

NUMBER: UNIV 7.00 (NEW)
SECTION: University Administration
SUBJECT: Campus Exterior Art Approval and Procurement
DATE: October 17, 2014
Policy for: All Campuses
Procedure for: All Campuses
Authorized by: Harris Pastides
Issued by: President's Office

I. Policy

The purpose of this policy is to prescribe the process by which the University of South Carolina will allow the installation and display of exterior art on all campuses. The University seeks to permit exterior art which is of extraordinary artistic merit and substantial thematic content to enhance the physical experience of the campuses. Exterior art is defined as permanent or temporary sculptures, murals or banners in exterior areas that are located anywhere on the grounds of the campus. The policy will govern displayed exterior art which may be commissioned, procured, donated, loaned or removed by the University. The policy will be applied to any exterior art not approved by the Board of Trustees as prescribed in this policy as of the policy date.

The policy shall exempt the following:

1. McMaster College exterior sculpture gardens for student and faculty works of art. Commissioned or acquired works are subject to this policy.
2. Images on construction fences.
3. Temporary signs or graphics to publicize an event (subject to other specific location restrictions that may exist.)
4. Temporary displays of loaned art that is approved by the President or Chancellor of the applicable campus.

A. General

Exterior art must reflect high standards of artistic excellence to be worthy of installation on a University of South Carolina campus. Criteria for the selection of art, its placement and the selection of commissioned artists shall:

1. Maintain high artistic quality, craftsmanship and integrity of materials.

2. Complement the campus landscape and/or architectural standards of the environment.
3. Not adversely affect, or cause the removal of, heritage trees or other historic features of the environment.
4. Be appropriate in scale, form, content, materials, textures, colors, and design with the site and surrounding environment.
5. Broadly respect the diverse population at the University in a positive manner.
6. Should promote thought, discussion, and reflection and stimulate community awareness of its environment.
7. Be of permanent or temporary materials depending on the nature of the installation.
8. Ensure durability, (unless the installation is intended to be temporary), require low maintenance, and not create violations in building or accessibility codes. Art should also be inherently resistant to theft, vandalism and undesirable weathering.
9. Have structural integrity and appropriate safety elements. Sharp corners or edges should be considered based on placement and accessibility.
10. Encourage repeat viewings.
11. Avoid clutter and excess.

II. Procedure

A. Campus Art Approval Process

A series of committees will sequentially review and approve any proposed exterior art installation which may be requested by a University sponsor or an external donor. Committees in order of approval are as follows:

1. Columbia Campus Art Advisory Committee (CAAC)

a. Mission:

The CAAC would be the first committee to consider the merit of a request to install exterior art. Merit is based on aesthetic impact to the campus, specific location, appropriateness of thematic content and the intrinsic aesthetic value of the art. If approved, the installation would be submitted to University leadership for consideration. The CAAC will administer the process to select an artist to execute a commissioned work of art.

- b. CAAC Members:
 - i) Associate Vice President of Administration and Finance
 - ii) University Architect
 - iii) University Landscape Architect
 - iv) University Archivist
 - v) Director of McKissick Museum or designee
- c. System Campus Art Advisory Committee

When a request involves exterior art for a system campus, the Chancellor of the campus will designate a committee comprised of appropriate campus representatives to serve on the committee, The University Architect will be available to the committee for technical advice on the project. Requests approved by the System Committee will follow the same additional approval processes further outlined in this policy.

2. University Leadership

- a. Mission:

To evaluate the installation of a specific work of exterior art approved by the Columbia or System Campus Art Advisory Committee and determine if the art installation is consistent with institutional values and should be recommended for further review by the Design Review Committee and the Buildings and Grounds Committee. In cases where there is a minimal impact to the exterior of the campus, Buildings and Grounds Committee review may not be deemed necessary as determined by University Leadership; however, all exterior installations shall be reviewed by the Design Review Committee.
- b. Members:
 - i). Chief Operating Officer
 - ii) Executive Vice President for Academic Affairs and Provost, or for a request involving exterior art on a System campus, the applicable Chancellor.
 - iii) University President

3. Design Review Committee

Mission:

To review the design of and recommend the exterior location for public exterior art that has been approved by the University Leadership, taking into consideration its impact on the surrounding environment, artistic merit and associated details. Design and placement of exterior public art must be reviewed and recommended by the Design Review Committee before it is considered by the Building and Grounds Committee. www.facilities.sc.edu/downloads/USCDGFEB08.pdf

4. Buildings and Grounds Committee and Board of Trustees

Mission:

To review and approve exterior public art following approval by the Columbia or System Campus Art Advisory Committee, University Leadership, and the Design Review Committee. Once approved by the Buildings and Grounds Committee, the committee will recommend approval to the full Board of Trustees. Once full Board approval is obtained, private fund raising, when applicable, may commence. Installations approved by the Building and Grounds Committee may be referred back to the Design Review Committee for resolution of any comments prior to or after submitting to the full Board.

B. Campus Art Procurement Procedure

1. Commissioned Works of Art. If an exterior art installation has been requested, the artist(s) for the project shall be selected in one of the following ways:
 - a. Open Competition. The Columbia or System Campus Art Advisory Committee and the University sponsor may solicit, through public advertisement, requests for qualifications or proposals (RFQ/RFP) including a letter of interest, past relevant work, resume, concepts for the proposed installation and references. The submittals will be reviewed according to established criteria and an artist will be selected whose qualifications are judged to be superior to all other submittals. If the Columbia or System Campus Art Advisory committee is unable to negotiate an agreement with the selected artist, the Columbia or system Campus Art Advisory Committee may negotiate with the next preferred artist or cancel the selection.
 - b. Invitational or Limited Competition. The Columbia or System Campus Art Advisory Committee may invite a limited number of artists to submit applications or prepare proposals who possess the specific talents appropriate to the artistic conception. From this group of invited participants, the Columbia or System Campus Art Advisory Committee will select an artist based upon established criteria that are relevant and unique to the project
 - c. Following selection, the ongoing development of the art installation is subject to the approval process outlined above.
2. Acquiring extant works of art. If an existing work of art has been identified for acquisition by purchase or loan, and it will be displayed on the campus grounds, the installation is subject to the approvals described in this policy.

3. University sponsors for exterior art may begin a public process of seeking gifts of funds, when applicable, once approval for the installation is granted from the Buildings and Grounds Committee or the Design Review Committee (if Building and Grounds approval is deemed unnecessary). No contracts may be entered with the selected artist(s) until the project has been fully funded and sources for any on-going maintenance requirements for the art have been identified.

C. Deaccession

Exterior art may be removed if recommended by the Columbia or System Campus Art Advisory Committee and approved by University Leadership.

D. Requests for Public Art Installation and Display

Submit requests to display exterior art subject to this policy to the University Architect for the Columbia campus, Telephone: (803) 777-1184; Email: dgruner@fmc.sc.edu, or to the applicable Chancellor for a System campus.