

The Ten Commandments

JURIES

- 1.** Assemble a knowledgeable and diverse jury with the appropriate understanding of the needs of the client, the community and the artist.
- 2.** Choose an artist you believe in-one who has built excellent work in the past and who exhibits dedication to both the project and the public.
- 3.** Stand with the artist throughout the entire project-from initial selection to final celebration-as part of a long-term commitment.

CREATIVITY

- 4.** Recognize that artists are trained professionals making integral, aesthetic decisions for the success of the entire project, and utilize their ability to be forward thinking, competent leaders.
- 5.** Give the artist the creative freedom to imbue the project with a strong creative element by involving them from the beginning.

FINANCES

- 6.** Decide on a budget and stick to it. Superb work can be built for large or small budgets, but indecision within any size budget leads to weakness in the final product.
- 7.** Understand the working procedures of the artist when constructing payment schedules so that both the demands of the creative process and the accounting department are satisfied.
- 8.** Create fair contracts that protect both client and artist rights, and then pay promptly at every stage of development and construction.

COMMUNITY

- 9.** Encourage dialogue between the client, the team and the people for whom the project is being built to insure a successful project that has the community's support.
- 10.** Celebrate completion in a ceremony where the project is dedicated, participants are honored and ownership is handed over to the community.

(... And remember, the client's goal is to add yet another successful piece to a diverse collection of city-wide public art. Any individual artwork cannot (and should not) attempt to be all things to all people, but a strong collection will offer something for every citizen to enjoy.)