

MOVING IMAGE

MEDIA ART PROGRAM

Process and Guidelines

SEPTEMBER 2023



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MIMA

Moving Image Media Art
Program Overview (MIMA)

Sunset Arts and Advertising
Program Overview

Moving Image Media Art
Prequalified List of Artists, Curators,
and Non-Profit Organizations

September 2023

DEADLINES

Applications must be
completed by **5:00 PM**
on the 1st of May
and 1st of November

Applications will be reviewed
by staff and the Arts and
Cultural Affairs Commission.



Sunset Boulevard, photo: City of West Hollywood

Moving Image Media Art Program (MIMA)

The West Hollywood Moving Image Media Art Program is a City of West Hollywood exhibition series administered by the Arts Division, as part of its Art on the Outside program, and is presented with the Sunset Arts and Advertising Program.

MIMA (me-ma) is a digital art program presenting moving image media artworks on multiple digital billboards at various locations along Sunset Boulevard. The program features licensed moving image digital artworks created by an inclusive roster of emerging, mid-career, and world-famous artists, filmmakers, and digital visionaries. MIMA is a fluid framework to engage diverse perspectives, challenge the status quo, and recommit the Sunset Strip as a dynamic, artistic, and cultural destination within the rich context of the City of West Hollywood.

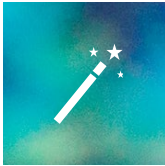
The exhibition series offers artists the opportunity, and the funding, to remarkable and ambitious works of art that engage with the unique visual landscape of the world-famous Sunset Strip, and experiment with the state-of-the-art technology of high-definition digital signage. MIMA enables artists to occupy, contest, and play with the boundaries and uses of public space and manifest moments of connection and awe.

All billboards in the Sunset Arts and Advertising Program are subject to the MIMA Art Program. Each billboard site is required to exhibit 17.5% per hour (or 10.5 minutes of artwork every hour) to the program. Each billboard site plays artwork at the top of every hour.

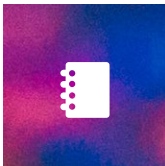
All artworks exhibited in MIMA must be approved by the City. All artists, curators, and non-profit arts organizations must be approved by the City for the Moving Image Media Art Prequalified List which serves as a resource for the City to curate the program.

The curation of the City of West Hollywood's Moving Image Media Art Program will foster cultural equity, expand accessibility, inspire communication, create public space, and ultimately enhance the human experience of the Sunset Strip.

The goals of the program are as follows:



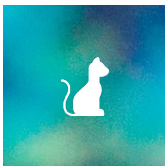
CURATE the artwork exhibitions to represent a diverse group of artists at all career stages. Artists and artwork that authentically and impactfully amplify the stories and perspectives of under-represented communities of all colors will be featured.



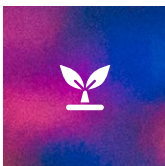
PLAN public artworks to air on a reliable and published schedule to encourage viewership, elevate existing public spaces, enhance visitor experiences, and encourage community gathering.



INCREASE the accessibility of exhibition opportunities to artists through targeted outreach, partnership, mentorship, and education. Share opportunities extensively with cultural institutions that support historically underrepresented groups.



ANTICIPATE and address cultural shifts. Allow and encourage the artwork content to reflect these by being responsive and aware.



ESTABLISH a standard for supporting artists through significant financial investment in moving image media art.



ENCOURAGE responsible pre-production to mitigate the harmful environmental impacts of filming or production. Encourage the use of West Hollywood locations, crew, and talent.

The City's Art on the Outside Subcommittee of the Arts and Cultural Affairs Commission will convene at its regularly scheduled meeting to review artworks, proposed by City staff, for the MIMA Program. The Subcommittee will evaluate the artwork quality, potential visual impact, innovation/risk in concept, and prospective social interaction of the proposal using the City's Art on The Outside Review and Evaluation Criteria for artworks. In addition, the City may use the following criteria in its evaluation and comparison of proposals submitted. The criteria listed are not necessarily an all-inclusive list. The order in which they appear is not intended to indicate their relative importance:

Evaluation Criteria

- **Artist's ability to execute a high-quality moving image artwork.**

 - **Artist statement that is conceptually, aesthetically, and technically compelling.**

 - **Artist's ability to make use of the physical space of the billboard and consideration of the surrounding environment of the Sunset Strip.**
- **Artist's ability to complete the project within the schedule.**

 - **Artist's proven artistic merit and strong professional qualifications as demonstrated through previous exhibitions**

 - **Artists' consideration of the social/cultural context of the artwork, scale of the artwork within its intended exhibition location, and consideration of the audiences that may encounter the work.**

The Moving Image Media Art Program Process and Guidelines document has been adopted by the Arts and Cultural Affairs Commission to ensure consistency, cultural equity, and aesthetic value in the community for the best possible results.

QUESTIONS

For questions related to the Moving Image Media Art Program contact Rebecca Ehemann, Arts Manager, rehemann@weho.org, 323-848-6846, or Jessica Rich, Public Art Consultant at publicart@weho.org.

Sunset Arts and Advertising Program

Globally recognized for the vibrant combination of entertainment, nightlife, and billboards, the Sunset Strip is one of the world's premier sites for outdoor advertising.

With a long tradition of innovative and memorable signage, the Strip is the most exiting venue for billboards and tall walls on the west coast. In the 1960s and '70s recording artists launched their albums with custom-painted billboards on the Sunset Strip. With the 21st century, the technology of large-scale advertising continues to evolve, from painted murals to vinyl printouts that can wrap a building wall, to digital displays.

Created as an effort to solidify the Sunset Strip as a dynamic digital and cultural hub, the Sunset Arts and Advertising Program was initiated in 2017 to integrate art, advertising, and architecture.

These new artistic and imaginative signs will help to re-energize Sunset Boulevard and set the new standard for digital outdoor advertising. The Moving Image Media Art Program is presented as part of the Sunset Arts & Advertising Program (weho.org/sunsetdigital).

The digital screens build on the city's legacy and reinvent the idea of what a billboard can be. They employ culture as a catalyst for new and/or upgraded development, building renovations, facade remodels, historic preservation, and public spaces. The digital screens are made from high quality materials and are thoughtfully designed to enhance the unique relationship between the street, buildings, and the advertising installation. The Sunset Arts and Advertising Program, in tandem with the MIMA, increase the visibility of West Hollywood's Sunset Strip as a preeminent location for advertising and entertainment.



City of West Hollywood / Jon Viscott

MIMA Prequalified List

The MIMA Prequalified List was established by the Arts and Cultural Affairs Commission as a resource for the City to curate the Moving Image Media Art Program. **The intent of the list is to identify eligible artists, curators, and non-profit arts organizations*, with a wide range of styles and career levels who demonstrate unique perspectives on a diverse variety of themes.**

Applicants must demonstrate a professional portfolio of media art. Artists, curators, and/or non-profit arts organizations on the Prequalified List are invited by the City to exhibit in the Moving Image Media Art Program by licensing an existing artwork. On rare occasions, the City may commission an entirely new artwork.

Curators, artist representatives, and/or commercial galleries are eligible for this opportunity. Artists exhibited by a curator, artist representative, and/or commercial gallery must also submit a separate and individual application for the Prequalified List.

Non-profit arts organizations, with federally recognized non-profit status, who represent moving image media artists are eligible to apply. Artists associated with the exhibitions by non-profit organizations are not required to submit a separate application.

Submissions are evaluated using the Art on the Outside Review and Evaluation Criteria taking quality, potential visual enjoyment, innovation/risk in the artwork, and prospective social interaction of the artist's work into consideration. Only those applications that provide complete information before the deadline will be considered for evaluation. City of West Hollywood Arts Division staff will review submissions and recommend a list of applicants for the Art on the Outside Subcommittee of the Arts and Cultural Affairs Commission for final approval.

Applicants can apply to the Prequalified List at any time and applications deadlines are May 1 and November 1. Applications received between May 2 and November 1 will be reviewed in November. Applications received between November 2 and May 1 will be reviewed in May. Applications will be reviewed by the Art on the Outside Subcommittee of the Arts and Cultural Affairs Commission on a bi-annual basis (November and May). The Art on the Outside Subcommittee generally meets the 4th Thursday of each month at 3:30pm. Check the City's calendar for the most current information.



City of West Hollywood / Jon Viscott

Artwork Requirements

All forms of moving image media artwork including film and video, photography, animation, and other forms of digital media are eligible. Artworks should contain bold imagery, emotional storytelling, and consider experimentation, innovation, and inclusion as central components in its creation.

Artists are strongly encouraged to visit the billboard locations along Sunset Blvd. where the work will be exhibited. The environment of the Sunset Strip is unlike anywhere else, and significantly informs how the art on the digital billboards will be experienced. Weather, traffic patterns, time of day, visual approach, size, orientation, and aspect ratio of the individual screens; surrounding buildings and vegetation; and tone of advertising that precedes the art are all factors that should be taken into consideration when creating work to be considered for exhibition.

Artworks exhibited in the Program will be displayed on screens of various sizes and locations on a curated schedule. Artists will be notified of the specific board specs when invited to submit work for the Program. Artworks will be licensed for a period of four months exclusively via contract with the City of West Hollywood.

Required from the Artist

- **Artworks must be formatted to the billboard's specified codec, dimension, framerate, and format. Every billboard as unique specifications and technical requirements that will be provided by the City.**
- **Artworks should be 10-minutes in total length. This can be expressed in one of three ways: a full 10-minute feature; two 5-minute segments; or three 3-minute segments.**
- **Artworks should be silent. Currently the billboards do not allow for audio.**

Provided by the City

- **City will provide the artist with an AfterEffects or Photoshop template with the unique screen dimensions and specifications.**
- **City will provide a countdown Leader, Artist Identification card and End credits which are required for the artwork presentation.**

Tips for a Successful Artwork

- Fast cuts, color flares, camera movements and animation that work well in traditional small-scale media feel overly aggressive when they are multiple-stories tall.
- Avoid any flashing, strobing, or rapid editorial intercuts of high-contrast colors. Flashing or strobing visual transitions or sudden white bright yellow edits create hazardous visual bursts that can leave viewers momentarily blinded.
- Content should be considered to work in the portrait or landscape format of the screen. Artworks must match pixel size and orientation.
- Color Formats: Solid white backgrounds (RGB=255, 255, 255) are too intense on screen and are not allowed. In some instances, solid white backgrounds pose a potential safety issue with their light emission and glare. Use RGB= 231, 231, 231 instead to create successful solid whites.
- Solid black (RGB=0,0,0) is the equivalent of “off” to an LED, meaning no light is emitted. In instances of large solid black areas (like backgrounds), fixtures and areas behind fixtures will be visible during the day, distracting from the creative intent. Use near black colors instead (e.g., RGB=10,10,10) so the LEDs remain “on.”

Exhibition Locations

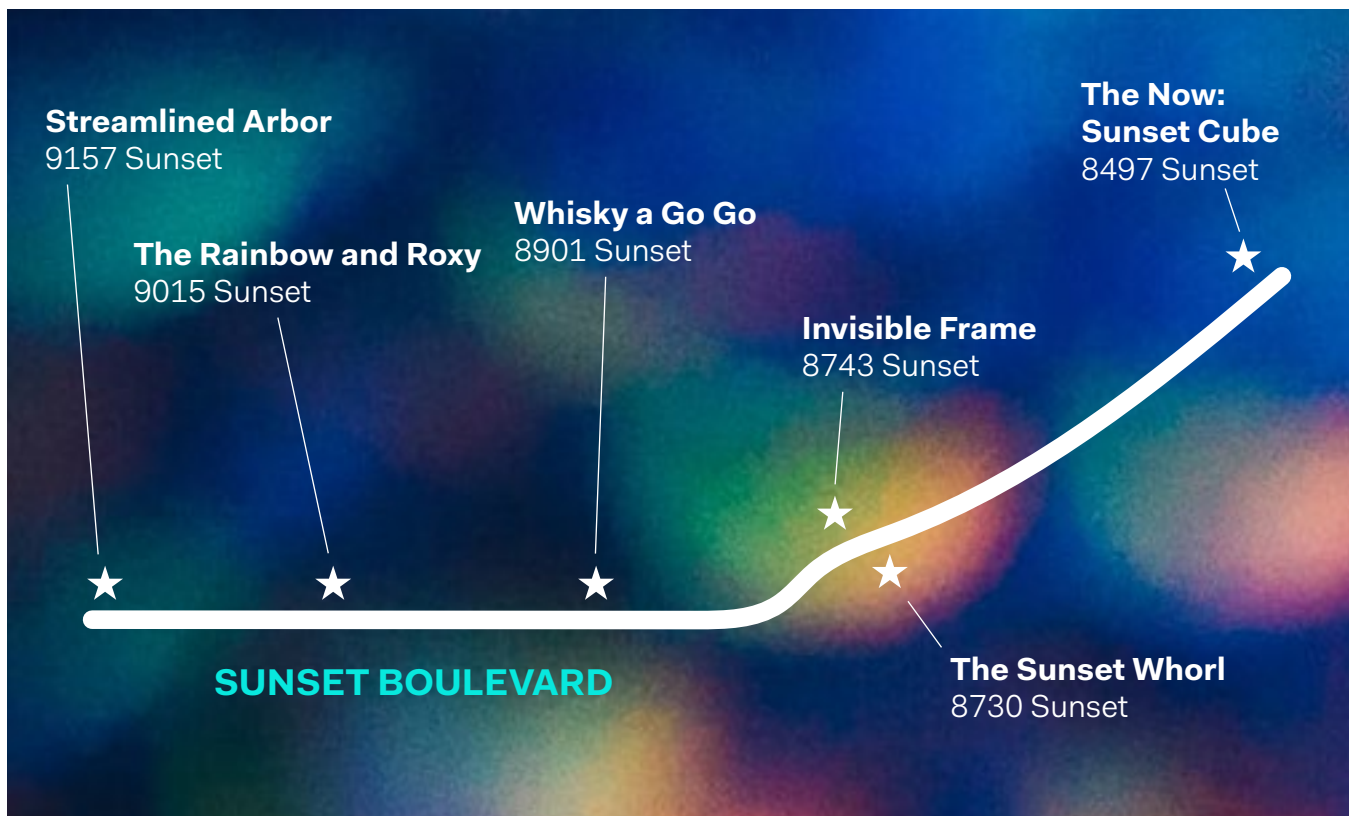
Sunset Boulevard began as a dusty 600-foot road in the 1880's and grew into the legendary street that it is today.

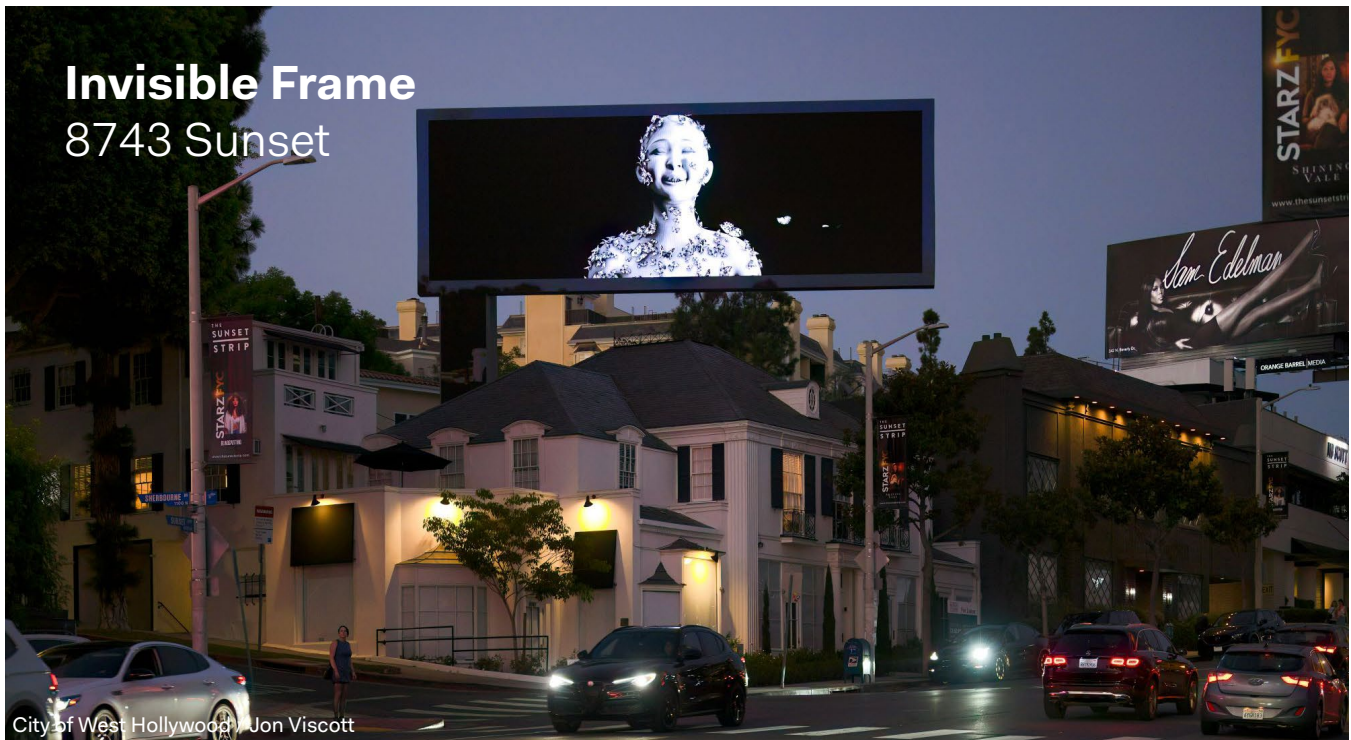
Famous for its iconic advertising billboards-- from rock 'n' roll album covers to the monolithic Marlboro Man, creative signs are an integral part of the Sunset Strip. The digital reinvention of these quintessential billboards builds on the legacy and history of Sunset. By introducing 10.5-minutes of public art at the top of every hour to these

new billboards, West Hollywood continues its forward thinking through progress, exploration, and innovation.

The themes and architectural details of each billboard location, in combination with a location's vivid history, provide cultural opportunities that are unique to each address. The following overview illustrates current project opportunities approved by the City Council, renderings, or documentation of the signs and locations, as well any notable historical information. In addition

to the specific curatorial notes, artworks should address the physical boundaries, orientation and shape of each billboard and its relationship to the surrounding environment, the architectural style of the supporting structure and edifice and endemic themes within all these elements. The sites listed below are in various stages of completion and are subject to change. Additional locations will be added as they are approved by City Council.





Invisible Frame

8743 Sunset

City of West Hollywood | Jon Viscott

The design of the billboard atop the Constance Bennett Building honors the historical and significant qualities of the supporting edifice and looks toward the future with nuanced minimalism. Through highly adaptive technology, this “Invisible” billboard makes use of a live camera to project a real-time feed of its surrounding environment (tree, sky, clouds, etc.) on the billboard frame and support, allowing the infrastructure of the board to “disappear” into the horizon. All that remains is the exceptionally crisp ultra-high-resolution image that appears to float in space. (est. 2022)

Curatorial direction

There are multiple overriding themes to address at this location. Artists are invited to build on and extrapolate these broad concepts:

- Invisibility in a historical sense: what creates marginalization?
- An exploration of perspective: playing with the non-existent ‘boundaries’ of the physical space and gravity
- Illusions and tricks of the eye: either through interacting with the physical environment of the board or creating an additional paradigm within the board itself.
- Play with dimensional space by creating the illusion of depth.

Art Considerations

- The artwork addresses and considers the physical boundaries, orientation and shape of the billboard and its relationship to the surrounding environment.
- The artwork should be visually arresting and significant.
- The artwork should consider viewability during day and evening hours, avoiding dark or dimly lit images.
- The artwork should avoid images that are composed of overly intricate and complex detail.



Streamlined Arbor
9157 Sunset

City of West Hollywood / Jon Viscott

Through careful consideration of the Streamline Moderne style in which the building below the billboard being described was constructed, “Streamlined Arbor” is an abstraction of the trees that surround both. The existing building is an extensively renovated, historically significant, Streamline Moderne building. “Streamlined Arbor” is an elegant welcome at the western edge of Sunset Blvd. (est 2022)

Curatorial direction

There are multiple overriding themes to address at this location. Artists are invited to build on and extrapolate these broad concepts:

- What is “modern”? What becomes old fashioned and what are ideas worth honoring and re-examining?
- Works that celebrate nature
- Provoking artwork around climate change or other environmental issues
- Interaction between images on the face of the board with the greenspace behind it: where does one stop and the other begin?
- How are you seen if your culture is ignored?

Art Considerations

- The artwork addresses and considers the physical boundaries, orientation and shape of the billboard, the frame, the support, the reverse, and their relationship to the surrounding environment.
- The artwork should be visually arresting and significant.
- The artwork should consider viewability during day and evening hours, avoiding dark or dimly lit images.
- The artwork should avoid images that are composed of overly intricate and complex detail.

Whisky a Go Go

8901 Sunset



Concept rendering

At the center of the social justice movement in the 60's and 70's, the Whisky a Go Go earned its radical reputation by creating a welcoming venue for black musical artists, flouting curfew and segregation laws enacted in nearby Los Angeles. Built in the Art Deco style of the 1920's and later painted in garish red and black, the historically designated Whisky a Go Go has an unmistakable presence on Sunset Blvd. The large, brutalist metal-clad billboard proposed for this site continues that provocative tradition. Evoking the architectural style that coexisted with Art Deco's modernism, The Whisky imagines an alternative reality: one in which the billboard and the supporting edifice were imagined and constructed together. (In Construction)

Curatorial direction

There are multiple overriding themes to address at this location. Artists are invited to build on and extrapolate these broad concepts:

- What role do counter cultures play in society? How are they vilified or de-platformed?
- Transformation through resistance, demonstration, and defiance.
- Technology and dystopian environments
- Historical video documentation of the music and architectural history of the Sunset Strip

Art Considerations

- The artwork addresses and considers the physical boundaries, orientation and shape of the billboard, the building, and its relationship to the surrounding environment.
- The artwork should be visually arresting and significant.
- The artwork should consider viewability during day and evening hours, avoiding dark or dimly lit images.
- The artwork should avoid images that are composed of overly intricate and complex detail.



The Sunset Whorl 8730 Sunset

Concept rendering

Constructed on the facade of the northeastern most edge of the 1960's building known as the Sunset Towers, the Sunset Whorl is a two-sided billboard. On the west is a static board and on the east is a digital board with a curved face. The east facing board will display the artwork. The building will be undergoing a facade renovation that will include an abstracted, metallic "flower" that will act as the structural support for the two boards. The curved edges of the digital board combined with its vertical shape evoke the conical shape of a cyclone or whorl. (In Construction)

Curatorial direction

There are multiple overriding themes to address at this location. Artists are invited to build on and extrapolate these broad concepts:

- Artwork that plays with Extreme depth of field and emphasizes 3-dimensional space.
- Motion, flow, energy of all types: organic and mechanized, circular vertical motion.
- Work that begins an action that continues or completes in an augmented space above or outside the boundaries of the board
- Natural conical phenomena (documented or constructed): tornados, waves, wind tunnels, whirlpools
- Motion wireframes, 3D models, studies, or waveforms

Art Considerations

- The artwork addresses and considers the physical boundaries, orientation and shape of the billboard and its relationship to the surrounding
- The artwork should be visually arresting and significant.
- The artwork should consider viewability during day and evening hours, avoiding dark or dimly lit images.
- The artwork should avoid images that are composed of overly intricate and complex detail.

The Now: Sunset Cube

8497 Sunset



The 3 screens at 8497 Sunset are a “media cube” that wrap a projection at the eastern edge of the building. Comprised of 3 “faces”, each visible plane of the billboard will have the ability to display a high-resolution 3D moving image. Each display surface can operate independently or as part of a contiguous ‘whole’, giving the impression that an image has been ‘mapped’ or bent around the cube. Visible from both directions on Sunset Blvd., and south, down La Cienega, The Now can set the stage for extraordinary three-dimensional moments and sets Sunset Boulevard’s apart as one of only a handful of locations to display true 3D media. (In Construction)

Curatorial direction

There are multiple overriding themes to address at this location. Artists are invited to build on and extrapolate these broad concepts:

- What is “now”? Is all ‘cutting-edge’ already passed by the time it stops being art and becomes mass communication?
- Explore the inherent possibilities of 3-dimensional depth : play with the co-planar ‘boundaries’ of the cubed physical space. Begin one action on one face and having it continue and become another gesture as it turns the corner.

Art Considerations

- The artwork is composed in 3D software supported by the location and specified in the supplied specs.
- The artwork addresses and considers the physical boundaries, orientation and shape of the billboard and its environment.
- The artwork should be visually arresting and significant.
- The artwork should consider viewability during day and evening hours, avoiding dark or dimly lit images.
- The artwork should avoid images that are composed of overly intricate and complex detail.

Rainbow and Roxy

9015 Sunset



The Rainbow Bar and Grill opened in 1972, to cater exclusively to musicians, as other eating establishments preferred to avoid the chaos and notoriety that inevitably followed in a band's wake. Constructed in the Tudor Style in 1928, the historically significant building originally housed the Russian Eagle Café and shuffled through many tenants before becoming the Rainbow Bar and Grill. The Roxy was started by a group of four music industry executives for the bands they wanted to showcase. The Roxy was the birthplace of the rock n' roll reputation that Sunset Boulevard has to this day. The billboards at this location are slender, vertical, and visible traveling towards the west on Sunset Boulevard. (In development)

Curatorial direction

There are multiple overriding themes to address at this location. Artists are invited to build on and extrapolate these broad concepts. Art is confined to the digital, vertically oriented board above the Rainbow Bar & Grill. Advertising will occupy the static board above the Roxy.

- Convey musicality without sound through pace, repetition, color, movement.
- Historic musical and/or rock n roll themes.
- Visual tricks of depth perception
- Rainbows and climate change
- Gravity

Art Considerations

- The artwork addresses and considers the physical boundaries, vertical orientation and shape of the billboard and its relationship to the horizontal board that faces it at the Roxy to the surrounding environment.
- The artwork should be visually arresting and significant.
- The artwork should consider viewability during day and evening hours, avoiding dark or dimly lit images.
- The artwork should avoid images that are composed of overly intricate and complex detail.

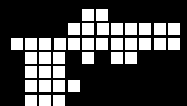
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