

DATE: October 9, 2024

TO: Visual Arts Committee

FROM: Kirstin Hinds, Economic Development Strategist

SUBJECT: **Authorize 2025-26 Call for Artists to Exhibit at the Mountain View Center for the Performing Arts**

RECOMMENDATION

Discuss any modifications to the Call for Artists to exhibit at the Mountain View Center for the Performing Artists (MVCPA) and authorize the 2025-26 Call for Artists.

BACKGROUND

Annually, the Visual Arts Committee issues a Call for Artists for local artists or artist groups to exhibit their art at the MVCPA for a six- to eight-week period, depending on the number of artists selected. Exhibits are currently scheduled through Monday, April 7, 2025. The first exhibit for the 2025-26 year would install artwork on Tuesday, April 8, 2025.

ANALYSIS

To improve the Call for Artists issuance and jurying process, and using feedback received from the VAC during the 2024 Call for Artists jurying, staff made slight modifications to the 2025-26 Call for Artists (Attachment 1).

Staff asks that the VAC use the following questions and comments to guide the discussion around modifying and authorizing the 2025-26 MVCPA Exhibits Call for Artists:

1. Artist Eligibility:

- Can artists under the age of 18 apply with an adult sponsor or as part of an artist group with artists over the age of 18?
- Does the VAC want to give preference to artists who have not previously displayed, or who have not displayed within the last few years? What if an artist who has displayed in the last few years proposes a new exhibit?

2. Application Requirements:

- Does the VAC prefer to review an artist resumé? Is a website in lieu of a resumé okay, if available?
- Staff is proposing to ask artist/artist teams if their work aligns with any scheduled MVCPA events and will try to align art exhibits with performances. Alternatively, exhibits will be scheduled based on the selected artists availability. Is the VAC comfortable with this?
- In addition to images of the artist's exhibit proposal, does the VAC want to ask the artist/artist teams to provide any additional information about their display(s)?

3. Exhibit Schedule:

- The schedule is partially dependent on the number of artists selected to exhibit and the MVCPA's event schedule. Does the VAC want to try to align art exhibits with the MVCPA event schedule?

4. Application Timeline:

- Staff is recommending a publication date of Monday, November 4, 2024, with a deadline of Friday, January 10, 2025. The VAC jurying would take place thereafter, through January 31, 2025. The anticipated VAC meeting will be February 12, 2025.

KH/4/CDD
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Attachment: 1. Draft 2025-26 MVCPA Exhibit Call for Artists