



## CITY OF BEVERLY HILLS STAFF REPORT

**Meeting Date:** November 4, 2010  
**To:** Honorable Mayor & City Council  
**From:** Brad Meyerowitz, Recreation Services Manager *BM*  
**Subject:** "Ball of Artists" Co-Sponsorship Request  
**Attachments:** 1. PowerPoint Presentation

---

### INTRODUCTION

A proposal has been submitted by LA><ART for a special event to be held at Greystone Estate. The private, invitation-only event, entitled "The Ball of Artists", is scheduled for January 28, 2012. The Ball of Artists will be the closing event for the Getty Research Institutes "Pacific Standard Time Performance and Public Art Festival". The festival is a series of concurrent exhibitions at museums throughout Southern California. The exhibitions will highlight the post-World War II Los Angeles art scene.

The "Ball of Artists" will feature site-specific projects created by twenty-five local and international artists. The temporary installations will take place inside the mansion as well as in the various outdoor venues of the Estate. LA><ART is coordinating the event, which is scheduled to be held from 7pm – Midnight. It is anticipated that 1,000 people will be in attendance, with guests being shuttled to Greystone from off-site parking structures. LA><ART would consider utilizing City-owned parking structures if a low per-car fee could be agreed upon. Invited guests will include museum patrons, sponsors, Los Angeles and international artists and the art community.

One of the benefits of hosting the Ball of Artists will be the opportunity for residents and the general public to visit Greystone after the event and experience the artwork that will be temporarily installed on the property. It is being recommended that the installations remain on-site for an extended period of time after the January 28, 2012 event. The public will be able to visit the Estate free-of-charge during this time. It is anticipated that the international publicity that the Pacific Standard Time Festival will receive will provide increased exposure for Greystone Estate and the City of Beverly Hills. Event Planning Committee representatives will elaborate on the benefits to the City during their presentation.

**DISCUSSION**

LA><ART is proposing that the City of Beverly Hills become a partner for the event, along with other already committed organizations, such as the Getty Foundation and the Hammer Museum. It is being requested that the City provide various in-kind services to offset facility rental fees for the use of Greystone Estate. The published fees for the event are \$13,349. This figure includes a \$5,000 Park Closure fee that would be charged for the installation day; the Estate would be closed to the public on that day. Organizers have committed to cover the costs of Park Rangers and any additional Public Safety personnel that would be required to work the event. These costs are estimated to be \$8,798.

Representatives from the event's Planning Committee presented their proposal to the Recreation and Parks Commission on July 27, 2010. The Commission raised the following concerns:

- Proposed hours of the event
- Number of anticipated guests
- Inclement weather plans
- Benefits the City will realize from partnering with the event

Organizers have stated that they will work with the neighbors who live adjacent to Greystone in advance of the event to inform them of the extended hours. Neighbors will also be given an invitation to attend the event. Organizers are also aware of the occupancy restrictions of the mansion, and the various areas of the Estate. Greystone Estate can accommodate the anticipated 1,000 people; there have been occasions when over 2,000 people have been on the property at one time (Design Showcase event). In an effort to reduce the impact of any late-night noise intrusion with the surrounding properties, it is being recommended that activities be moved to the mansion and areas immediately adjacent to the mansion at a to-be-determined time. Since attendees will be shuttled to Greystone from offsite parking facilities, there will not be any impact from traffic in the area. Organizers are working on contingency plans should inclement weather prevail on the day of the event.

**FISCAL IMPACT**

It is anticipated that there will not be any out-of-pocket costs incurred by the City. As mentioned previously, all staff costs associated with the event, including Park Ranger and any additional Public Safety personnel, will be paid for by the event organizers. If published rental fees were charged for the event, \$13,349 would be collected as revenue. It is estimated that approximately \$8,798 will be collected for staff costs.

**RECOMMENDATION**

Staff seeks direction from City Council on the proposed Co-Sponsorship of the Ball of Artists event at Greystone Estate on January 28, 2012. The Recreation and Parks Commission endorsed the proposal at their October 27, 2010 meeting. The anticipated international coverage of the event and the chance for residents of Beverly Hills to experience a first-class exhibition of contemporary art is an unprecedented opportunity for the City.

Steven Zoet  
Approved By





THE  
BALL  
OF  
ARTISTS

*Introduction*

Unique invitation-only evening to celebrate the relationship of contemporary artists to Los Angeles, serving as the closing event for the Getty-funded Pacific Standard Time Performance Art Festival

Saturday, January 28, 2012, at Greystone Mansion and Park, Beverly Hills

Approximately 25 Los Angeles and international artists to produce site-specific projects

Proposed hours: 7pm - 12am

Sequel to remarkable event produced at Vizcaya Museum and Gardens in 2007, in cooperation with Art Basel Miami Beach

Funding will be raised through outside non-profit organizations and sponsorships

Coordination to be provided by LA><ART

The focus of the Pacific Standard Time festival is on the contemporary art of Los Angeles from 1945 to 1980

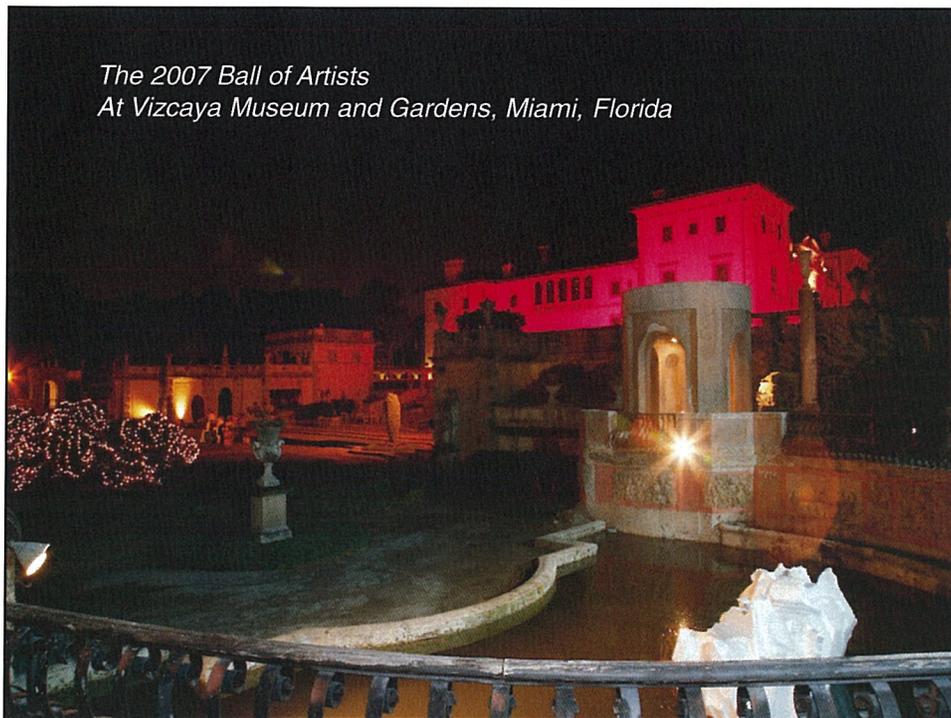
The Ball of Artists 2012 will celebrate the contemporary art and artists of today's Los Angeles

Invited guests will include museum patrons, sponsors, Los Angeles and international artists and art community

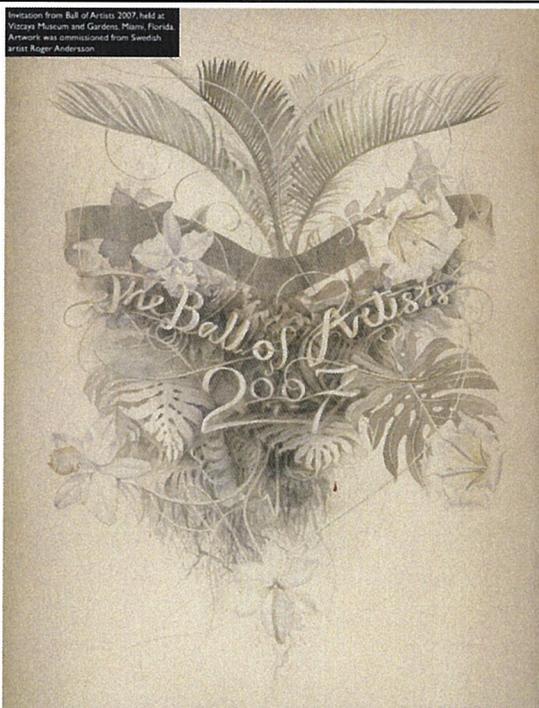
*Participating Artists (subject to confirmation)*

- Eleanor Antin
- My Barbarian
- Justin Beal
- Chris Burden
- Bruce Conner
- Meg Cranston
- Trisha Donnelly
- Shannon Ebner
- Simone Forti
- Eamon Ore Giron
- Jack Goldstein
- Douglas Gordon
- Drew Heitzler
- Elliot Hundley
- Christian Jankowski
- Vishal Jugdeo
- Mary Kelly
- William Leavitt
- Shana Lutker
- Jonathan Monk
- Jorge Pardo
- Yvonne Rainer
- Mungo Thompson
- Rikrit Tiravanija
- Kerry Tribe
- Jeffrey Valance
- Christopher Williams

*The 2007 Ball of Artists  
At Vizcaya Museum and Gardens, Miami, Florida*



Invitation from Ball of Artists 2007, held at  
Vizcaya Museum and Gardens, Miami, Florida.  
Artwork was commissioned from Swedish  
artist Roger Anderson.



*the ball of artists 2007*

Conceived in conjunction with ArtBasel Miami Beach

Served to introduce the Vizcaya Contemporary Arts Program to the international arts community

1200 attendees

Engendered a dialogue between the historic house and gardens of Vizcaya and emerging and established local and international contemporary artists.

Semi-permanent installations were retained on site after the event for park visitors

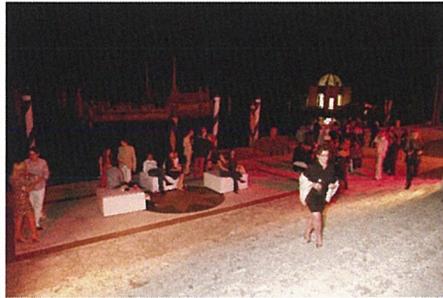


*The Ball of Artists 2007  
and the Vizcaya Contemporary Arts Project*

QuickTime™ and a  
decompressor  
are needed to see this picture.

Vizcaya Museum and Gardens has worked hard to promote understanding and interest in its Contemporary Arts Project. Nothing has done more to raise the profile of Vizcaya and this nascent initiative among artists and collectors than The 2007 Ball of Artists, which positioned Vizcaya as one of the most desired and inspired destinations among the countless attractions of Art Basel Miami Beach.

*Dr. Joel Hoffman  
Executive Director  
Vizcaya Museum and Gardens*



*Fundraising for the Ball of Artists*

The Ball of Artists will be a remarkable event.

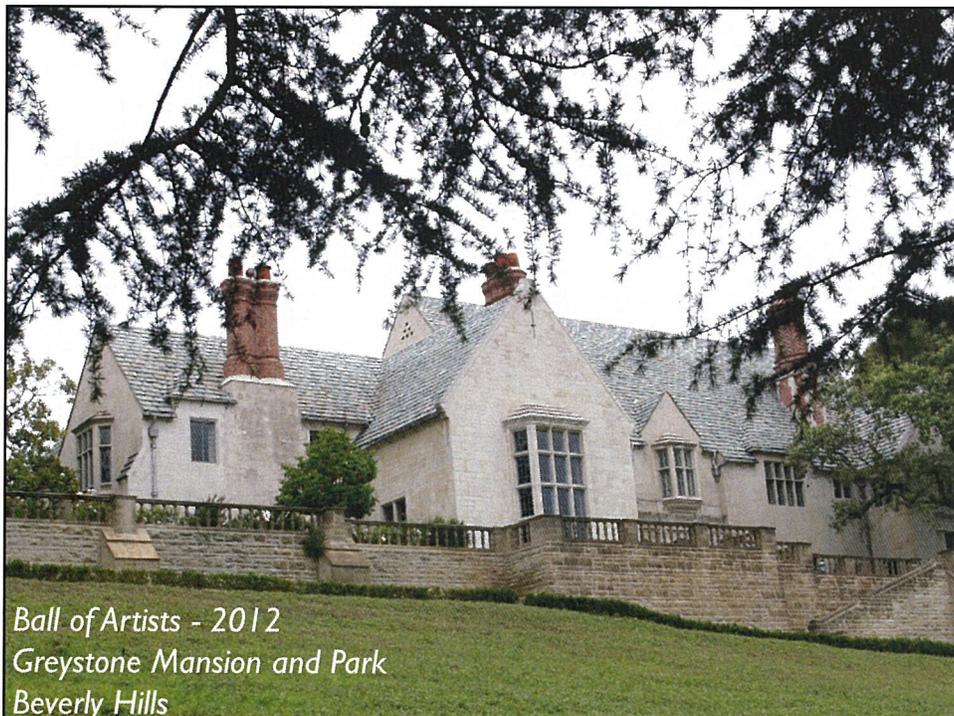
It is not a fundraiser, nor will it be an over-hyped marketing opportunity.

Funding for the Ball of Artists will primarily come from non-profit foundations and partners.

Corporate sponsorship will be apparent only on invitations, press material and artist-produced gift bags at the end of the event.

Corporate sponsors will receive 10 invitations to event, logo on invite and logo presence at exit from event, as well as logo on press releases and LA><ART website.

Minimum sponsorship level is set at \$20,000.



*Infrastructure I*

*Parking* - Guests will park in local garages (TBD); access will be via shuttle to Main Entrance of Greystone Mansion

*Food* - Light food will be offered at the event and shall be prepared in on-site catering kitchen

*Attendees* - 1000 artists, collectors & museum patrons will be invited by participating museums, sponsors and curators  
Entry will be strictly controlled

*Budget* \$150,000±

*Set-up / takedown time required* - 2 days to setup, during one of which the park can remain open; .5 day allowed for takedown after the event. LA><ART will be responsible for any necessary painting or patching

*Infrastructure II: City of Beverly Hills' Participation*

Partnership with the City of Beverly Hills to include:

<i>Event</i> \$756.80 per hour x 5 hrs =	\$3,784.00
--	------------

<i>Prep/Strike</i> \$380.40 / per 2 hrs x 12 24 hrs total; 18 for set-up/6 for breakdown	\$4,564.80
---	------------

<i>Park Ranger</i> \$53.50 / hour x 29 hours 24 hrs + 5 hrs = \$1,551.50 x 5 Rangers =	\$7,757.50
---	------------

<i>Fire Marshall</i> \$130.00/hour x 8 hours =	\$1,040.00
--	------------

<i>Park Closure Fee</i>	\$5,000.00
-------------------------	------------

<b>Estimated total</b>	
<b>\$22,146.30</b>	

Once a complete estimate for Park Rangers (beyond the daily standard) is determined, Ball of Artists will raise money to cover the additional costs of security

*Partners (subject to confirmation)*

LA><ART

The City of Beverly Hills

The Hammer Museum

ForYourArt

ArtAngeles

The Getty Foundation

*Media Partners (subject to confirmation)*

Vanity Fair magazine

*Benefits to the City of Beverly Hills*

Perfect introduction of Greystone Mansion and Park to sophisticated Los Angeles and international audience

Wide media exposure guarantees increased appreciation for Greystone Mansion and Park

Chance to further establish Beverly Hills as *the* center for public and site-specific contemporary art in Southern California

Excellent occasion to initiate Contemporary Art Program at Greystone

Unique opportunity to align Greystone and the City of Beverly Hills Public Art Program with major museums and arts programs in Southern California

*Benefits to the City of Beverly Hills (Continued)*

Permanent / Semi-Permanent installation(s) open to the public for a determined period of time after opening

One or two pieces (to be determined) to remain at Greystone Mansion on a longer term loan basis.

Identifying Beverly Hills as the luxury brand for art in Los Angeles

*Contemporary Art at Greystone Mansion and Park*

LA><ART will work with the City of Beverly Hills Fine Arts Commission and the Recreation and Parks Commission to determine whether installations from the Ball of Artists should remain onsite and available to the public after the event.

Insurance for works of art to be provided by LA><ART

In the event of rain, Ball of Artists will work with the City to tent a suitable area (patio off of living room)

*Publicity*

LA><ART will work closely with its media partners, including its own PR firm, Blue Medium, and with Pacific Standard Time's PR firm Ruder Finn and advertising firm Chiat-Day to ensure wide media coverage of the event.

With no orchestrated publicity scheme, the previous Ball of Artists received mentions in such disparate outlets as the Miami Herald, New York Times, Artforum and The Economist.

The Ball of Artists 2012 promises to attract much more attention to its artists, attendees, and to Greystone Mansion and Park.

ARTSQuickTime™ and a  
decompressor  
are needed to see this picture.

ARTS

[Pacific Standard Time expands--to include performance/public art festival and commercial gallery shows](#)  
July 26, 2010 7:40 am

When the many-headed exhibition extravaganza Pacific Standard Time opens in October 2011, some 40 Southern California museums and nonprofit galleries will all be offering shows focusing in one manner or another on the origins of the art scene here, from 1945 to 1980. Since the first press conference in 2008, it has been clear that Pacific Standard Time is easily the biggest collaboration that Southern California museums have ever undertaken. Now, that collaboration is getting even bigger, thanks to two new initiatives. [The Getty Trust](#), which has been coordinating and funding the project through its different branches, has confirmed that there will be a performance and public art festival currently scheduled for nine days at the end of January 2012. Glenn Phillips, the Getty Research Institute curator who is overseeing the festival, says the planners are considering re-creating several historic performances that rocked the California art scene, from Judy Chicago's Atmospheres (spectacles involving smoke and fireworks for which she put her pyrotechnic license to use) to Mark di Suvero's 1966 Peace Tower (the centerpiece of a massive collaborative antiwar art installation). But none of those proposals are firm, as the Getty Foundation has recently made a grant of \$210,000 to a new partner, the nonprofit gallery LAX Art, to help realize the festival. LAX Art founder Lauri Firstenberg says that some funds will be used by LAX to help produce events or artworks for the festival but the majority of the money will be redistributed to other nonprofit organizations that want to participate. Grant guidelines are online at [www.laxart.org](http://www.laxart.org); proposals are due September 15. On another front, several commercial galleries in the area report that the Getty has begun to reach out to them as well. Andrew Perchuk, deputy director of the Getty Research Institute, confirmed that he has had early, exploratory conversations with a handful of galleries, including [Rosamund Felsen](#) and [Gagosian](#), to see if they are interesting in organizing shows related to Pacific Standard Time during its run.

--Jori Finkel

*Timing*

Early confirmation of location will allow Ball of Artists to move forward with production and marketing.

The Getty, with its media and marketing partners, Ruder Finn and Chiat Day, are eager to announce Ball of Artists in the press.

Earlier partnership will assure maximum press exposure.

The Getty is in the process of securing corporate sponsorship as partnerships are being confirmed now.

Site specific work commissioned by artists can not begin until confirmation of site.