



MEDIA ALERT
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**Los Angeles to Receive
\$1 Million
as part of
Bloomberg Philanthropies' Public Art Challenge
to fund
CURRENT: LA Public Art Biennial**

Los Angeles – Los Angeles is one of **four American cities to receive \$1 million** as part of Bloomberg Philanthropies **Public Art Challenge**, a new program aimed at supporting temporary public art projects that engage communities, enhance creativity, and enrich the vibrancy of cities.

The Office of Los Angeles Mayor Eric Garcetti partnered with the **City of Los Angeles Department of Cultural Affairs (DCA)** for the winning project proposal called:

CURRENT: LA Public Art Biennial

The project will establish a **City of Los Angeles Public Art Biennial** with an inaugural installation of contemporary art along the Los Angeles River and other water-related sites throughout the city during the summer of 2016. Working with independent curator Marc Pally, the City of Los Angeles will commission up to 15 multidisciplinary artworks and public programs that focus on the city's environmental concerns and engage residents for its first Public Art Biennial. These temporary public art installations will include locations alongside the Los Angeles River as well as other sites throughout Los Angeles.

"Los Angeles is the creative crossroads of the world, with a dynamic and diverse arts scene," said **Los Angeles Mayor Eric Garcetti**. "The Bloomberg Public Art Challenge Award will give our Department of Cultural Affairs another way to actively engage our residents and visitors while bringing new life to the LA River and the neighborhoods around it."

Bloomberg Philanthropies invited mayors of U.S. cities with 30,000 residents or more to submit proposals for innovative temporary public art projects that address a civic issue and demonstrate close collaboration between artists or arts organizations and city government. More than 230 cities submitted proposals for consideration in the *Public Art Challenge*, representing 68 million residents across the United States. Proposals covered a range of areas such as the



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revitalization of decayed downtown areas, underutilized waterfronts, and vacant neighborhoods. They also addressed other social themes including civil rights, neighborhood safety, environmental sustainability, and promoting city identity.

"I am excited to harness the current enthusiasm on revitalizing the Los Angeles River through The Public Art Challenge," said **Councilmember Mitch O'Farrell**, who chairs the City's Arts, Parks, Health, Aging, and Los Angeles River Committee. "I applaud the Department of Cultural Affairs for its work on developing this ambitious public art project, which was made possible by a motion I introduced that led to unlocking the Arts Development Fee Program overseen by the Department. The unique neighborhoods that touch the banks of the River, along with all of the City's residents, will benefit greatly from the work by local artists who are improving the look and feel of several communities along our urban waterway."

"Establishing the city's first Public Art Biennial will allow us to focus on more critical issues affecting Los Angeles and other global cities by using relevant public spaces to present exciting contemporary public art as a means to generate civic discourse," said **Danielle Brazell, General Manager of the City of Los Angeles Department of Cultural Affairs**. "We are so grateful for the support DCA has received from Bloomberg Philanthropies, the Mayor's Office, and the Los Angeles City Council to launch *CURRENT*."

"Great public art strengthens cities by making them more exciting and attractive places to live, work, and visit. Public art can also help us to see urban challenges in a new light – and imagine new solutions, said **Michael R. Bloomberg, Founder of Bloomberg Philanthropies**, Mayor of New York City from 2002 to 2013, and entrepreneur. "All of the winning projects are excellent examples of this, and each can have a lasting impact."

Initial submissions from each city were evaluated on their potential viability as dynamic public art projects, capacity to establish or strengthen public/private partnerships, inclusion of strong audience engagement strategies, and commitment to evaluating outcomes and impact on the host city. Cities of all sizes applied: nearly 50% of the 237 submissions were from cities with populations between 30,000 and 100,000, 38% had populations between 100,000 and 500,000, and 13% of the applicant cities had over 500,000 residents. A variety of artistic disciplines were represented amongst the applications: 61% of the proposed public art projects involved visual art, 19% combined multiple disciplines, 17% featured digital media, and 3% were performing art projects.

The *Public Art Challenge* grant will cover development, execution, and project-related expenditures for *CURRENT*, but will not fund 100% of project costs. The grant is intended to provide catalytic funds as part of a strong, committed consortium of supporters.



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More information about Bloomberg’s *Public Art Challenge*, including links to images and maps can be found at:

<http://www.bloomberg.org/program/arts/public-art-challenge/>

More information about the winning projects can be found at:

<http://www.bloomberg.org/press/releases/bloomberg-philanthropies-selects-four-u-s-cities-to-receive-up-to-1-million-each-in-funding-for-public-art-projects/>

Bloomberg Philanthropies has a proven track record of supporting creative and innovative public art that enlivens urban landscapes. In 2014, Bloomberg Philanthropies supported artist Tobias Rehberger’s *Dazzle Ship* in London; *We the People*, Dahn Vo’s multi-site exhibition in New York City, organized by Public Art Fund; and Doug and Mike Starn’s *Big Bambú* installation in Jerusalem.

About Bloomberg Philanthropies

Bloomberg Philanthropies’ mission is to ensure better, longer lives for the greatest number of people. The organization focuses on five key areas for creating lasting change: Public Health, Environment, Education, Government Innovation, and the Arts. Bloomberg Philanthropies encompasses all of Michael R. Bloomberg’s charitable activities, including his foundation and his personal giving. In 2014, Bloomberg Philanthropies distributed \$462 million. For more information on the philanthropy, please visit bloomberg.org or follow on [Facebook](#), [Instagram](#), and [Twitter @BloombergDotOrg](#).

About the City of Los Angeles Department of Cultural Affairs

The **Department of Cultural Affairs (DCA)** generates and supports high quality arts and cultural experiences for Los Angeles’ 4 million residents and 40 million annual visitors. DCA advances the social and economic impact of the arts and ensures access to diverse and enriching cultural activities through: grantmaking, marketing, development, public art, community arts programming, arts education, and building partnerships with artists and arts and cultural organizations in neighborhoods throughout the City of Los Angeles.

DCA’s operating budget and managed portfolio totaled \$56 million in fiscal year 2013/14. It consisted of: \$13.4 million in City related and indirect cost allocations; \$10.5 million in Transient Occupancy Tax funds; \$9 million in one-time City funding; \$9 million in funds from the Public Works Improvements Arts Program (PWIAP); \$7.5 million from the Private Arts Development Fee Program (ADF); and \$6.3 million in private and public funds raised from foundation, corporate, government, and individual donors.

DCA significantly supports artists and cultural projects through its Public Art Division by administering a portfolio that totaled \$16.5 million in PWIAP and ADF funds in FY13/14. Of this amount, typically 15% to 20%, or between \$2.5 and \$3.3 million, was attributable to artists’ fees.



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DCA's Marketing and Development Division has raised \$34 million over the last 12 fiscal years to re-grant to LA-based artists and arts and cultural organizations, and to support DCA's special programming and facilities. DCA also grants approximately \$2.3 million annually to 268 artists and nonprofit arts and cultural organizations through its long-established Grants Administration Division. Additional special project support of more than \$1.5 million is also awarded annually for a total of approximately \$3.8 million invested each year in LA's creative community.

DCA provides arts and cultural programming through its Community Arts Division, managing numerous neighborhood arts and cultural centers, theaters, historic sites, and educational initiatives. DCA's Marketing and Development Division also markets the City's arts and cultural events through development and collaboration with strategic partners, design and production of creative catalogs, publications, and promotional materials, and management of the culturela.org website visited by over 3 million people annually.

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