



Preliminary Art Plan

wpg

Town Center at Aurora

Three orange circles of varying sizes are positioned on the right side of the slide. One is a medium-sized circle in the upper right, another is a larger circle partially cut off by the edge on the right, and a third is a small circle at the bottom right.

NARRATIVE

ART GOALS



SELECTION CRITERIA

The experience at Town Center at Aurora will be rejuvenated by integrating a public art program and introducing new components to the mall. This will reinforce The Center as a destination within the broader community. The public art collection will aim to spark conversation while helping to build community and connection, and will tie together the new components of the Town Center.

Artwork will add pops of color at strategic locations while also fitting in with the subtle palette planned for the space. It will support the wayfinding on location while adding in moments of discovery for visitors

The Town Center at Aurora will not only showcase original art but will also actively support the art community in Colorado by commissioning site specific artworks by local artists and tradespeople.

Refined

Fun

Eclectic

Discovery Elements

Innovative

Safety



ART CONCEPTS

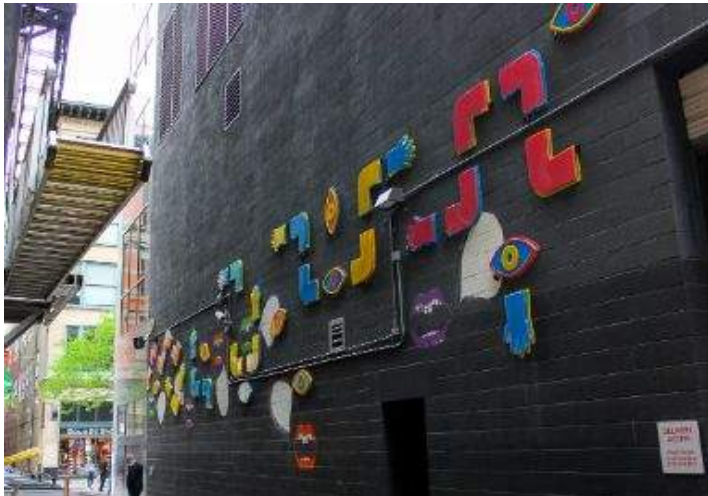


Mood Board



Sculptural Concepts

Mood Board



Mural Concepts



ART TYPOLOGY

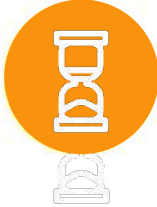


ART TYPES



ICONIC

Iconic artwork is defined as being large scale (greater than 6'H) and clearly reflective of the characteristics of the project. Iconic artwork is best suited to well trafficked spaces indicating an arrival, or points in the journey inviting reflection and pause.



TEMPORARY

Temporary artwork is defined as artwork exhibited for a limited amount of time. Temporary artwork should be limited to 1-2 locations at any given time, and can range anywhere from 1 day to monthly, quarterly or yearly in life span. Locations can be pre-designated as such, allowing for preparation and fluidity.



MURAL

Mural artwork is defined as artwork directly painted or applied to a wall surface or other substrate. Mural artwork should be used on buildings (non-historical), bridges, and gathering places, including the ground plane.



DISCOVERY

Discovery artwork is defined as artwork that is unexpected and surprises the viewer when they move through the site. Discovery artwork should be incorporated throughout pedestrian friendly paths and sites of gathering. The artwork medium will vary.



FUNCTIONAL

Functional artwork is defined as artwork that also serves a utilitarian purpose. Functional artwork should be used throughout the site where gathering takes place, as well as on sidewalks.



MULTI-MEDIA

Multi-media artwork is defined as artwork that uses or includes a combination of electronic media, such as video, film, audio and computers.



AERIAL

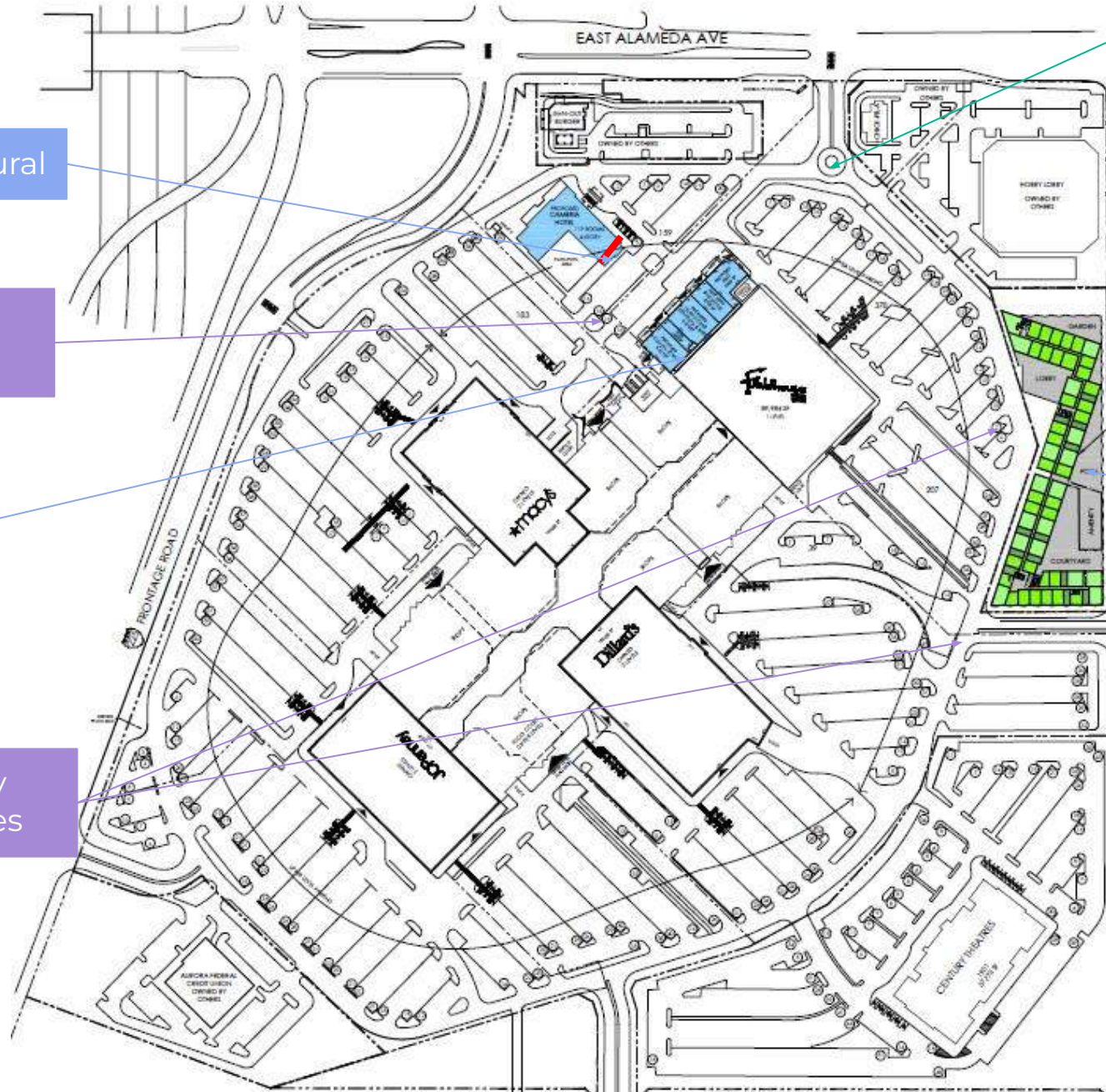
Aerial artwork is defined as artwork experienced overhead. Aerial artwork should be incorporated in areas with high ceilings to draw visual interest. Aerial works can also connect pathways, taking on canopy-like forms providing both artful and functional (i.e. shade) uses.



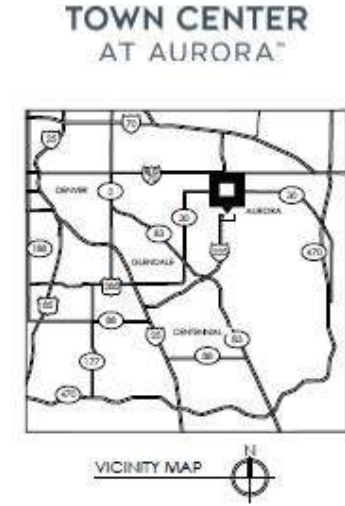
SITE LOCATIONS



POTENTIAL ART LOCATIONS AND ART TYPES



Iconic
Sculpture



Murals

NOTE: These locations are subject to change with updates to the overall project plan

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BUDGET

MULTI-FAMILY

ITEMS	AMOUNT
Artist Budget (75%)	\$461,250
Project Coordination - NINE dot ARTS Fees (10%)	\$61,500
NINE dot ARTS Total (pre-tax)	\$522,750
Additional Project Costs*:	
Maintenance (10%)*	\$61,500
Public Art Application Fee (5%)**	\$30,750
Location total (pre-tax)	\$615,000

HOTEL

ITEMS	AMOUNT
Artist Budget (75%)	\$135,000
Project Coordination - NINE dot ARTS Fees (10%)	\$18,000
NINE dot ARTS Total (pre-tax)	\$153,000
Additional Project Costs*:	
Maintenance (10%)*	\$18,000
Public Art Application Fee (5%)**	\$9,000
Location total (pre-tax)	\$180,000

RETAIL & RESTAURANTS

ITEMS	AMOUNT
Artist Budget (75%)	\$56,250
Project Coordination - NINE dot ARTS Fees (10%)	\$7,500
NINE dot ARTS Total (pre-tax)	\$63,750
Additional Project Costs*:	
Maintenance (10%)*	\$7,500
Public Art Application Fee (5%)**	\$3,750
Location total (pre-tax)	\$75,000

ITEMS	AMOUNT
Artist Budget (75%)	\$ 652,500
Includes artist fees, materials, labor costs for assistants, insurance, permits, taxes, business / legal expenses, operating costs, art dealer's fees, site preparation, fabrication, installation, photography of the work, and ID plaque.	
Project Coordination - NINE dot ARTS Fees (10%)	\$87,000
NINE dot ARTS Total (pre-tax)	\$739,500
Additional Project Costs*:	
Maintenance (10%)*	\$85,000
Public Art Application Fee (5%)**	\$43,500
Overall Project total (pre-tax)	\$870,000
This budget was based on an estimated construction cost of \$87M and broken down per the city requirements.	
*Following the TOD Public Art Guidelines for the city of Aurora.	
**To be paid by the client independently	



SCHEDULE



Schedule

Stage 1	Vision Development + Project Road Map	Estimated Date (week of)
	Visioning session and visual preference survey	COMPLETE
	Roadmap Delivery	COMPLETE
	wpg team reviews and approves Roadmap	7/17/23
Stage 2	Research + Curate	Estimated Date (week of)
	Research & Curation (commences upon Site Plan Approval from City of Aurora	Early Fall '23
	Presentation of Initial Art Concepts	Mid Fall '23
	Deliver art proposal (v1)	Late Fall '23
	wpg team provides feedback on Art Proposal	Late Fall/Early Winter '23
	NINE dot ARTS updates proposal if needed	Early Winter '23
	wpg team - Approval of Collection	Winter '23
Stage 3	Art Acquisition	Estimated Date (week of)
	Art Purchasing	Winter '24
	Art Production	Jan '24-July/Aug '25
	Art Production & Shipping	Est. Aug '25
	Art Delivered to Site + Storage	Est. Sept '25
Stage 4	Install + Engage	Estimated Date (week of)
	Installation of artwork	Est. Sept/Oct '25

THANK YOU

NINE  ARTS