

# Oceanside Hotel Project

## Frequently Asked Questions

Oceanside Museum of Art (OMA) has been hired to identify artwork that will be purchased by the owners of the two new beachfront resorts currently being built by SD Malkin Properties, Inc. (SD Malkin).

Supporting the Oceanside and regional artist community is an integral and essential part of OMA's mission. The museum's partnership with SD Malkin provides the opportunity to further champion artists by showcasing their work and have it purchased.

OMA staff is curating a portfolio of artworks that strikes a balance between the individual hotel brand(s) and the authentic area vibe. Artworks of all sizes and mediums are being considered for guest rooms and indoor/outdoor public spaces for purchase by SD Malkin.

### Benefits for curated artists:

- Ongoing opportunities to sell work
- Local and regional artists will have their work seen and appreciated by a global community
- OMA-Hotel artist programming: potential opportunities for artists to lead workshops, give artist talks, and participate in rotating exhibitions that are open to the public

### Benefits to the Oceanside community and artists:

- Cultural tourism has a net positive effect on the local economy
- Many great opportunities for Oceanside to tell its story through the arts and arts programming

### Can artists still submit work for consideration?

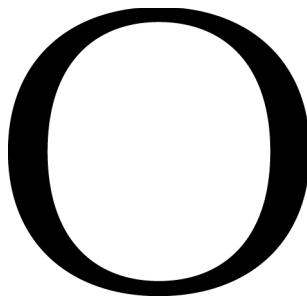
Unfortunately, all artists call for submissions have closed. The museum put out a number of calls for submission in order to reach as many different target audiences as possible, starting locally with Oceanside and expanding to the wider Southern California region.

### How will artists know if their work is selected or not?

All artists who submitted their work through the OMA website should have received an automated response confirming receipt. If you did not receive this automated response, please check your spam folder. Each and every submission will be reviewed. Only artists under consideration will be contacted.

### Is work going to be purchased?

Yes. Hotel management will purchase artists' work. Artists are not being asked to offer their work for free or on loan.



## What type of work is the OMA-Hotel partnership curating?

- All genres (e.g., figurative, abstract, representational)
- Original two-dimensional or three-dimensional work in all media formats
- Larger public outdoor and indoor artworks such as large-scale sculpture, installations, murals, etc.

## Who is selecting the work?

A team that includes OMA staff and representatives from hotel management.

## Is there a way to see the selected artworks when the hotels are built if I am not a guest at the hotel?

Art in the public areas such as the main lobby, restaurants, and the outdoor spaces will be accessible to the public.

## Why did the museum get involved in this project? Isn't it a conflict of interest?

A significant part of OMA's mission is to support local and regional artists. The partnership with the hotels allows the museum to advocate for the purchase of work by the artists who live and work in the Southern California community rather than generic, mass-produced art. Supporting local artists remains a central priority in the selection process, one OMA takes pride in taking the leadership role to coordinate.

## How does the museum benefit from the relationship with the new hotels?

OMA's role is to curate the artwork and facilitate the licensing and purchasing agreements. This is a contractual partnership where OMA is paid for the work and expertise it is providing to the hotels.

## Does the museum receive a commission on the art sales?

No, OMA does not receive commissions on the sale of art. OMA is paid a flat rate for administration of the hotels' arts program.

## Where can I find more information about the hotels?

<https://www.osidenews.com/2019/02/03/s-d-malkin-properties-inc-celebrates-the-groundbreaking-for-two-oceanside-beachfront-hotels-february-6>