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Committee of Carlsbad Residents Selects Artist for Veterans Memorial Park

By **NC Daily Star Staff** - June 16, 2024



This week, an advisory committee made up of Carlsbad veterans, family members of veterans, an arts professional and two members of the city's Arts Commission selected Gordon Huether Studio to create the public art for the future Veterans Memorial Park.

Located near the intersection of Faraday Avenue and Cannon Road, Veterans Memorial Park will be Carlsbad's largest park once it's completed in 2026. The park will feature a dedicated place to recognize and honor the nation's veterans, the first such location in Carlsbad. As part of the park's development, public art will be prominently displayed on the upper plateau, where visitors can enjoy scenic views of the lagoon, ocean and golf course.

Public art process



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Carlsbad residents submitted proposals to select a public artist for the city, seeking proposals from artists with experience creating public art that reflects community values and honors the service of veterans. To find artists with the experience and capability to create artwork at the scale and scope required for the park site, the city promoted the opportunity nationally and to local artists.

The city received 35 qualified artist submissions in response, and the Public Art Advisory Subcommittee narrowed the field to four during its first meeting in April. None of the 35 submissions were from Carlsbad-based artists.

The finalists presented their qualifications at the subcommittee's meeting Wednesday. After interviewing each, the committee selected Gordon Huether Studio, based in California.

Watch the artist presentations.

About the selected artist

Gordon Huether Studio impressed the subcommittee with their plan to work with residents and stakeholders to develop a vision for the artwork that honors those who have served our country while enhancing the park's natural beauty.

Their application emphasized collaboration with the community to create a piece that connects people and place, "My approach to public art is to establish a 'narrative of place,' conveying the history, spirit, and culture of its community: past, present, and future. I conduct intensive research into the shared values and history of the people who will experience the artwork on a daily basis, collecting on-site feedback from community members, project stakeholders and civic leaders. This is essential in creating expressive and accessible artwork that encourages its audience to see their presence in the final product and share in the pride of a community experience. I will apply the same approach to this meaningful project."

Next steps

City staff will develop a contract for the design with Gordon Huether Studio.

Once a design contract is executed, the artist will gather public input to shape the overall concept and design.

After the design is developed, it will be shared with the public and presented to the city's Arts Commission, which will make a recommendation to the City Council.

The final design will be presented to the City Council for approval.

Once approved, contracts for fabrication and installation will follow.

The total budget for the public art project is \$450,000.

Those interested in participating in the public art project can sign up for email notifications about upcoming opportunities.

About Veterans Memorial Park



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contemplation as well as some good kids and dogs. It will also have a natural interpretive playground. The public art on the upper plateau will honor veterans and create a reflective space for visitors.

More information

June 12 Public Art Advisory Subcommittee meeting

Gordon Huether Studio application

Cultural Arts Office, 442-339-2090, arts@carlsbadca.gov

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Terry Woods has been a North County resident for over three decades. Community activist, Member Emeritus Vista Chamber of Commerce, Married to Kathy Woods for 48 years, three children, three grandchildren and six grand dogs.

