City Council for approval - Consults the conceptual preparation of project competitions - Ensures the concept-based approach of the city in the area of arts in the public space (beyond the framework of the program "Art for the City") - Informs the Cultural Committee - Recommendation of the committee (approved by the Prague City Council) is binding for the departments of the City Hall, and for the organizations funded by the city budget (land owned by the City of Prague); the statements are always given a written reason.
	Prague City Assembly	<ul style="list-style-type: none"> - Directly elected executive body 	<ul style="list-style-type: none"> - Approves the budget chapter for managing art in the public space for the ongoing year
3	Committee for culture**	<ul style="list-style-type: none"> - Advisory board for the Prague City Assembly, established by the Assembly 	<ul style="list-style-type: none"> - Can suggest ideas for new artworks / memorials in Prague - Cooperates with the Committee for art in the public space and with the Prague City Gallery in the development of the Concept for art in the public space - Informs the Prague City Gallery and the Committee for art in the public space on its intentions and goals related to the art in the public space
1, 3, 5	Prague City Gallery	<ul style="list-style-type: none"> - Executive and main expert guarantor of the program - Manager of the public sculpture owned by Prague - Curator of the artworks in the public space 	<ul style="list-style-type: none"> - Guarantees the activities to achieve the goals of the program "Art for the City" - Provides the medialization of the program, informs the public, develops the communication strategy, provides education - Evaluations, annual reports of the program "Art for the City" - Methodological support for the city investor in preparing the competitions and tenders - Develops the procedural methodology - Cooperates in the development of the Concept of art in the public space - Manages existing and new artworks - Develops and maintains the catalogue of artworks in the public space - Provides curatorship, consulting services and expert materials for the public, communication strategy and education - Cooperates in the preparation of the project competitions and their background materials - Can call a competition - Can be the investor of an artwork and then its manager
1, 3	Prague Institute of Planning and Development	<ul style="list-style-type: none"> - Major conceptual institution of the city of Prague in the fields of architecture, town planning, development, building and management of the city 	<ul style="list-style-type: none"> - Cooperates in the development of the Concept of art in the public space - Incorporates the catalogue of artworks in public areas to the territorial analytic background materials (in cooperation with the Prague City Gallery) and manages the data layer "artworks in the public space" - Brings up and evaluates ideas in terms of the overall public space concept - Cooperates with the investor and other stakeholders in preparation of subjects of project competitions and background materials - Recommends to the Committee and city investors which investments should be resolved via project competitions - Can organize project competitions, e.g. in important city areas
3, 4	City Investor (e.g. Department of Technical Facilities, Strategic Investment Department, etc.)	<ul style="list-style-type: none"> - Investor of specific events including the installations of artworks (department of the city hall, or a city organization funded by the city) 	<ul style="list-style-type: none"> - Publishes statements for project suggestions submitted by other subjects (associations, artists, citizens etc.) in the city district territory - Provides coordination and overall process of artwork acquisition, related to a specific city investment - Coordinates project designers, architects, artists, suppliers etc. - Calls for project competitions, approves to the conditions / jury - Informs the Committee for art in the public space and the Prague Institute of Planning and Development on prepared events in terms of preparation and conceptual approach to installation of artworks in the public space - Implements the requests for the integration of artwork into the proposal for the investment in the public space - Manages newly acquired artworks in the territory of a city district
3	Organizer of the competition	<ul style="list-style-type: none"> - External organization that organizes and administrates the competition based on the Czech Chamber of Architects 	<ul style="list-style-type: none"> - The organizer is commissioned by the city investors to ensure the right course and procedure of the project commission
3	Juries of the competitions	<ul style="list-style-type: none"> - Assesses projects submitted for the competition - Line-up (9 members)***: - internal - 4 city representatives; - independent - 5 experts, including 1 architect and 1 art expert 	<ul style="list-style-type: none"> - The jury is set up by the organization that called the competition, according to the purpose of the competition and based on the methodology of the Czech Chamber of Architects and the program

** Committee for culture, exhibitions, tourism and international relations of the Prague City Assembly

*** See the lineup of the jury of specific project competitions

4.6 Process of acquisition of an artwork for the public space/Outline of the responsibilities



SELECTION OF INVESTMENTS
intentions to install an artwork in the public space

Selection and acquisition of artworks AS PART OF SPECIFIC INVESTMENT

Key:
 → Main process
 → Guarantee / commission / call
 Support / realization / feedback

5/ RULES FOR ACQUIRING PERMANENT ARTWORKS WITHIN THE PROGRAM

RULES AND PRINCIPLES IN THIS CHAPTER MUST BE OBSERVED IN THE PROGRAM "ART FOR THE CITY".

5.1 Quality assurance principles

QUALITY AND DIVERSITY OF NEW ARTWORKS¹⁰

- Quality prevails over quantity – the purpose of the program is not to cover the public areas in Prague in countless artworks of inferior quality (that being said, the most expensive work isn't always the best).
- Artworks installed in the public space take into account the architectural, social and ideal context of the location – they improve its quality and strengthen its identity.
- The essential quality assessment is based on the conscious relation of the artwork, space and audience:
 - Quality of the work in terms of idea, local context and communication with the audience,
 - Quality of the work in terms of spatial, functional and operational relations of the location
 - Art form and professional quality of the intervention,
 - Quality of the work in terms of historic importance and heritage context of the area, considering the presence of other artworks in and around the location.
- In line with the aforementioned program "Art for the City", as to permanent artworks, preferred are interventions that are part of the overall revitalization of the area.
- Preferred are artworks representing the values of the current society, "talking" in the current language.
- The program prefers the variety of contemporary artistic approaches – abstract and ephemeral (such as audiovisual) installations, intervention on the verge of architecture and art, intervention as integral part of the architecture of the space, etc. – it's not necessary to limit the expression to the "figure on the pedestal".

QUALITY AND TRANSPARENT PROCESS OF ARTWORK ACQUISITION¹¹

- The program ensures expert guaranty and funding of all stages of the process of artwork acquisition (concept-based preparation, selection of author and work, project, realization and definition of artwork management and maintenance).
- The preferred (transparent) way of selection of author and artwork is a competition.
- The program ensures the continuous quality of the artistic interventions to the city via the quality and informed process of the selection of the author, and the artwork acquisition. It's the only way to motivate local and international artists to participate in the program, i.e. take part in competitions.
- The quality of the selection is guaranteed by the following expert institutions:
 - Prague City Council's Committee for art in the public space, ensuring the continuous, concept- and quality-based approach of the city to the issue,
 - Expert independent part of the jury of the specific artistic and/or architectural competition, ensuring the independent assessment of the specific intention in relation to the specific location; the internal part of the jury must include at least one representative of the Committee.
- As the artwork creation for a specific area isn't purely an art discipline, the program always focuses on the cooperation of architects and artists during the preparation and realization of the intervention.

¹⁰ The quality criteria are defined in detail in the plug-in *Manuál tvorby veřejných prostranství hl. m. Prahy, Umělecká díla na veřejných prostranstvích hl. m. Prahy*, chapter D, p. 45–56.

¹¹ The quality criteria of the acquisition, and the description of the process, are defined in the plug-in *Manuál tvorby veřejných prostranství hl. m. Prahy, Umělecká díla na veřejných prostranstvích hl. m. Prahy*, chapter E, p. 59–89.

5.2 Process of the acquisition of artworks for the public space

The acquisition of an artwork for the public space is a process consisting of several stages. That's why it's necessary to ensure, as part of the program "Art for the City", the concept-based preparation of the project prior to the realization, together with the selection of the author and the artwork, and project documentation necessary for all permits¹².

Based on the essential quality principles, the program aims at the cooperation of the architect and the artist. The mutual dialogue of both professions is a way to a satisfying result – the role of the architect is primarily to evaluate the spatial context of the location as a whole (i.e. operational, compositional, functional and technical relations) and its potential of development; the role of the artist is to

interpret the identity of the place, and respond with the intervention to the spatial, action-related and conceptual features of the area. The installation of the artwork itself doesn't automatically improve the quality of the public space; it's necessary to resolve the area as a whole, with the object as a partial component. That's why the cooperation of the architect and the artist should always maintain throughout the process.

As the program's priority is to realize the site-specific artworks in the public space, the important aspect is the timing of the intervention of the art project in the particular stage of the development or restoration of the public space.

THE PARTICIPATION OF AN ARTIST IN THE PROJECT, IN THE STAGE OF ARTWORK ACQUISITION, CAN BE ENSURED BY THE FOLLOWING WAY:

1) AN ARTIST IS A PART OF THE TEAM IN THE ARCHITECTURAL COMPETITION / TEAM THAT PROCESSES THE STUDY

- Preferred option
- The architect and the artist are in the same team since the start of the project – even in the stage of the competition project for the overall design of the public area / building (the requirements are defined as part of the general conditions of the competition), or in the stage of study (the requirements are defined in the conditions of the study).

- The risk of this option is the reduced transparency of the selection of the artwork author (partially, the expert guaranty of the artwork assessment is provided by the overall architectural competition, which involves the assessment of the whole project, including art intervention).
- The advantage, on the other hand, is that the artist and the architect cooperate very close, and thus the intervention is the real part of the result – created together with the architectural project.

2) SEPARATE ART COMPETITION – THE STAGE BETWEEN THE STUDY OF PUBLIC AREAS (OR PLANNING PERMIT PROCEDURE) AND BUILDING PERMIT PROCEDURE

- Preferred option
- The architect, as the author of the building project (such as revitalization of the area), is one of the jurors of a separate art competition called after the study is made (or the planning permit is obtained), so the winning project is known no later than in the start of the building permit procedure. Thus, the art intervention can become part of the whole project and can be included in the documentation for the building permit procedure.

3) SEPARATE ART / ARCHITECTURAL COMPETITION

- Preferred option
- In case of the art intervention in the existing space, the original author of the area is primarily invited to the jury of the competition; if the author is unknown or unavailable, he/she can be replaced by an architect experienced in projecting similar public areas.
- The conditions of the competition must emphasize the design of the whole area and the incorporation of the artwork in the environment, so the conditions must state that an authorized architect must be among the members of each competing team.

4) TENDER / PURCHASE OF THE ARTWORK

- Rare option, only when there's a good reason for it, based on the Committee for art in the public space of the Prague City Council.

¹² Umělecká díla na veřejných prostranstvích hl. m. Prahy. Plug-in→Manuál tvorby veřejných prostranství. Prague: IPR Praha, 2018, p. 65–67.



[08] Petr Janda, Aleš Kubalík, Jakub Našinec, Josef Kocián, Veronika Sávová,
Memorial of the Victims of Communism; realization 2006, architectural
and art competition 2003, Liberec

*An example of a memorial installation, including a comprehensive
reconstruction of the surrounding public area/park, based on an architectural
and art competition.*

OTHER RECOMMENDATIONS IN THE CONTEXT OF THESE RULES:

- The conditions of projects / architectural competitions that meet the demand for the installation of artworks in the public space should generally define (e.g. in options) the area for the artwork installation / the element suitable for artistic depiction, so the quality of the art intervention is ensured as related to the architectural, town-planning, social and ideal context of the location (see also Quality Assurance Principles).
- The sourcing of the area or elements suitable for artistic depiction and the definition of basic principles that should be reflected in the study stage will enable the calling for the artist competition (e.g. between the planning permit and building permit procedures).

5.3 Acquisition of artworks as related to city investments

If the program “Art for the City” is primarily designed for the realization of artworks linked to specific city investments in the public space, then it’s necessary to select, using expert knowledge and regarding the good development of public areas, the specific investment intention of the city to implement the program. The program “Art for the City” doesn’t assume that every investment action funded by Prague budget must have implemented an artwork from the allocated reserve funds. It’s however desirable that Prague’s investment projects use the program as a tool of targeted support for art, especially in the public areas with national or even international importance. The intention and the project sheet is presented to the Committee for art in the public space by the investor (or guarantor) of the investment event, in sufficient advance (i.e. before the study is finished, during the work on the study, or between the study and the planning permit procedure). The project that “may apply” for support must be max. in the planning permit procedure stage.

If the idea is still in the stage of intention, the project for the competition is submitted to the City Council’s Committee for art in the public space. The request for funding the realization of the artwork will be divided into two stages. In the first stage, the applicant submits the request for funding of the competition called in accordance with the rules of the Czech Chamber of Architects and for the documentation; the second stage focuses on the realization of the winning artwork.

The Committee then decides on the inclusion of the event in the program, especially regarding the following:

- Overall suitability of the location for the artistic intervention,
- Diverse ways of artwork acquisition,
- Different means of investment,
- Differences in locations,
- Even distribution of art funding in the city.

The Committee also recommends the specific ways of acquisition of artworks for each event, via specific investment types (competition / purchase / tender). The Committee also recommends independent expert part of the jury to partial investors, and provides other expert comments. It also assumes the role of a consultant of the preparatory stage of certain events.

5.4 Acquisition of artworks based on the initiative of public/city/district/etc.

This refers to the initiation of competitions and projects with no connection to specific investments, based on the ideas of city districts, general public and city organizations. It enables co-funding of projects initiated by city districts, if the district meets the specific rules of the program.

The intention and the project sheet is presented to the Committee for art in the public space by a city district, city institution or city investor. If the project is still in the stage of intention, it’s also necessary to submit the proposal and conditions of the planned public art of art-architectural competition to the Committee. The request for funding the realization of the artwork will be divided into two stages. In the first stage, the applicant submits the request for funding of the competition called in accordance with the rules of the Czech Chamber of Architects and for the documentation; the second stage focuses on the realization of the winning artwork.

This procedure can be used for requests for realization of the permanent artwork, or for temporary ones that should be installed for at least 1 year. In this case, the realization of the temporary artwork will be governed by the same legislation as the installation of the permanent work (i.e. it must successfully get the planning and building permit, and meet all legal requirements in terms of safety etc.). In this case, it must be clearly defined before the realization how the artwork will be removed from its location, such as in case of comprehensive renovation of the public area, or if using non-permanent materials.

All projects and intentions must be assessed by the City Council’s Committee for art in the public space, in terms of the overall concept of the city’s approach to the development of public areas, of quality etc. Only after such an expert assessment, the Committee can recommend the intention for funding from the program “Art for the City”, and for realization in the second stage.

5.5 Acquisition of artworks via direct purchases

Direct purchase of a finished artwork is a totally rare way of acquisition. Preferred is the concept-based, transparent procedure via a competition. A proposal to purchase a permanent artwork for a specific public area must be presented with a reason, and approved by the expert Committee of the Prague City Council. The preparatory stage also includes a discussion on where and how the artwork will be installed; without this, the purchase can't be realized. It's also necessary to provide a good architectural study of the incorporation of the artwork into the area, as a background material for the building permit documentation. In case of the purchase of artworks for installation in the public space, for the replacement of missing artworks in the existing collections, and for concept-based systematic mapping of the current monumental and visual art, the purchase, acquisition or acceptance of a gift must be decided by an expert curator and the acquisition committee of the organization that will then incorporate the artwork in its expertly curated collections.

5.6 Rules for acquiring artworks via architectural and/or artistic project competitions

A public architectural and/or artistic project competition is the best and most professional way to select a permanent artwork to the public space, and also the most preferred way to select the author and artwork within the program "Art for the City". As the program involves the investments using public funds, the competition will always be preferred to other ways of selection. The details can be found in the plug-in Artworks in the public areas of Prague.

To get expert assistance for the organization of the competition, it's good to contact the working group of the Czech Chamber of Architects, as its members have the know-how due to their experiences with art competitions in other Czech towns, and also have participated in the development of the methodology for the prepared national law (the 1% Act). Given the difficult preparation of the competition, the organizer (city / city investor) can also order the administration and organization of the competition from a single supplier. However, the conditions must be proposed by the organizer.

The competitions organized in the program "Art for the City" must be preceded by concept-based, expert preparation of the conditions, including the public and expert discussion with all stakeholders of specific projects (such a discussion mostly naturally occurs when the intention to install an artwork to the public space is announced). This discussion should result in requirements for the nature and motif of the artwork in the context of the location and its spatial potential.

The essential prerequisite for the positive image of the program "Art for the City" is to respect the competition results and the jury's verdict. This is vital for all parties including the political representation of the city (unless the results contradict the laws and legal provisions).

5.7 Basic rules of preparing a competition within the program

1/ CONCEPT-BASED PREPARATION OF A PROJECT COMPETITION

- Definition of the subject of the competition, selection of the location and other specific requirements resulting from the expert discussion of all stakeholders, including the City Council's Committee for art in the public space; the discussion may be, on behalf of the organizer, facilitated by the representative of the executive guarantor / partner of the program, or an external participant with the required expertise and experience.
- The decision on the type of the competition based on the subject (public, upon invitation, combined / single-round, double-round/ idea-based, project-based), processing of the concept of competition conditions according to the model of the Czech Chamber of Architects (available on the Chamber's website), submission to the Chamber for pre-assessment, and preparation of the materials for the competition (graphic materials, texts).

2/ SETUP OF THE JURY, DISCUSSION AND APPROVAL OF CONDITIONS

- Lineup of the jury – see chapter 5.8 and the recommendation of the City Council's Committee for art in the public space,
- The majority of members consists of representatives of expert organization involved in the contemporary visual/used art, architecture and town planning, or independent experts,
- Unless the competition calls for an overall solution of the area, requiring the cooperation of an architect and an artist in this stage already, the author of the study/project of the appropriate investment must be a member of the jury,
- In case of the Prague Heritage Reserve, a heritage care expert must be invited to the jury.

3/ FINAL VERSION OF THE CONDITIONS APPROVED BY THE ORGANIZER AND THE JURY

(in case of the architectural and/or artistic conditions, it must be passed to the Czech Chamber of Architects so they can confirm that the competition is valid)

4/ANNOUNCEMENT OF THE COMPETITION IN EXPERT JOURNALS AND/OR PUBLIC ADMINISTRATION PORTALS, AND ON THE WEB OF THE ORGANIZER / CITY

5/ PARTICIPANTS PROCESS AND SUBMIT THEIR PROJECTS TO THE ORGANIZER

6/ ASSESSMENT (EVALUATION) OF THE PROJECTS BY THE JURY, AND ANNOUNCEMENT OF THE RESULTS

7/ THE CITY COUNCIL'S COMMITTEE COMMENTS ON THE RESULTS AND THE CITY COUNCIL APPROVES THEM

8/ PUBLIC EXHIBITION OF THE PROJECTS

9/ AWARDS, REWARDS, FEES

10/ COMMISSION FOR THE ARTWORK PURSUANT TO THE ACT ON PUBLIC COMMISSIONS

Note: The process takes usually 4-5 months from the announcement of the competition till the announcement of results

5.8 Examples how to set up a jury* for competitions¹⁴

INTERNAL PART OF THE JURY		INDEPENDENT PART OF THE JURY
Elected city representative	Others**	Experts***
Elected city representative	City representative	Expert
	City representative	Expert
	City representative	Expert
		Expert
		Expert
1	3	5
4		

9

* Must comply with the Competition Code of the Czech Chamber of Architects¹⁵ / ** Other internal members can be, based on the nature of the competition, selected from the following organizations: City Council's Committee for the art in the public space, city district, Prague Institute of Planning and Development, city investor, etc. In case of the artistic competition for an artwork, the internal part should also include the author of the architectural solution of the public area in question. / *** At least one of the independent experts must be an architect, and another one must specialize in contemporary art. / Note: The jury can invite an external expert without the right to vote, just for discussion (e.g. on heritage care)

14 Umělecká díla na veřejných prostranstvích hl. m. Prahy. Plug-in→Manuál tvorby veřejných prostranství. Prague: IPR Praha, 2018, p. 70.

15 Available online: <https://www.cka.cz/souteze/jak-pripravit-soutez/vzory-a-pravidla-soutezi>

ABBREVIATIONS

HMP	Hlavní město Praha
RHMP	Rada hlavního města Prahy
MHMP	Magistrát hlavního města Prahy
ZHMP	Zastupitelstvo hlavního města Prahy
GHMP	Galerie hlavního města Prahy
IPR Praha	Institut plánování a rozvoje hlavního města Prahy
KUC MHMP	Odbor kultury Magistrátu hlavního města Prahy
OPP MHMP	Odbor památkové péče Magistrátu hlavního města Prahy
OTV MHMP	Odbor technické vybavenosti Magistrátu hlavního města Prahy
INV MHMP	Odbor investiční Magistrátu hlavního města Prahy
ODO MHMP	Odbor dopravy Magistrátu hlavního města Prahy
TSK	Technická správa komunikací
MČ	Městská část
ČKA	Česká komora architektů
DÚR	Dokumentace pro územní řízení
DSP	Dokumentace pro stavební povolení

PROGRAM “ART FOR THE CITY”

METHODOLOGY FOR THE SUPPORT OF CONTEMPORARY ART AND PROCESS OF ACQUISITION OF ARTWORKS IN THE TERRITORY OF PRAGUE, FROM IA NO. 43438 – FUNDS FOR THE REALIZATION OF ARTWORKS IN THE PUBLIC SPACE

10/2019

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