

SECTION 4. PURPOSE, VALUES AND GOALS

4.1 Purpose

The mission of the Art in Public Places program is to enrich the lives of local citizens and visitors by integrating public art into City planning, services, design and infrastructure. The following values and goals shall guide the City in making decisions regarding public art. Project committees, panels, the Minneapolis Arts Commission and other interpreters of these goals and values shall apply them as appropriate to each project, artist and community. Indicators of the values and goals listed in Sections 4.2.2 through 4.2.4 shall be developed specifically with each neighborhood site that is the focus of a City public art project. Review criteria for all policy areas of public art shall be based on these values and goals. (See Appendix A for a comparison of criteria in all policy areas.)

4.2 Values and Goals

4.2.1 Stimulate Excellence in Urban Design and Public Arts:

- Enhance the aesthetic environment of public places within the City through engaging, unique and high quality public artworks.
- Engage qualified and experienced artists.

4.2.2 Enhance Community Identity and Place:

- Build awareness of community history, identity, cultures and geography.
- Develop artworks that are integrated into City building projects and are compatible with their settings.

4.2.3 Contribute to Community Vitality:

- Promote Minneapolis as a nationally and internationally recognized arts city and tourist destination.
- Build the capacity of and cooperation between the private and public sectors, artists, arts and community members.
- Encourage civic dialogue about important City issues.
- Develop and maintain safe artworks.

4.2.4 Involve a Broad Range of People and Communities:

- Enhance opportunities for all citizens, neighborhoods and organizations to participate in the planning and creation of artworks.
- Celebrate the City's cultural communities.
- Provide opportunities for the community to come together.

4.2.5 **Value Artists and Artistic Processes:**

- Provide a range of creative opportunities for artists with a range of experiences.
- Ensure the ongoing integrity of artworks and respect the creative rights of artists.
- Always involve artists directly in the concept, design and creation of artworks.
- Ensure budgets adequately support artists and the creative process.

4.2.6 **Use Resources Wisely:**

- Develop and sustain projects in a cost-effective manner.
- Use City funds to leverage private investment in public art and use public art to leverage private investments in other city ventures.