

UNIVERSITY OF WISCONSIN-MADISON FACILITY USE GUIDELINES

SUBJECT: Temporary Outdoor Art Exhibits on Campus Grounds

POLICY OF: Facilities Planning and Management, Campus Planning and Landscape Architecture

DATE: May 2013 (rev. April 2016 and Dec. 2019)

BACKGROUND

Facilities, Planning and Management (FP&M) staff are responsible for maintaining a safe and attractive campus. The following guidelines are intended to provide an approval process regarding where and how temporary outdoor art exhibits may be accommodated.

The university is committed to facilitating artistic expression by its students, staff and faculty in a manner that considers the interests and safety of both the artist and the audience. Temporary art exhibits are not meant to provide a platform for marketing/advertising/promoting commercial products, companies or events, nor are they intended to create a limited public forum or an exhibit designed to be modified or altered in any way by the artist or members of the public after approval of the temporary art exhibit.

Temporary outdoor art exhibits include, but are not limited to: sculptures, murals, installation and performance art. Outdoor spaces covered by this guideline include: lawns, woodland edge areas, paved plazas, courtyards, publicly accessible roof decks, covered walkways, exterior building walls, and exterior balconies.

Unauthorized installation of a temporary outdoor art exhibit may result in immediate removal and disposal of the exhibit. Costs for the removal may be assessed to the artist or university department associated with the exhibit.

This guideline is to be used in conjunction with other UW-Madison Facility Use Policies and Guidelines: <https://vc.wiscweb.wisc.edu/vcfa-administered-policies/facilities-use/>

GUIDELINES

Approval process:

Temporary outdoor art exhibits must be sponsored by a university department. The applicant and departmental sponsors must complete and submit a “Temporary Outdoor Art Exhibit Request” (hereafter “exhibit request”) to receive authorization for use of campus grounds. All exhibit requests must be submitted at least ten (10) working days prior to the desired start date for the exhibit. The applicant and sponsors are encouraged to make requests as early as possible as they develop their outdoor exhibit concept. Completed exhibit requests can be submitted by inter-departmental mail to:

Daniel Einstein,
Campus Planning and Landscape Architecture (CPLA)
30 N. Mills Street

Or electronically to:

daniel.einstein@wisc.edu

(rev. April 2016 and Dec. 2019)

The exhibit request will be evaluated by the Campus Event Services Office (CESO)/Campus Event Alert process. Final review and approval will be granted by the Associate Vice Chancellor at Facilities Planning and Management, and the Vice Chancellor for Finance and Administration.

Exhibit time frame:

In general, exhibits can be in place for up to 14 consecutive days. Longer display times may be requested. Exhibits located on grass lawns or other landscape spaces may be limited to time and place restrictions to accommodate landscape care (e.g., irrigation and mowing.)

Sponsorship:

Art exhibits must be sponsored by a university department. The sponsoring department assumes responsibility for costs that may be associated with the temporary art exhibit.

Exhibit removal:

If FP&M staff are called upon to remove or clean up materials from an art exhibit, a charge for services will be forwarded to the sponsoring university department. The exhibit site must be returned to its original condition following the removal of the temporary art installation. The university is not responsible for damage or loss to artwork on public display.

Appropriateness, safety and accessibility:

Art exhibit proposals will be reviewed by university staff to assure that an installation is appropriate for the proposed space and that it does not endanger the public. Artists may be required to modify their planned art exhibit if it is deemed inappropriate for the proposed space or to pose an unsafe situation. When designing an exhibit, appropriate consideration and accommodation must be provided for people with disabilities.

Locations:

In general, the following locations are acceptable and preferred for art exhibits. Other campus areas will be considered, with justification for why an alternative space is essential to the project. A map showing the preferred locations is available.

- Birge Hall lawn
- Henry Mall
- Muir Knoll
- Lakeshore Path (between the Limnology Laboratory and Charter Street Extended)
- Engineering Mall
- Humanities courtyard and 3rd fl. plaza
- Grainger Hall courtyard
- Van Hise roof plaza
- Vilas Communication Hall 4th fl. plaza
- Vilas Green

These areas are NOT available for art installations

- Chazen Museum plazas
- Elvehjem Building (north of building)
- Camp Randall Memorial Park
- Memorial Union
- Union South
- Bascom Mall
- Library Mall

INSTALLATION SPECIFICATIONS

Exhibit materials

Artists must furnish and remove all materials used in an art exhibit, including all tools and equipment used during installation. Ordinarily FP&M staff are not available to assist with art installations. If installation requires assistance from FP&M staff, a fee may be charged.

Signage:

Art exhibits must be accompanied by a weather-proof label securely affixed to the artwork or on a sign post adjacent to the artwork. The label should include (at a minimum) the following information: name(s) of the exhibitor(s), title of artwork, name of the sponsoring university department and a contact email address, and the removal date for the exhibit.

Exhibit attachments:

Art exhibits should be secured in a manner that prevents the artwork from tipping over or blowing away. Materials used to secure an object should not cause any permanent damage to a mounting surface. For example, consider if adhesive or duct tape will leave a residue on a mounting surface, or if rope or guy-wire might cause abrasion to a metal surface. Ropes or guy-wires should be easily seen, so as to prevent collision/trip hazards. Art installations may not be affixed to sign posts, lamp posts or bus shelters in a manner that interferes with the operation of these fixtures.

Trees and lawns:

Art installations may not be attached to trees with nails, staples, screws or any device that damages the tree. Grass sod may not be removed or damaged in any way. If stakes are required to secure an art exhibit, plastic or wood stakes are preferred. Metal stakes may be acceptable under specific circumstances. Stakes may only be used on bare ground or grass areas—not on paved areas. Before stakes can be inserted in the ground, approvals must be obtained that verify that no underground utilities are present.

Electrical hook-up:

Electrical connections for an art installation may be possible, but not at all sites. If lights and/or sound are part of the installation, note this on the “Temporary Outdoor Art Exhibit Request Form.” Exhibits involving amplified sound must be compliant with policy” P-5 Sound Amplifying Equipment”:

<https://vc.wiscweb.wisc.edu/vcfa-administered-policies/facilities-use/>

Submit exhibit request

All temporary outdoor art exhibit requests must be submitted at least ten (10) working days prior to the desired start date for the exhibit.

Completed exhibit requests can be submitted by Inter-departmental mail to:

Daniel Einstein
Campus Planning and Landscape Architecture (CPLA)
30 N. Mills St.

Or electronically to: daniel.einstein@wisc.edu

UW-Madison
Temporary Outdoor Art Exhibit Request

Read the “Facility Use Guideline/Temporary Outdoor Art Exhibits on Campus Grounds (G-22)” prior to completing this form.

Name of artwork:

Name of sponsoring university department:

Name of departmental chair/director/faculty sponsor:

Email address:

Phone contact:

Name of applicant:

Email address:

Phone contact:

Name of artist (if different than “applicant” name):

Email address:

Phone contact:

Proposed location:

Alternate location:

Desired start date:

Removal date:

On a separate page, provide a detailed response to ALL of these items. Incomplete requests will be returned. Indicate “not applicable” (N/A) if the topic does not apply to your project:

1. Describe the exhibit (include approximate dimensions, materials, colors, weight, etc.)
2. Describe how the art will be mounted or situated (e.g., suspended from a tree, mounted on a paved surface or a lawn, leaning against a brick wall, etc.)
3. Describe how the exhibit will be secured so as to prevent it from tipping over or blowing away (e.g., rope, tie-down webbing, etc.)

4. Describe how the exhibit plan has considered possible tripping or collision hazards (e.g., tripping on guy-ropes or extension cords).
5. Describe the equipment that will be used to install the art (e.g., use of ladders, transport vehicle, etc.) and how you plan to access the site.
6. Provide a sketch of the art installation and how it will appear on the landscape.
7. If the exhibit requires an electrical hook-up, provide the following information:
 - a. Type of equipment or device that requires electricity (e.g., motor, light, speaker, etc.)
 - b. Power requirements (e.g., amps and volts)
8. If the exhibit includes sound amplification or lights, describe the hours of operation.

Signature of department representative (chair, director or faculty member)

Print name _____ Date: _____

Signature _____

Signature of applicant/artist

Print name _____ Date: _____

Signature _____

FINAL APPROVALS

Signature of Associate Vice Chancellor at Facilities Planning and Management

Print name _____ Date: _____

Signature _____

Signature of Vice Chancellor for Finance and Administration

Print name _____ Date: _____

Signature _____