

January 17, 2022

Dear Arts and Cultural Affairs Commissioners,

In response to the City of West Hollywood's intent to create an Artist In Residence program at the Laurel House and Park, we present, as starting points for discussion, the following:

- **Five distinct residency models to ponder.** Looking at a range of models helps to clarify the program's concept, values, and direction.
- **Modes of programming.** How are content and participation shaped?
- **A program of core activities, and a diagram of spatial needs and assumptions.** This facilitates a way to communicate with the architect.
- **A set of questions to ask yourself while considering the ideas posed.** They are meant to support digestion and contemplation of the various scenarios.
- **A summary of neighbor input from the December 2022 meetings.** Keeping the community voice evident.

We look forward to our discussion at the PACA meeting on February 9, 2023.

Sincerely,

Sara Daleiden
Kimberli Meyer

1. Social Practice Art Theory

Approach: Create a place for artists to pursue medium-term projects in the manner of social practice art and theory.

Timeframe: 2 years in residence; possibility for staggered cohorts and repeated visits.

Public Programs: Strong ongoing public program on site, operating distinctly from the artist projects but aligned with its themes and concerns.

Key Partnerships: Link up to one or more art schools and universities of the region, such as CalArts, Otis School of Art and Design, USC, UCLA; International art organizations and initiatives focused on social practice.

Campus studios: Communal and individual work spaces for local and visiting artists.

Possible Outcome: West Hollywood becomes a known art site, respected for how it tests and develops modes of artistic social practice, appreciated for its cultural generosity to local inhabitants.

2. Serial Global Exchange

- Approach:** Address a topic, every 2-3 years, targeting local problems and international commonalities. Invite artists and thinkers from across the world to work individually and collectively on shared concerns. The topic is established by the ACAC Commissioners and PACA members with recommendations by a panel of scholars, artists, designers, professionals, who could be tapped to advise the program across the span of its session.
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- Timeframe:** 2-3 years total. Residents return to Laurel House once or as many times necessary to work on a project. They have the opportunity to develop meaningful ties to the West Hollywood region, while maintaining a stable home base elsewhere. This encourages long-term, deeper cross-cultural work.
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- Public Programs:** Public spaces are used to present local and visiting artists and thinkers responding to the topic.
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- Key Partnerships:** Local Consulates, internationally-oriented college and university programs.
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- Campus studios:** Communal and individual work spaces for local and visiting artists.
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- Possible Outcome:** The cross-pollination between local artist / intellectual groups and their international visiting counterparts makes waves. The ideas exchanged and developed play a significant role in addressing urgent issues that are global in scale, local in effect.

3. Flexible Interdisciplinary

Approach: Bring together a diverse mix of artists, composers, designers, writers, performers, to pursue projects while living in the apartments.

Timeframe: 1-3 years. It could be cohort-based, in which residents have the same start and finish dates. It could be flexible, in which fellows come as necessary for periods of time that make sense for everyone.

Public Programs: Residents are invited to organize programs; classes are taught for life-long learners; other public programming to reflect prevailing needs and interests.

Key Partnerships: Art spaces from MOCA, the Hammer, LACMA, and the California African American Museum; to LA><, the MAK Center, and RedCat; to the contemporaneous small-scale arts spaces; and everything in between. Link up to one or more art schools and universities of the region, such as CalArts, Otis School of Art and Design, USC, UCLA.

Campus studios: Communal and individual work spaces for local and visiting artists.

Possible Outcome: The administrative light touch of an open call format residency delivers an inspiring and surprising series of artistic intersections, revelations, and expansions.

4. Actually-affordable Housing Pipeline

Approach: Incubating artist citizens through the stabilization of home and the continuity of learning. Providing facilities and education for artists and learners, and a pathway to stable housing. Eligibility geared toward residents of Los Angeles County / Southern California.

Timeframe: 2 years, with a pathway to actually-affordable housing in West Hollywood when transitioning out of the residency.

Public Programs: Residents are invited to organize programs; classes are taught for life-long learners; other public programming to reflect prevailing needs and interests. Possible threads include West Hollywood history, housing and home, public-service arts.

Key Partnerships: West Hollywood Planning and Development, West Hollywood Rent Stabilization Division, LA County, tenants organizations, area arts organizations.

Campus studios: Communal and individual work spaces for local and visiting artists.

Possible Outcome: Art works together with Planning to enact spatial and social justice. Together they chart a way to redress wealth inequality via the arts.

5. Embedded Government Art Worker

Approach: An artist works as an employee for the City of West Hollywood on a project that comes about one of two ways: Either a problem is identified by the city and AIR leadership and posed as a challenge in a request for proposals; or a more open-ended request goes out, inviting artists to define a project they want to do inside the city.

Timeframe: 2 years.

Public Programs: Public education around city government and functions. Synthesis of city government and artistic practice.

Key Partnerships: Art and other community organizations relative to the City department's focus, Los Angeles County Arts and Culture Department.

Campus studios: Communal and individual work spaces for local and visiting artists.

Possible Outcome: Everybody involved—artist, city worker—learns and looks at their own work anew. Constituents benefit from a different voice in their government. West Hollywood joins a small but growing community of government-embedded artist residencies.

Program Pallete Comparison

	1 Social Practice Art and Theory	2 Serial Global Exchange	3 Flexible Inter-disciplinary	4 Actually-affordable Housing	5 Embedded Government Art Worker
Approach:	Create a vibrant place for artists to pursue medium-term projects in the manner of social practice art and theory.	Address a topic targeting local problems and international commonalities. Bring in artists from around the world.	Bring together a diverse mix of artists, composers, designers, writers, performers, to pursue projects while living in the apartments.	Incubate artist citizens through the stabilization of home. Eligibility geared toward residents of Los Angeles County / Southern California.	An artist works as an employee in one or more of the departments in the City of West Hollywood on a project.
Timeframe:	2 years in residence + flex	2-3 years total Residents return as many times as necessary.	1-3 years. Cohort-based or flexible	2 years, with a pathway to actually-affordable housing	2 years
Public Programs:	Ongoing public program on site, operating distinctly from the artist projects but aligned with its themes and concerns.	Public spaces are used to present local and visiting artists and thinkers responding to the topic.	Residents are invited to organize programs; classes taught for life-long learners; ongoing program	Ongoing public program to reflect prevailing needs and interests.	Public education around city government and functions. Synthesis of city government and artistic practice.

Program Palette Comparison

	Social Practice Art and Theory	Serial Global Exchange	Flexible Inter-Disciplinary	Actually-Affordable Housing	Embedded Government Art Worker
Key Partnerships:	Link up to one or more art schools and universities of the region, such as CalArts, Otis School of Art and Design, USC, UCLA; International art organizations and initiatives focused on social practice.	Local Consulates, internationally-oriented college and university programs	Art spaces small and large; the MAK Center; regional schools and universities such as CalArts, Otis School of Art and Design, USC, UCLA.	West Hollywood Planning and Development, West Hollywood Rent Stabilization Division, LA County, tenants organizations, area arts organizations.	Art and other community organizations relative to the City department's focus, Los Angeles County Arts and Culture Department.
Campus Studios:	Communal and individual work spaces for local and visiting artists.	Communal and individual work spaces for local and visiting artists.	Communal and individual work spaces for local and visiting artists.	Communal and individual work spaces for local and visiting artists.	Communal and individual work spaces for local and visiting artists.
Possible Outcomes:	West Hollywood becomes a known art site, respected for how it tests and develops modes of artistic social practice, appreciated for its cultural generosity to local inhabitants.	The cross pollination between local artists and international visiting counterparts address urgent issues global in scale, local in effect.	The administrative light touch of an open format delivers an inspiring and surprising series of artistic intersections, revelations, and expansions.	Art works together with Planning to enact spatial and social justice. Together they chart a way to redress wealth inequality via the arts.	Artist and city workers learn and look at their own work anew. West Hollywood joins a community of government embedded artist residencies.

Program Direction

Selection Processes

One or more of these can work together.

Biennial Call and Cohort: open call for proposals and/or applications for all four slots. Residents come in at the same time, instilling a strong sense of cohort. For artists, a cohort encourages group bonding and collaboration; for the city, a full cycle and its learnings will contribute to tweaking how the next round is managed; for neighbors, it builds a sense of familiarity and rhythm.

Thematic Call and Deep Dive: A broad research topic such as “Climate Emergency” or “Housing Challenges” is developed into a call for applications, and participants are chosen based on their response and likelihood of contributing to the discourse.

Invitational: From pools of qualified practitioners, invitations are made.

Combination of models: Develop a pallet. This allows the city to construct parallel tracks of artistic exploration, while ensuring a diversity of the mix at any given time.

Personnel

Definition and articulation of the artistic project of the program:

The decision-making body is the Arts and Cultural Affairs Commission, with its Performing Arts and Cultural Affairs (PACA) subcommittee making recommendations. PACA relies on City staff, which oversee all production and consultants. Supporting the work of City staff and commissioners are experts from the field, contract positions such as guest curators, independent review panelists, advisors, possibly program directors. Who holds these positions and how they work impacts the artistic profile of the program.

Program Space

Park Landscape

Flora and Fauna care and appreciation
Co-working space

Living spaces

4 Artists In Residency, private
1 Caretaker, private

Archive

For West Hollywood-focused histories and cultural currents.

Indoor and Outdoor Programming

Education Artistic Production and Presentation
Commercial Kitchen
Landscape Engagement

Each use of the site has a weight, spatially, energetically, temporally. We can estimate our program to weigh out roughly as:

Program Space Flexible
25%

Designated
10%

Live Work Artist
25%

Archive
5%

Live Work Caretaker
5%

Park Landscape
30%

Questions

As you consider these 3 menus:

PROGRAM PALETTE
PROGRAM DIRECTION
PROGRAM SPACE

- 1) How do you imagine this artist residency could be valuable to your life in West Hollywood?
- 2) What do you want to celebrate about life in West Hollywood that this artist residency can amplify? What's missing in life in West Hollywood that this artist residency could make space to explore?
- 3) What do the City government and its constituents need to function better and improve the quality of life for any neighbor? How can local and visiting artists at Laurel House and Park contribute to these needs?
- 4) Considering each of the five residency models in the Program Palette, imagine the experience at Laurel House and Park. What comes up?

Summary of Feedback from Community Meetings held December 2 and 3, 2022

A focused discussion with approximately 20 attending neighbors, was led by Sara Daleiden, Kimberli Meyer, and their team on Friday, Dec 2 at the Plummer Park Community Center. The prompts promoted a wide-ranging discussion on the value of art in life. We continued the conversations the next day, with many of the same attendees, at Laurel Park.

Community members expressed that artists could contribute to their creative life and community through engagement. They felt that exposure to diverse cultures, demystifying art, and making art a part of everyday life creates generative, creative moments. They voiced artistic and physical activities they desire, including painting, ceramics, music, storytelling, yoga, dance, veteran centered and art-making for all ages. There was a strong sense that the artist residency could create a sense of continuity in their neighborhood by celebrating life in West Hollywood, memorializing Laurel House, exploring its history, and building on personal relationships and leadership, potentially enchanting value and life in West Hollywood.

Here are the questions we asked, and a summary of what came back:

When do you value art and creativity?

- As Storytelling
- As providing energy for living, like a battery charge
- As Connecting with others
- As Personal relationships
- As Community Engagement
- As Continuity
- As Spectacle
- As Leadership
- As Memorial

How can artists living and working nearby contribute to your creative life and community?

- Reinforcing that creativity is for all
- Demystifying art
- Access to culture
- Making art part of everyday life
- Melding the artistic with the park experience
- Exposure to new things

What is the value of community?

- Engaging with local history
- Sharing city resources
- Exposure to experience of others
- Live and work in same space

What does the history of the Laurel House mean to you?

- Controversial
- Linick House
- History of eviction
- Will of the council determines progress
- An honor, a gift to the government to community

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Controversial
Linick House
History of eviction
Will of the council determines progress
An honor, a gift to the government to community

What does the current use of the Laurel Park mean to you?

Neighborhood connections
Discussion Space
Nature Park
Dog Friends
Physical activity

What kind of activities do you crave in your life?

Eating new food
Hiking
Gardening
Smooth surface to roller skate on
Biking
Historic Route 66
Veteran
Inclusion
All kinds of professional lectures
History
Story time as told by community elders
Making community
Pottery
Yoga
Dance
Music
Movement

Wood working
Snowboarding
Live music
Live classic music
Painting
Pottery studio with a high fire kiln
Art making
Crafts
Makerspace
Outdoor sculpture
Art making for all ages
Movies
Ceramics
Song
Peace of mind
Self-expression
Cultural adventure
Learning new things
Travel