



Public Art Policy

No. 1050

Policy Effective Date:

8/9/2023

Policy Owner:

Cyril R. Clarke

Policy Author: *(Contact Person)*

Ruth Waalkes

Affected Parties:

Undergraduate

Graduate

Faculty

Staff

Other

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1.0 Purpose

The purpose of this policy is to provide consistent approaches and procedures for the selection, acquisition, installation, and maintenance of public art on Virginia Tech's campuses. Virginia Tech's strategic plan puts forth a bold vision for the university, with goals that include increasing cultural competency; promoting excellence in research, discovery, and creativity; addressing critical societal issues impacting humanity and equity; and further developing the physical campus. These and other strategic aspirations are served by continuing to increase the presence and practice of the arts for the community through public art on campus that will have multiple impacts:

- Inspire, invigorate, and challenge students, faculty, staff, and visitors to our campuses
- Generate creative vitality and provide places for contemplation
- Reflect the diverse cultures and dimensions of our society
- Enhance and animate our existing built and natural environments
- Provide destinations and way-finding milestones
- Express the intrinsic value of the arts to our institution and its mission
- Contribute to the public image of Virginia Tech and enhance its standing among peer universities

2.0 Policy

All permanent installations of public art are subject to review and approval by the university President and the Executive Vice President and Provost upon recommendation from the Public and Visual Arts Council. Long-term and permanent installations also will require approval by the Virginia Art and Architectural Review Board. Temporary installation of public art will be approved by the Executive Vice President and Provost upon recommendation from the Public and Visual Arts Council.

Public art is defined broadly in terms of this policy, and includes paintings, drawings, photography, sculptures, murals, installations, digital media (projections, audio installations, etc.). Works may be stand-alone sculptures or structures; integrated into facades, pavements, or landscapes; applied to building surfaces; or installed within a facility in a public area. Works could be purchased, juried from an open call, gifted (refer to policy 12115), commissioned, and/or loaned pieces, and could be intended for either permanent, long-term, or temporary installation.

Outdoor public art does not include site features that are standard campus attributes (streetlamps, signage, trash receptacles, bicycle racks, benches, commemorative plaques, etc.) on the campus grounds and inside its buildings.

Indoor public art would be limited to those portions of the building that are considered common spaces that are regularly and reasonably accessible to the public.



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This policy does not cover university assets that are addressed in Policy 3952, “University Owned Works of Art, Historical Treasures, and Similar Assets”.

2.1 Public and Visual Arts Council

The Public and Visual Arts Council (“Council”), appointed by the Executive Vice President and Provost and convened and led by the Associate Provost for the Arts, will include campus representatives with expertise in arts, architecture, and design areas as well as other members from relevant administrative offices whose knowledge is needed in the areas of planning, construction and maintenance, fundraising, context, and communications.

Representatives will include:

- Associate provost for the arts (chair/convener)
- Dean, College of Architecture, Arts, and Design
- One representative from each school: Visual Arts, Performing Arts, Architecture, Design
- One undergraduate student representative chosen by process of application
- One graduate student representative chosen by process of application
- One representative from the Office of Diversity and Inclusion
- One representative from the Campus Planning, Infrastructure, and Facilities Division
- One professional artist
- Curators from the Moss Arts Center, Armory Gallery, and Perspective Gallery

The council’s role includes leading University level public art projects, and consulting on individual college or unit level public art proposals. The council’s role does not include the following:

- Review of installations at the Moss Arts Center, Armory Gallery, Perspectives Gallery, the 2nd Floor Gallery at the Holtzman Alumni Center, or Hahn Horticultural Garden all of which regularly curate their own temporary exhibitions and installations.
- Review of art located in public spaces not owned by the university but within proximity of its facilities.
- Review of the design or construction of buildings or university facilities.
- Review of temporary employee or student exhibitions.
- Review of displays, signs, banners or other temporary ephemera that are related to or result from events and activities held on campus.
- Review of installations in interior spaces regulated by individual schools or departments, unless the school or department requests committee review.
- Review of commemorations and memorials. If the council receives a submission determined to be a commemoration or a memorial, the submission will be directed to the University Commemorative Tributes Committee.

If a college or unit seeks to acquire and/or display public art for their respective facilities, that college/unit will make a proposal to the Council that includes the source, scope, scale, and site of the project along with detailed plans and images of the work. The sponsoring college or unit will secure all resources for commissioning, fabrication (if necessary), and installation costs and will assume on-going expenses for maintenance of the work.



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The Public and Visual Arts Council will convene a review panel to consider all proposals on an as-needed basis, using the following broad criteria as guidance:

- Artistic quality and aesthetic value
- Appropriateness of the specific physical site and campus setting
- Ability to promote knowledge of and respect for culturally and artistically diverse experiences and expressions
- Durability of the design and materials
- Reasonable maintenance requirements and resistance to vandalism

3.0 Procedures

The Council will determine the best selection method for university level projects, which could include:

- Limited Competition: A small, select number of artists are invited to participate in competition for commissioned work and submit a proposal to the council.
- Open Competition: The council widely publicizes an open call for a proposed commission and reviews proposals.
- By Invitation: The council invites and pays an artist or artists to develop a proposal for a pre-selected site.
- Direct Purchase: The council recommends the purchase of works available from individual artists, art consultants, commercial galleries, and other sources.
- Donation: The council (previously called the Visual Arts Property Committee) would review proposed donations from individuals or institutions (in alignment with University Policy 12115, Accepting and Reporting Gifts-in-Kind).
- Loan: The council will review and/or seek temporary or long-term installations that consist of works loaned to the university from artists, galleries, museums, or other entities.

When artwork is to be developed as an integral part of a capital construction project, the council will work with the project's building committee and university officials to ensure that the proposed artwork meets criteria, and that the concept is integrated into the building design process and budget.

In all cases, the Council will make its recommendation to the Executive Vice President and Provost to approve temporary works (up to 6 months), long-term, and permanent installations. Long-term (exhibitions of more than 6 months) and permanent installations also will be reviewed by President of the university. Both long-term and permanent installations also require approval by the Commonwealth of Virginia's Art and Architecture Review Board.

4.0 Definitions

Other relative terms include the following:

Acquisition: *Obtained through purchase, gift, donation, or any other method by which ownership is transferred to the university. Does not include loans or other temporary pass-through arrangements.*

Commemoration: *An object, artifact or ceremony that serves as lasting recognition of a person, group or event.*



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Deaccession: *Permanent removal of a work of art from the university.*

Long-Term Installation: *More than 6 months but not intended as permanent.*

Memorial: *An object or structure that honors and preserves the memory of a person, group or event. In instances of commemorative tributes/memorials honoring individuals or organizations on the campus or outlying properties of the university, please refer to Policy 12005.*

Permanent Installation: *In perpetuity*

Public Art Work: *Art, in any media and of any size that is displayed in a public space at the university and/or has been loaned to the university or acquired with the intention of being displayed in a public space.*

Public Spaces: *Exterior and interior spaces that are regularly and reasonably accessible to the public. This does not include personal office space designated for use by Virginia Tech employees.*

Temporary Installation: *Up to 6 months.*

5.0 References

Policy 1000, Policies on Policies, Virginia Tech

<https://policies.vt.edu/assets/1000.pdf>

Policy 3952, University Owned Works of Art, Historical Treasures, and Similar Assets

<https://policies.vt.edu/assets/3952.pdf>

Policy 12115, Accepting and Reporting Gifts-in-Kind

<https://policies.vt.edu/assets/12115.pdf>

Policy 12005, Commemorative Tributes

<https://policies.vt.edu/assets/12005.pdf>

Virginia Art and Architectural Review Board (AARB) Agency Project Submission and Presentation Guidelines

https://dgs.virginia.gov/globalassets/business-units/policy/aarb/documents/guidelines-for-submittals-and-presentations-revised-july-2022_final.pdf

6.0 Approval and Revisions

Approved August 9, 2023, by Executive Vice President and Provost Cyril R. Clarke