

Review Criteria

Criteria for Evaluating Artists

The following criteria should be used to evaluate artist qualifications.

The artist:

- Meets the definition of professional artist, which is defined as “an individual generally recognized by critics and peers as a professional practitioner of the visual arts, as judged by the quality of that professional practitioner’s body of work, educational background, experience, past public commissions, exhibition record, publications, receipt of honors and awards, training in the arts, and production of artwork.”¹².
- Demonstrates artistic excellence, innovation and originality as represented in past work and supporting materials.
- Demonstrates interest in and understanding of the project.
- Demonstrates interest and capability in creating public artworks in collaboration with the design team (if applicable) and other project partners.
- Demonstrates experience in successfully completing works of similar scope, scale, budget and complexity, or ability to articulate how he or she would be able to bring the necessary artistic and technical skills to this project.
- Demonstrates ability to communicate effectively with the City of Coral Gables staff, other project partners and the community.
- Demonstrates the potential to work in a public environment and animate public space.
- Demonstrates capacity for working in media and with concepts that are appropriate to the project goals and site.
- Is available to perform the scope of the work in a timely and professional manner.

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Criteria for Evaluating Artist Concepts

The following criteria should be used evaluate artist concepts.

The concept should:

- Meet the definition of a work of art, which is defined as “tangible creations by artists exhibiting the highest quality of skill and aesthetic principles, including but not limited to paintings, sculptures, stained glass, statues, bas reliefs, engravings, carvings, frescos, mobiles, murals, collages, mosaics, tapestries, photographs, drawings, monuments and fountains or combinations thereof,¹³” and is one-of-a-kind or part of an original, numbered series.
- Respond to the City’s vision for public art as set forth in the Master Art Plan and Guidelines.
- Meet the goals for the project as defined in the Project Plan.
- Demonstrate excellence in aesthetic quality, workmanship, innovation and creativity.
- Demonstrate appropriateness in scale, form, content and is of materials/media suitable for the site.
- Acknowledge and inform the specific site and is sensitive to the City’s overall design traditions.
- Demonstrate feasibility in terms of budget, timeline, safety, durability, operation, maintenance, conservation, security, and/or storage and siting. Consideration is given to the City’s ability to provide ongoing maintenance and repair.
- Bring diversity to the City’s public art collection in terms of media, artistic discipline, and/or artistic approach.

¹³ Coral Gables Art in Public Places Ordinance, Section 3-2002. Definitions, Works of art.