ART in BART: Revitalizing Existing Stations

JANUARY 2013
Integration

A coherent framework ties the system together
WHY ART?

Enhances Place-making
Improves Daily Customer Satisfaction / Experience
Transforms Overall Station Ambiance
Inspires Customer Pride and Ownership in Station
Reduces Vandalism and Graffiti
Stimulates Economic Revitalization
Maximizes Real Estate Value
Improves Cooperation with Municipalities
Builds Public/Private Partnerships
Leverages Public-Private Funding
Expressions individual character of community while coordinated with cohesive system-wide vision

Improved Customer Experience

Increased Activity

Enhanced Community Engagement
ART in Transit

 Moscow, Komsomolskaya Station
ART in Transit

Santiago, Chile
ART in Transit

Jules Verne / Arts et Metiers Station, Paris
ART in Transit

Times Square, New York
ART in Transit

Mariachi Plaza (LA Metro station)

DART's Royal Lane Station

Art in Plazas and on Platforms
ART in Transit

Comes in All Forms…

NY MTA “Music Under New York” & “Poetry in Motion” Programs
ART in Transit
Different Shapes & Life Spans

Permanent, Semi-permanent, Rotational and Temporary
ART in Transit

16th & Mission Station

Richmond Station
Revitalizing Place

West Oakland BART  Paris Metro
Revitalizing Place

19th Street BART Munich, Germany
ART in BART

What is it?
A comprehensive approach to station revitalization including art.

Currently:
• Opportunistic / response-based with isolated art placement.
• Not integrated with communities and partnership potential
• Lacks funding to leverage additional public–private funding.
• No ongoing Art Program to provide oversight, coordination and multi year planning
Building a Cohesive System-wide Vision

- Develop System-wide Vision
- Build Public-Private Partnerships
- Revitalize stations to reflect community
Leveraging Additional Funds and Contributions

- Foundations & Grants
- Corporations
- Art Patrons
- TOD Development Partners
- Government Agencies
- Universities & Art Schools
- Ad Revenue
- Tourist Revenue
- Product Sales & Art Galleries
- Art Museums Public & Non-profit
- Local Art Commissions
ART in Transit

Michigan Ave Station
Funded by:
Michigan Council for the Arts,
Community Foundation of Southeastern Michigan,
Michigan Bell

Financial District
Funded by:
Kohler Art Center, National Endowment for the Arts,
MichCon Foundation, Garnett Foundation, Turner Construction

Fort / Cass Station
Funded by:
The Skillman Foundation, Philip Graham Fund, Knight Foundation, City of Detroit, Detroit People Mover Art Commission
• A consistent and regular stream of funding is essential to the ongoing success of an art program.

• Many transit agencies across the country and large metropolitan cities allocate 1 - 2% of capital construction project budgets for art.
Art in BART
Budget Overview

- New Art Construction
- Conservation and Maintenance
- Program Oversight

New Art Installation
- System-wide vision
- Funding to enhance and leverage additional resources
- Art installations in stations
- Integrating with Station Plan renovations

Conservation and Maintenance
- Regular conservation and maintenance of existing pieces
- Conservation analysis of new and exiting art

Program Oversight
- Multiyear and advanced planning for art
- Art policies and standard documents
- Coordination with capital projects and other departments
- Community partnering and response
- Grant writing
Moving Forward
the Art Policy Emerges

To Be Addressed/Considered:

- Inclusion of art components into capital projects and station rehabilitation
- The role of private sponsors and funding partners
- On-going administration of the Art Program
- Identify secure and on-going funding for art
- Developing partnerships and relationships with local art Commissions and City Programs
Next Steps

Building a Comprehensive Art Program for BART

- Develop System-wide Vision and Policy Framework
- Partner with other Transit Agencies, Local Art Commissions, and City Art programs
- Gather Recommendations from Art Experts, Art Conservators, and Stakeholders
- Catalogue, Inventory, & Recognition of Existing ART

Future Discussions with the BART Board on:

- Guiding Principles
- Policy Decisions
- Program Funding Plan
A coherent framework ties the system together while letting individual stations placemake and shine.