



Art in Place: A Community Art Initiative

Art in Place is an art initiative that works to consciously integrate art into the Pacific Beach community.

Art in Place is comprised of three major components:

1) Independent Artist Residency

Art in Place will host an artist residency that selects local and international artists to create a body of work for the duration of 2-4 weeks. During the time of the residency the artist is required to live in the Pacific Beach community. It is a beautiful imperative that supports the vision of Art in Place, and bolsters the integration of art into Pacific Beach on all levels. Each artist will have the option to be hosted by a member of the Pacific Beach community without cost. During their time, each artist will execute a body of work. Each residency period will culminate in a solo exhibition, containing only work created by the artist during their time working with Art in Place. The artist will be asked, but not limited to, creating a body of work inspired by their time spent in the local Pacific Beach community. Artists will apply for residency by submitting their selection of work, CV, statement of intent, and 2 references. Only one artist will be in residency at a time (with the possible exception of a chosen established collaborative team). The participating artist/s will complete the residency with the condition that they simultaneously work with beautifulPB to oversee & execute at least one public work of art in Pacific Beach.

2) Public Works of Art

Art in Place will work in collaboration with beautifulPB to execute a public community artwork. This component of Art in Place is split into two phases. The first phase is the creation and unveiling of Kamishibai bike-storytelling installations and celebrations. Kamishibai is a Japanese tradition of storytelling and community engagement. A small theater is constructed and installed to a bike and the artist rides around the community stopping at points to share their story telling art and presentation. Each artist in residence at AiP will cultivate a Kamishibai that encompasses the story of beautifulPB, the Ecodistrict, and/or PB Pathways. They will then design a storytelling event along PB Pathways that is a community event free and open to the public. The Kamishibai will eventually be installed on top of bike shaped bicycle racks along PB Pathways as well.

The second phase of Public works is named PBpaintz. This is a campaign to paint the alleyways in Pacific Beach. These works of art will be created with the help of the community at an event entitled PBpaintz. As mentioned, each artist is required during their residency to work closely with beautifulPB to effectively paint an alleyway in the local community. The artist must submit their ideas to beautifulPB for approval prior to painting. The artist is responsible for working and communicating directly with beautifulPB to select a date to paint and to complete the proper permitting process if necessary. The community will always be invited to show up, paint and celebrate the beautiful event.

*Because of permitting process and time and cost, we have in mind a handful of alternative ways to paint the alley spaces in layers over time as the bureaucratic process takes its time.

a) We can paint the private land that extends into the alleyways, with permission by the owners (ex., dolphins that hop from private run of the alley to private run all the way to the beach...)

b) We can paint the fences that line the alleyways, with permission of the local residents and owners.

c) We can create temporary chalk paint creations to show the neighborhood what could be, so they are in full support of the creation and advocates for the changing place-making policy and for future permanent alleyway murals.

3) Art to Heart Tuesdays

Every third Tuesday, the exhibition space will host community conversations about critical, engaging, educational, and contemporary topics. Discussions will focus on gentrification, critical race, sustainability, etc (specific to the context of San Diego, Pacific Beach, beautifulPB, and AiP). A different speaker will lead the conversation each time, selecting the theme of the conversation that fits within the interest/purpose of AiP & beautifulPB. The conversations will be held Tuesday evenings, opening the doors of the space to the community.

Goals/Outcomes:

- Supports local and international artists
- Encourages local and international artists to reside, create, and exchange with the Pacific Beach community
- Beautifies the community, laying groundwork to make Pacific Beach an Arts District
- Bolsters sustainable efforts, making Pacific Beach safer, cleaner, more pedestrian/biker/scooter/skater, handicap, and elderly friendly
- Creates a buzz in PB centered around art, music, not solely drinking/partying
- Makes Pacific Beach more conscious and inclusive of their elderly, & their utilization of access to their homes through the alleyways
- Attracts visitors that support the local businesses, artists, and the overall economy
- Offers the community a physical space actively working as a conscious community culture and arts center
- boosts beautifulPB membership drive as driven through UCSD "Catalyst for Change"

Continued Growth/Future benefits:

- Pacific Beach becomes the vibrant home of an arts district

- Pacific Beach attracts creative professionals and businesses to live and work there--individuals that love, care for, and support the community
- continual economic growth
- Inspires/links with other communities to model themselves as art/eco districts

Funding 4 Revenue Streams:

1) Private Investors

Private investors will donate the cost of the rental property in Pacific Beach that acts as the office and exhibition space for Art in Place. They will also contribute to the administrative costs of management and costs that reside outside of the Public Art Work Branch of Art in Place. The investors have the option to donate directly to Paint in Place or through beautifulPB (allowing them an official tax write-off).

We are actively asking local businesses along the proposed painted alleyways, to become community investors, donating to AiP and beautifulPB as champions of the communal vision. As well as we are presenting to many local organizations and charities for grant money.

2) Beautiful PB

We ask beautifulPB to provide the funding for all the supplies necessary to complete the artwork created to reside in public space deemed fit in Pacific Beach(not to exceed a budget agreed upon with beautifulPB). They will also provide an artist stipend to help them cover some cost of the personal costs of food and/or materials needed during residency. We are open to discussing/instituting art in place as a pilot project under beautifulPB.

3) Kickstarter

There will be a kickstarter campaign that will not be relied upon for the major costs of Art in Place. However, it will actively build excitement for the project, engaging a broader audience with the dynamism of Art in Place & the Pacific Beach Community. This campaign will contribute peripheral funds for additional promotional items or intriguing exhibition components(ex. Stickers used for further fundraising efforts and promotion, a live musical performance at an exhibition opening night, etc.)

4) Art Sales

All artist will be asked to donate 30-50% of any sales made while in residency or as a direct result of residency.

Closing Statement

The model of Art in Place is similar to the Pacific EcoDistrict, the first of its kind. Not only will it beautify and strengthen the Pacific Beach community, it will make it safer, more fun, more inspired, more conscious, more safe, more clean, and more sustainable. Art in place will make Pacific Beach a stimulating community for our children, a conscious community for our elderly, and a vibrant and inclusive community for every individual. Working in combination with

beautifulPB, Art in Place will see their vision realized, an arts community in Pacific Beach that enhance the daily quality life of the local residents by consciously integrating art into the community on all levels.