

Maine's Percent for Art Program:
Making a competitive application

WHAT IS MAINE'S PERCENT FOR ART PROGRAM?

In 1971 a law was established that decrees 1% minimum of the budget for construction or renovation costs of buildings funded through Maine taxpayer dollars will be appropriated for acquiring works of art. The law also declared that the MAC was to develop and administer this program.



Artwork budgets have ranged from \$3,000 to \$150,000 depending on the size of the construction budget. On average they are around \$50,000 (schools).

Margaret Lawrence, *Long Quiet Water series*, Kennebec County Court House, Augusta, 2014

PFA BASIC PROCESS...

Takes on average one year to complete!

Project **budget** is established.

A **selection committee** is appointed and makes the **decisions** regarding the type of selection process and details of Call For.

Call marketed and **applications collected**.

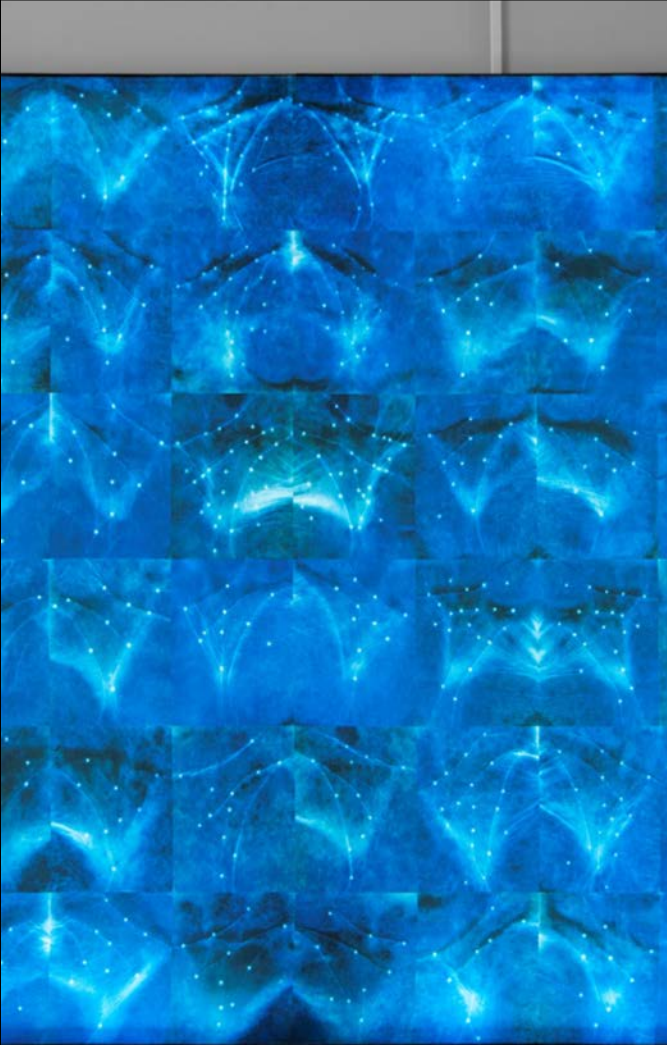
Committee reviews and scores applications based on specific criteria. Finalists are chosen.

Finalists give presentations (paid).

Selection committee makes final recommendations of artist/s, locations, artwork, and budget allocation.

MAC and Site give **final approval** of the process/work.

Artist/s receives contract from contracting agency to start. (Not MAC)



Caleb Charland,
Community Constellation, Maine Maritime
Academy, 2015

HOW TO FIND PFA OPPORTUNITIES

mainearts.com



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PUBLIC ART/PERCENT FOR ART



About Public Art

Public art refers to artwork or elements of design either temporarily or permanently located in a public space that is free and accessible to all. Civic statuary such as monuments and memorials are perhaps the most recognized forms of public art. The definition of public art is constantly shifting and evolving—not only do artists consider the physical placement of their work in a public space, they also take into consideration the social, cultural and historical contexts in which the art work is situated. There is also great interest in fostering community involvement and civic collaboration during the process of creating public art.

Public Art Programs Links

- > [Art in the Capitol](#)
- > [Excellence in VPA Education](#)
- > [Congressional Art Competition](#)

Percent for Art Links

- > [Percent for Art Home](#)
- > [Percent for Art Law](#)
- > [Map of Public Art Projects](#)
- > [Archive of Past Projects](#)
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Maine Arts Commission News

[Maine Arts Commission Launches New Look View »](#)



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Percent for Art: Current Opportunities:

NEW - University of Maine Farmington | Submission deadline: April 5, 2018

A call to artists living in Maine, New Hampshire, Vermont, Massachusetts, Connecticut, or Rhode Island to submit proposals to design, create and install artwork at the University of Maine Farmington campus in Farmington, Maine. The total project budget is approximately \$7,500. [More information here](#)

To apply, please log into our [Grants Management System](#). Your account is free and you can browse grant guidelines and requirements for all programs without applying. Your account also gives you the ability to add your entry to our [Artists and Organizations Directory](#) and to post press releases and events to this site's news and calendar sections.



- > [Map of Public Art Projects](#)
- > [Archive of Past Projects](#)
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- > [Submit a Proposal](#)

Calendar

Sat, Jan 27 - Sat, May 19 📍 Lewiston, ME
[Museum L-A's Kids as Curators Exhibit View »](#)

Tue, Jan 30 - Tue, May 15 📍 Lewiston, ME
[Museum L-A's Kids as Curators Hidden Treasures Exhibit View »](#)

Wed, Jan 31 - Wed, May 16 📍 Lewiston, ME
[Museum L-A's Kids as Curators Exhibit View »](#)

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Maine Arts Commission News

[Two Maine Artists to Create State Capitol Installations from historic Copper Dome View »](#)

[New Year Brings a Third Annual Statewide Arts Iditarod View »](#)

[Maine Arts Commission Grant Cycle Open January 2 View »](#)

[View all...](#)

Press Release

[RENDALL FINE ART / gallery & printmaking studio -](#)

CLICK “SUBMIT A PROPOSAL”



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Create an account in GMS to enter site and find PFA listing under “Active Grants” tab!

REQUIRED MATERIALS FOR PFA APPLICATION

1. Resume
2. One-page written proposal
3. Itemized budget
4. Maintenance plan
5. Five digital images of your work
6. Images list



All of these are uploaded into the GMS as either image files or PDFs.

SUGGESTIONS FOR MAKING A STRONG PFA APPLICATION



MAKING A STRONG APPLICATION

1. Read the Call For carefully. Especially the “BACKGROUND” section. **LOOK FOR KEY PHRASES!** These should inspire and be the key ideas that your design will symbolize.

EXAMPLE:

Central Community Elementary School is located in Corinth Maine will **unite** students from **five surrounding towns**. Each tight knit town has its own distinct culture and history that contributes to the character of this **rural** region. **Preservation of these histories** is paramount as the region transitions from operating five elementary schools, to operating one. While each town is unique, they do share some commonalities. The region consists largely of **farmland**. Popular pass times include outdoor recreation such as **hunting, 4-wheeling, and fishing**. Each town has its own **body of water** and ample numbers of **nature trails**, making it ideal for its **outdoor loving residents**.

MAKING A STRONG APPLICATION

2. Carefully Consider the proposed locations. Do any of them make more sense for your work? Exterior? Interior? Both? TRY TO GO SEE THEM IF POSSIBLE!



3. YOUR RESUME–

- **Should reflect ANY type of public art or commissions that you or your work have been a part of**
- **A strong showing of exhibitions or commissions (active in your field)**
- **Any projects that you were successful at managing and completing**
- **Your current contact information!!**

4. THE ONE-PAGE PROPOSAL NEEDS TO INCLUDE:

- **Briefly describe your work**

My work focuses on ...

- **Discuss your broad concepts for the project**

For this project I will create pieces that reflect the ideas/ themes of ... (inspired by the background section)

- **Explain how those themes will be visualized in your designs**

The theme of “rivers” will be incorporated into the patterns of the ...

- **Discuss the details of proposed work for EACH location**

I am proposing to install three hanging light sculptures in location #2....

5. THE BUDGET (by proposed location/s)

Provide an itemized budget that includes the following costs:

- Artist fees (**yes, pay yourself!**)
- Fabrication/production
- Transportation
- Documentation
- Installation expenses

Committees like options and this is where you can offer them choices. Included in your budget, you can list each location your proposing and the budget amount for each. You can slice and dice it anyway you want.

In the end the selection committee can chose as many artists/works/locations as they want for the overall PFA budget!

MAKING A STRONG APPLICATION

BUDGET example

My budget for the Sally School PFA project is \$33,000. It includes 10 framed paintings total for locations 1, 2 and 4.

(itemize the whole amount for \$33,000)

21,000 artist/production fees

5,000 frame fabrication

4,000 materials

1,000 transportation

2,000 for install and documentation

Location 1 –

5 paintings at 40” x 40” for \$15,000 (plus transport, install and doc)

Location 2 –

3 paintings at 40” x 40” for \$9,000 (plus transport, install and doc)

Location 4 –

2 paintings as 40” x 40” for \$6,000 (plus transport, install and doc)

6. Maintenance Plan

This can be brief but be honest! The contracting agency has ownership of your piece once it is installed. It is their responsibility to keep in it good condition. Caretakers will most likely be staff from the facilities department so be detailed and help them out! (two sentences usually)

7. IMAGES OF WORK

One of the most important parts! Let your work really speak for itself by using quality images.

Committee members will be reviewing the applications online. So if it looks great on your monitor, chances are it's going to look good on theirs too!

No real standard for sizes of images (pixels etc), only that the FILE size does not exceed what you can upload into the GMS (50 MB max).

EVALUATION CRITERIA FOR PFA PROPOSALS

- **Artistic strength as shown through vision, originality, and understanding of craft (30 points). (images, resume)**
- **Ability to translate artistic concepts into work that will activate or enhance the proposed space (25 points). (design of work in proposed locations)**
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- **Application is comprehensive in information and ideas are well communicated (20 points). (write simply and clear. Not everyone on the selection committee has an arts background)**
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- **Ability to design work that is sensitive to social, environmental, historical, and/or other relevant contexts (15 points). (this is where they KNOW if you really read the background section)**
- **Capacity to complete the proposal on time and within budget (10 points). (resume, proposal, budget)**

SUCCESS!



**Arielle
Cousens &
Benjamin
Stoodley**

**Northern
Maine
Community
College,
2016**

SUCCESS!



**Janet Redfield, *A School of Children and a School of Fish*,
Library entrance at Central
Maine Community School,
Corinth, 2016**

STATS AND SHAREABLES



- Maine is **1 of 28 states** in the US that have a percent for art program
- Since 1982, Maine's Percent for Art Program has generated approximately **eight million in funds** for public art in Maine
- More than **475 projects**
- It has **employed approximately 850 artists**
- Percent for Art is truly represented state-wide, placed in **175 communities across all 16 counties**
- Approximately **900 works of art**
- Currently 22 projects** listed from now - 2021

Aaron Stephan,
Sphere, SoDoMoCha Middle School, Dover-Foxcroft, 2006

Find opportunities on mainearts.com

- Sign up for MAC emails and notices
- Contact me to be added to public art artist list for direct emails about new projects
- julie.horn@maine.gov
- Join our Facebook pages:
Maine Arts Opportunities
Maine Arts Commission