



ART IN THE PARKS PROGRAM

Frequently Asked Questions

Program Vision

The goal of the program is to encourage art and artists to work with the Park to engage visitors in learning to see in new ways – by providing lenses and pathways through which visitors experience and learn about the park environment and resources, reflect on the meaning of a personal and shared stewardship ethic, and reevaluate how we understand and perceive others and ourselves. This program aspires to enhance a world-class national park with the integration and appreciation of art as an essential element for the visitor experience and interpretation.

Toward this end, the Park is most interested in temporary and experiential art that heightens and enhances the visitor's experience and understanding of its natural and cultural resources, is relevant to the Park's history, and is uniquely responsive to this special place. The basic scope includes temporary works located throughout the Park, both in the landscape and within buildings. Work of all appropriate artistic disciplines will be considered, including but not limited to paintings, works on paper, sculptures of all materials, mixed media, ephemera, photography, digital and other media, dance, performance and music. Experiential projects can also take the form of artist-envisioned interactions, experiences or interpretations that have no tangible, visible impact on the land.

Program Partners & Background

Artists have been deeply connected with national parks since the 1870s when famed Hudson River School painters documented the majestic landscapes of the West. It was through art that the public came to understand and value these special places in America—places destined to become our first national parks. The Art in the Parks initiative is a partnership program of the National Park Service-Golden Gate National Recreation Area (GGNRA), the Golden Gate National Parks Conservancy (Parks Conservancy) and the Headlands Center for the Arts (HCA).

[National Park Service - Golden Gate National Recreation Area:](#) The National Park Service (NPS) is a federal agency within the U.S. Department of the Interior charged with managing the preservation and public use of America's most significant natural, scenic, historic, and cultural treasures. Established in 1916, the NPS manages 401 sites across the U.S. – including the Golden Gate National Recreation Area.

The GGNRA is one of the world's largest national parks in an urban area, stretching along the California coastline for nearly 60 miles and comprising over 84,000 acres across three counties in the San Francisco Bay Area. The Park offers unparalleled recreational opportunities, married with diverse landscapes rich in cultural and natural resources. From historic military structures dating back to the Civil War era to the ancient redwood forests of Marin, each place is unique. Park sites include Muir Woods, Alcatraz, the Presidio, the Marin Headlands, Crissy Field, Lands End, Fort Point, Ocean Beach, Stinson Beach, Point Bonita, Mori Point, and more.

The NPS aims not only to protect and preserve these amazing resources, but also to create a meaningful connection between visitors and the natural and cultural resources that surround them. One way it does this is through the use of art.

The Golden Gate National Recreation Area has played a major role in continuing and expanding the historic relationship between artists and the national parks. The history of art at GGNRA is long and diverse, and ranges from performances on Alcatraz and in the Marin Headlands, to the Benny Bufano sculpture in the Great Meadow, to

Jeannene Przyblyski's *Comings and Goings* at Lands End. These works demonstrate the positive impact and public benefit of thoughtful art projects throughout the Park. Furthermore, since the 1980s, the Park's primary arts partner, the Headlands Center for the Arts, has demonstrated the vital role that art and artists play in a national park and today HCA manages the leading artists-in-residence program within the National Park System.

Headlands Center for the Arts: Headlands Center for the Arts is a multidisciplinary, international arts center dedicated to supporting artists; the creative process; and the development of new, innovative ideas and artwork. The campus comprises a cluster of artist-rehabilitated military buildings, just north of the Golden Gate Bridge at historic Fort Barry in the Marin Headlands, a part of the Golden Gate National Recreation Area.

Golden Gate National Parks Conservancy: The Golden Gate National Parks Conservancy is the nonprofit membership organization created to preserve the Golden Gate National Parks (the popular moniker for the Golden Gate national Recreation Area), enhance the experiences of park visitors, and build a community dedicated to conserving the parks for the future.

The National Park Service, together with Headlands Center for the Arts and the Golden Gate National Parks Conservancy, have a shared vision to promote the Art in the Parks program.

Program Guidelines & Criteria

Proposed projects will be evaluated using the following guidelines and criteria:

Art Proposal Guidelines

- Projects should engage visitors and enhance their experience and understanding of park resources
- Projects should highlight or draw attention to a unique aspect of the area
- Projects will occur within the Park and be temporary in nature (one year or less), with the exception of projects designed to be more permanent such as within visitor centers
- Project should have minimal/no impact on natural and cultural resources
- Project should be innovative in their fabrication approach and materials should be recycled or reusable afterward whenever possible
- Projects should be highly sensitive to accessibility and safety issues as they relate to visitors and staff

Selection Criteria

- Artistic merit
- Community involvement opportunities, either in the creation or enjoyment of the work
- Project relevance
- Appropriateness for National Park setting with minimal to no impact on visitor access during installation and deinstallation
- Availability of resources
- Durability and maintenance
- Safety, security and access

Am I eligible to apply?

Application to the Art in the Parks program is open to all individuals and organizations. Nonprofit organizations, public agencies, and for-profit organizations with an element of public programming are encouraged to apply. Applications will be reviewed and considered on a case-by-case basis, and are eligible for re-submission if the first proposal is not accepted. Program staff will contact you with any concerns about the proposal.

Before applying, please review the "Program Vision" and the "How do I apply?" sections, along with the websites of each organization to best determine whether your project is appropriate for the Art in the Parks program.

Golden Gate National Recreation Area: www.nps.gov/goga

Headlands Center for the Arts: www.headlands.org

Golden Gate National Parks Conservancy: www.parksconservancy.org

If your project is part of a special event or a one-day event, including those that are artistic in nature, please contact the [Office of Special Park Uses](#) for more information.

How do I apply?

Individuals and/or organizations interested in contributing a project to the Art in the Parks Program must fill out and submit a Project Proposal Application form and include a one-page project description, in order to be considered. The one-page description should address the project guidelines and selection criteria listed above, as the reviewing committee will use them to assess each proposal. Any visuals that are pertinent to the description may be included. Please note that application submittal does not guarantee the project's approval.

Application Process & Requirements

1. Complete the Project Proposal Application form – applications not fully completed will not be reviewed.
2. Attach a thoughtful, one-page description of the proposed project with your application form. The description should include the project's theme, its nexus to the park, and address the guidelines and selection criteria.
3. Applications may be submitted by email, fax or mail to the following addresses:

Email: Art@parksconservancy.org

Fax: 415-561-3003 (Attention: Kate Bickert @ Art in the Parks)

Mail: Kate Bickert @ Art in the Parks
Golden Gate National Parks Conservancy
Building 201, Fort Mason
San Francisco, CA 94123

When will I know the status of my application?

Applications are reviewed by the Art in the Parks committee quarterly each year. Applicants will be notified on the status of their application via email by the last Friday of each review month (January, April, July, October).

Applications of time sensitive projects should be submitted well in advance of the intended implementation date, in order to accommodate the review period.

Is there an application fee?

There is no fee for application submittal. If your project is approved, there may be associated permitting fees (see "Does my project need a permit?"), as well as costs required for park staff time to support the project. The Art in the Parks Program will work with you to determine these costs.

Does my project need a permit?

In most cases, approved projects will require a permit(s). The Art in the Parks Program will assist you in the Park's permitting process.

Is funding available?

There is no available funding to support selected projects. If you or your organization plans to seek funding for the project proposal, we will work with you to recognize your sponsor in a way that is fair and equitable to the Art in the Parks Program partners.

Can I charge a fee for admission and hold private events to view my project?

The Art in the Parks Program encourages projects to be free and open to the public. However, those requesting admission fees or fees associated with private events will be reviewed on a case-by-case basis.

Does my project need to reference topics specifically related to this park?

No, but site-specific works are highly encouraged. At minimum, projects should reflect their relevancy for placement within a National Park setting – projects focusing on broader subjects and demonstrating their connection to national parklands will be considered. Please review the "Program Guidelines & Criteria" for a better understanding of program expectations.

Are projects required to have associated events and programming?

No. However, there should be a plan for basic public outreach to announce and explain the nature of the project. Artists and organizations may work with program partners to incorporate project advertisement in existing communications (e.g. social media, park e-newsletters, printed calendar events, agency websites). Associated events and programming that enhance the visitor experience and understanding of the project are highly encouraged.

What if my project requires special maintenance?

Artists and/or organizations with approved projects are expected to produce a basic maintenance plan. Costs associated with special maintenance, installation and deinstallation are the sole responsibility of the artist and/or organization. Maintenance plans may request the assistance of park staff, but are subject to costs and staff availability.

I've read through the FAQs document and still can't find an answer to my question.

General questions about the program and application process should be emailed to Art@parksconservancy.org.

Program Contact Information

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