

City of Salem Public Art Master Plan



Tonight's Agenda

1. Welcome and introductions
2. Project background
3. Approach, work plan, project schedule and next steps
4. Discussion of public art around the world and its role in Salem
5. Group Discussions about public art in Salem
6. Reporting out
7. Adjourn

Via:

Via Partnership works with public and private sector organizations to develop and implement public art strategies.



What will the Plan include?

A framework that supports public art projects city-wide, with a special focus on Essex Street Pedestrian Mall.

- **Vision** to guide the City's public art program;
- **Opportunities** for public art projects city-wide and the Pedestrian Mall;
- **Policies and procedures** to guide implementation of the City's public art initiative.

What is your role here today?

- To help **establish a vision** for public art in Salem.
- To **share your insights** regarding Salem and the important public places in the community.
- To **generate ideas** regarding potential public art sites, goals and partnerships.

Imagine Art Here!

What is public art and what can it bring to Salem?

Public Art: A Definition

Permanent or temporary elements of a public space that are designed by artists, reflect an awareness of the site, and often involve community engagement and collaboration.

Public art can take many forms.



Bela Pratt, *Nathaniel Hawthorne*



Willow Tree,
Cao+Perrot Studio



Photo: Kate Fox for Destination Salem | Salem.org

Kenny Scharf



James Surls, *Big Bronze Walking Eye Flower*



Patrick Dougherty,
Arcadia



ReBar, *Bushwaffle*



ReBar, *Bushwaffle*



Callum Innes, the
Regent Bridge



Ilan Sandler, *Ursa*



Anthony Schrag

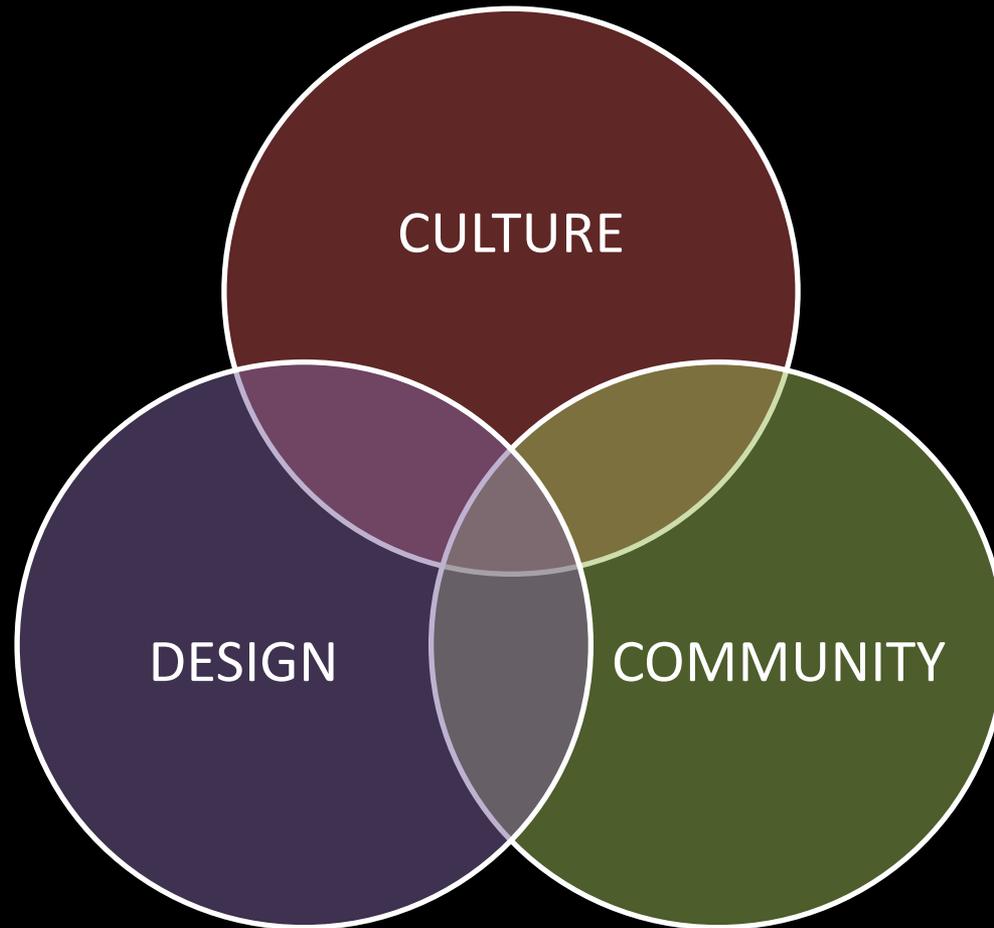


Edinburgh Festival, 2012

Proposed Vision

- Culture:** Public art contributes to Salem's identity as the cultural hub of the North Shore and a center for creativity.
- Community:** Public art fosters community pride, ownership and a sense of belonging.
- Design:** Public art contributes to the quality of Salem's built environment.

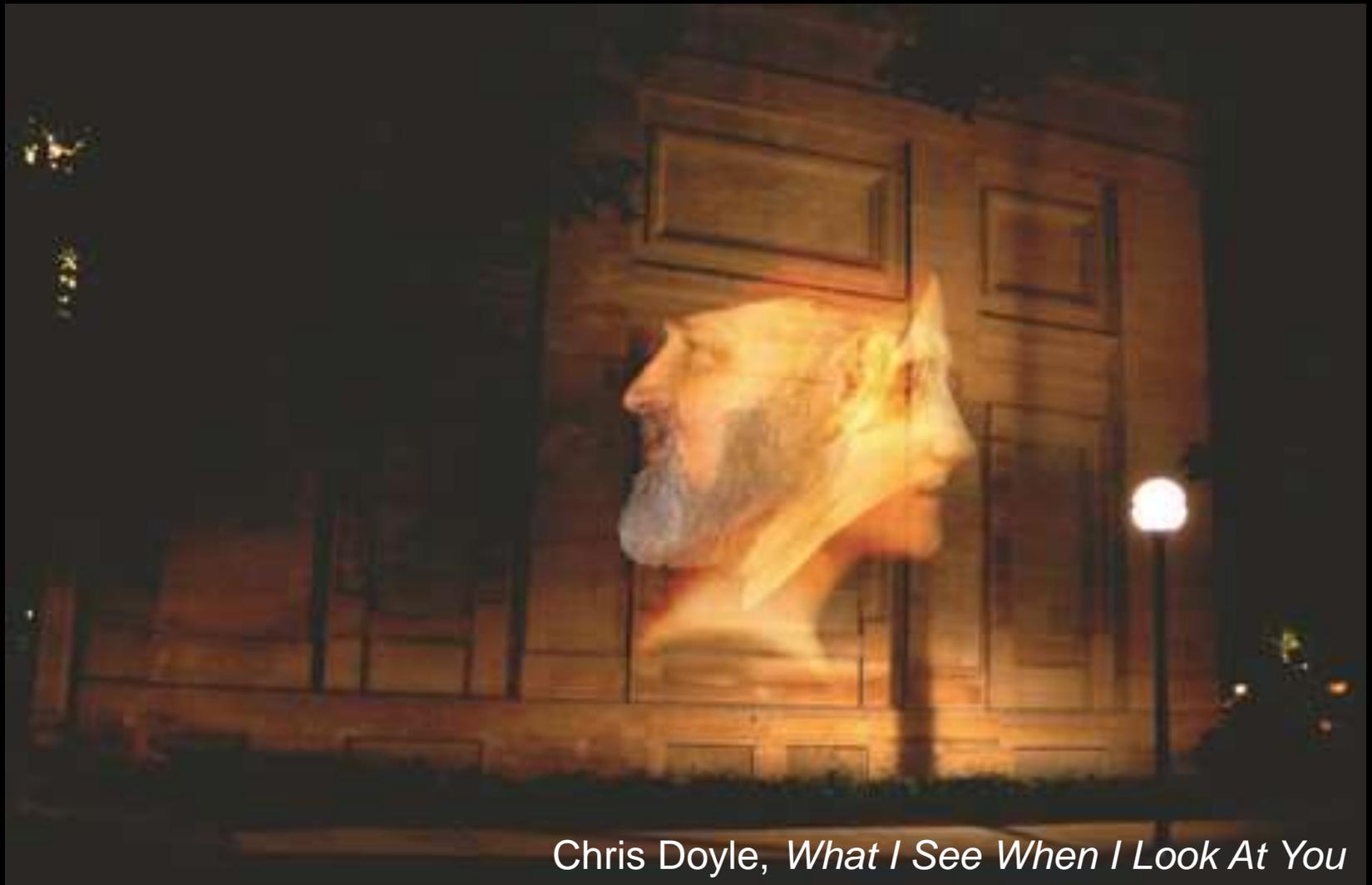
Proposed Vision



Culture

Public art contributes to Salem's identity as the cultural hub of the North Shore and a center for creativity.



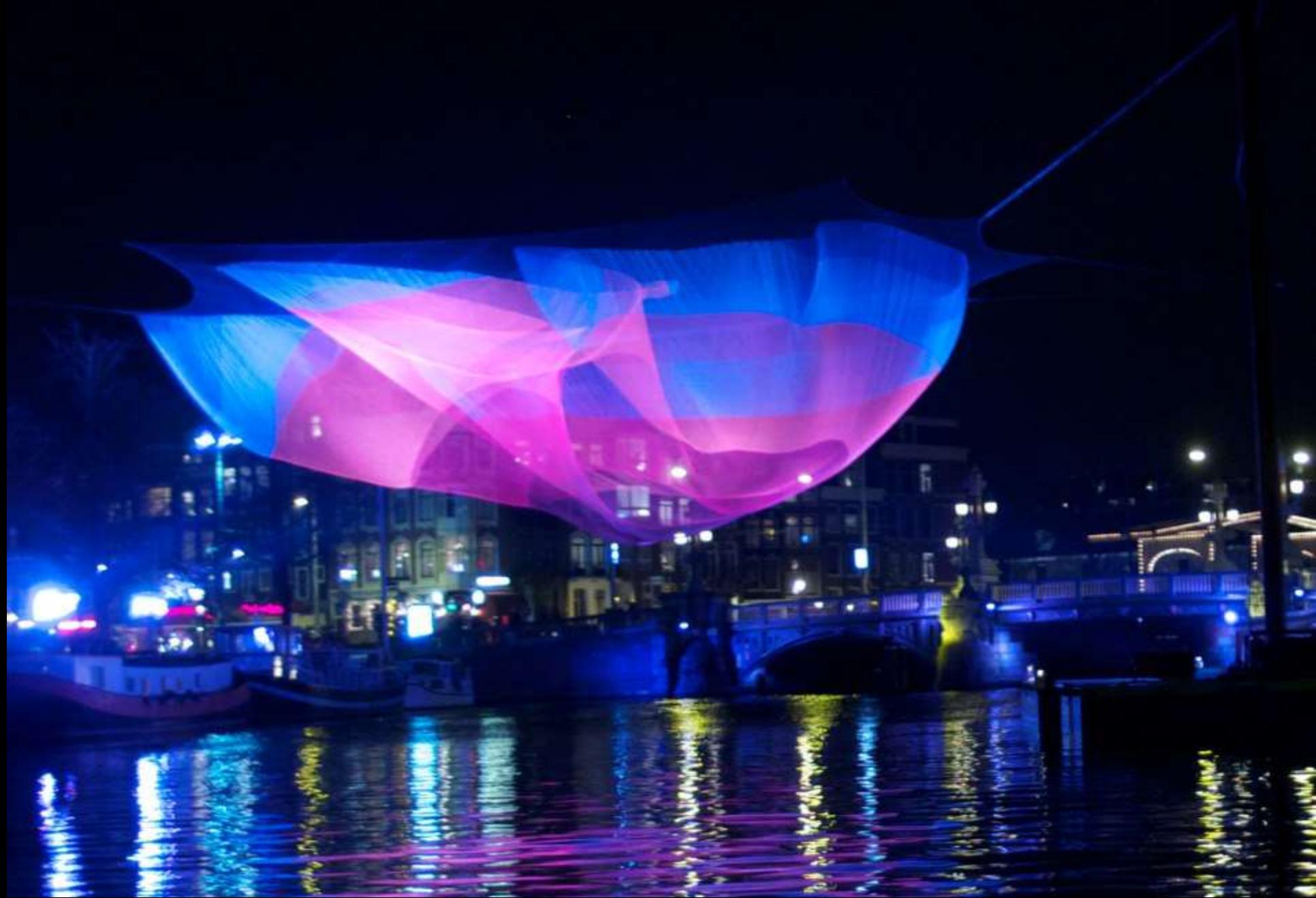


Chris Doyle, *What I See When I Look At You*

Create innovative and distinctive art experiences that draw upon Salem's unique character.



Liz Magor, *Lightshed*



Janet Echelman, *1.26 Amsterdam*



Commission artwork that reveals important ideas, issues, and cultures that are present in Salem today.

Amanda Catching, *People of the Ivanhoe*



Jean Shin, *Celadon Remnants*



Michele Angela Ortiz and Tony Rocco, *Different Paths, One Market*



Arne Quinze, *Japanese Stilthouse*

Create opportunities for artists to create new work and explore new ideas.



Yinka Shonibare, *Nelson's Ship in a Bottle*



Stacy Levy, *Tide Flowers*



Tom Otterness,
Immigrant Family

Create landmark artworks that become part of the City's cultural landscape.



Jim Sanborn, *Cyrillic Projector*



Douglas Hollis, *Mist Tree*



Jim Dine, *Three Hearts on a Rock*



Ellen Driscoll, *Aqueous Humor*



Beforelight, *Syn-oikia Pittaki*

Create changing art experiences that encourage return visits.



Jessica Stockholder, *Color Jam*



Seyed Alavi, *Golden Gateway*



Site art in areas that are frequented by visitors.

Jeppe Hein, *Appearing Rooms*

Niki de Sainte Phalle



Choi Jeong-Hwa, *Welcome*





Gunda Förster, *Lightlines on the Water*

Site artworks in such a way as to encourage exploration.



Leni Schwendinger, *Glowing Waterway*



John Runnels,
Key of Sea



Stacy Levy,
Watermap

Community

Public art fosters community pride, ownership and a sense of belonging.





Create moments of whimsy and delight in the everyday spaces of Salem.

Bob Cassilly



Thomas Heatherwick, *Spun*



Kurt Perschke, *Red Ball*

Jepppe Hein, *Social Benches*





Create opportunities for artists to work collaboratively with community in the creation of public art.

Valerie Theberge, *Glade Underpass*



© BRETT COOK, WENDY EWALD

Brett Cook & Wendy Ewald, *Amherst College Portraits*



Mel Chin, *Seven Wonders*



Create artwork that encourages participation and social interaction.

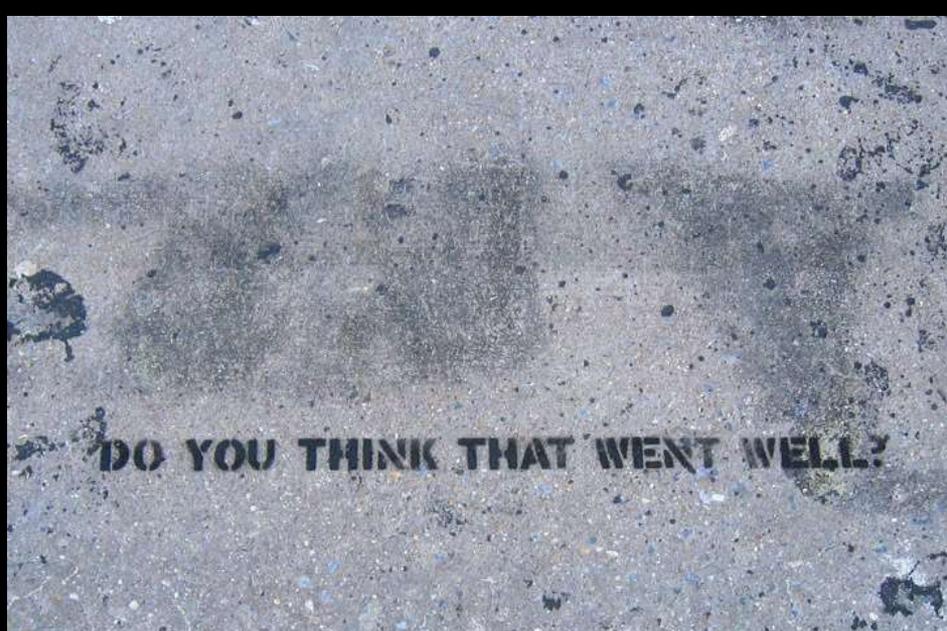
The Big Hammock



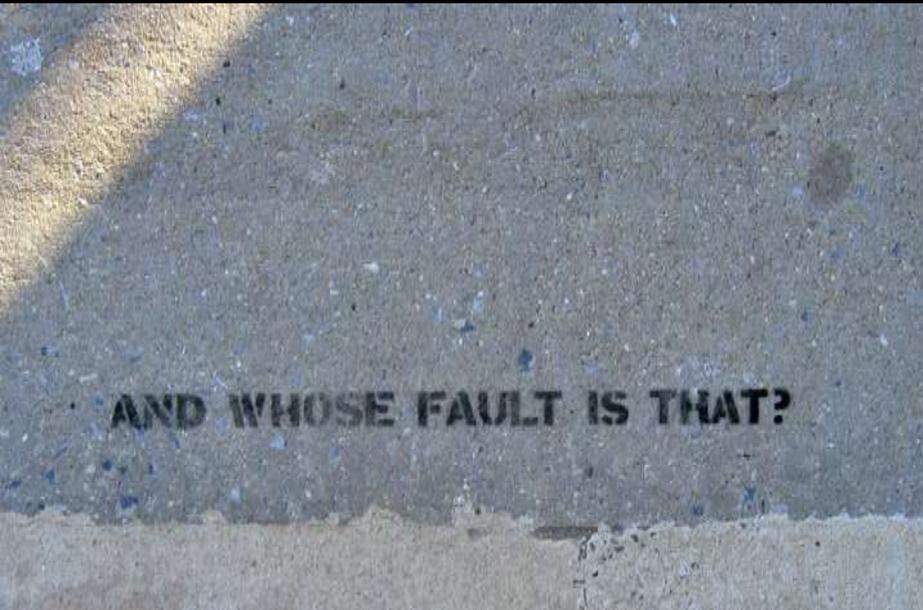
Lucy + Jorge Orta, 7X7



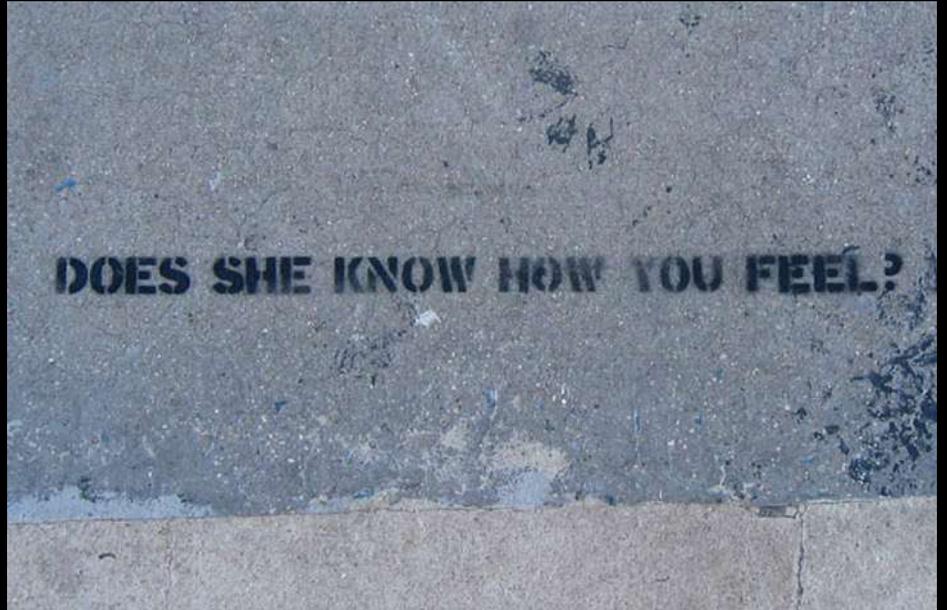
THEN WHY DO YOU DO IT?



DO YOU THINK THAT WENT WELL?

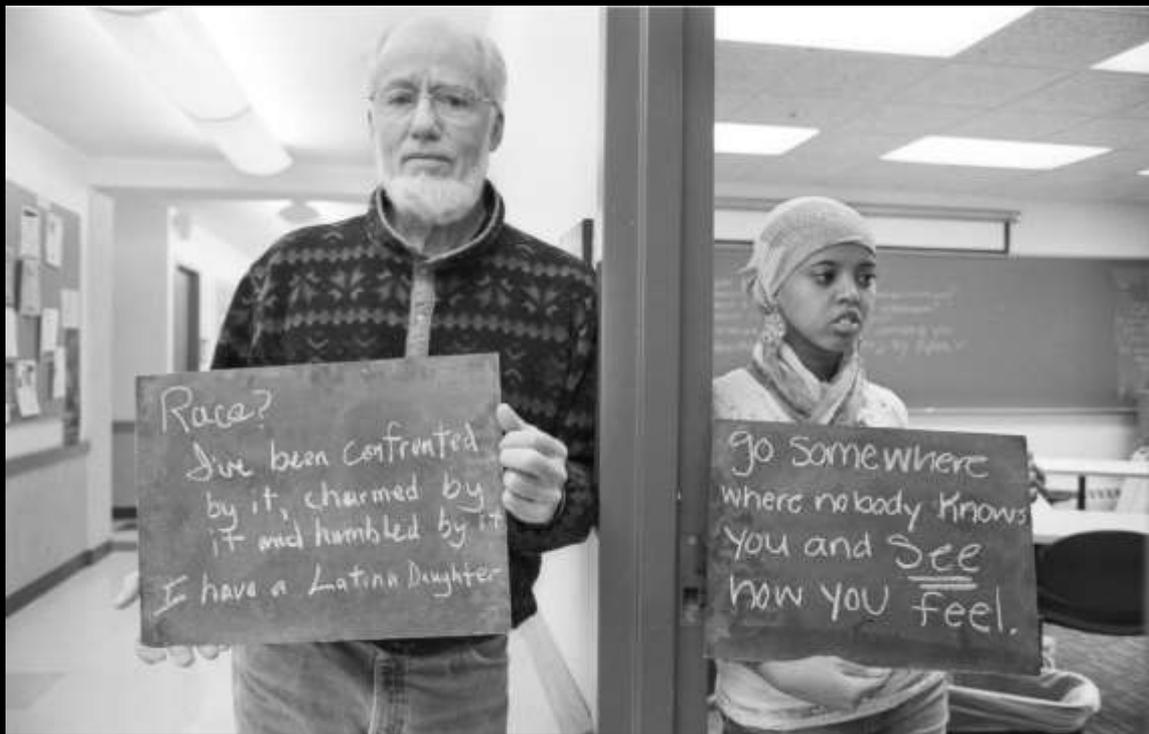


AND WHOSE FAULT IS THAT?



DOES SHE KNOW HOW YOU FEEL?

Candy Chang, *Sidewalk Psychiatry*



Wing Young Huie,
*The University Avenue
Project*

Create opportunities
to bring people
together, build
bridges and stimulate
conversation.





Bob and Roberta Smith, *Should I Stay or Should I Go (Dilemmas for Margate)*



Jon Rubin, *Conflict Kitchen*

Design

Public art contributes to the quality of Salem's built environment.





Elevate the quality and creativity of design
of public spaces.

Thomas Heatherwick, *Blue Carpet*



Stanton Sears and Andrea Mykelbust.
Weatherdance





© ANNE MARIE KARLSEN

Anne Marie Karlsen, *Subdivisions*



Stacy Levy,
Tampa Wind



Mark important community thresholds
and pathways.

Jorge Pardo, *Penelope*



Cliff Garten, *Sentient Beings*



Andrew Leicester



Create opportunities for artists to collaborate in the design of civic infrastructure.

Ross Lovegrove



Cliff Garten, *Salt Lake Vignettes*

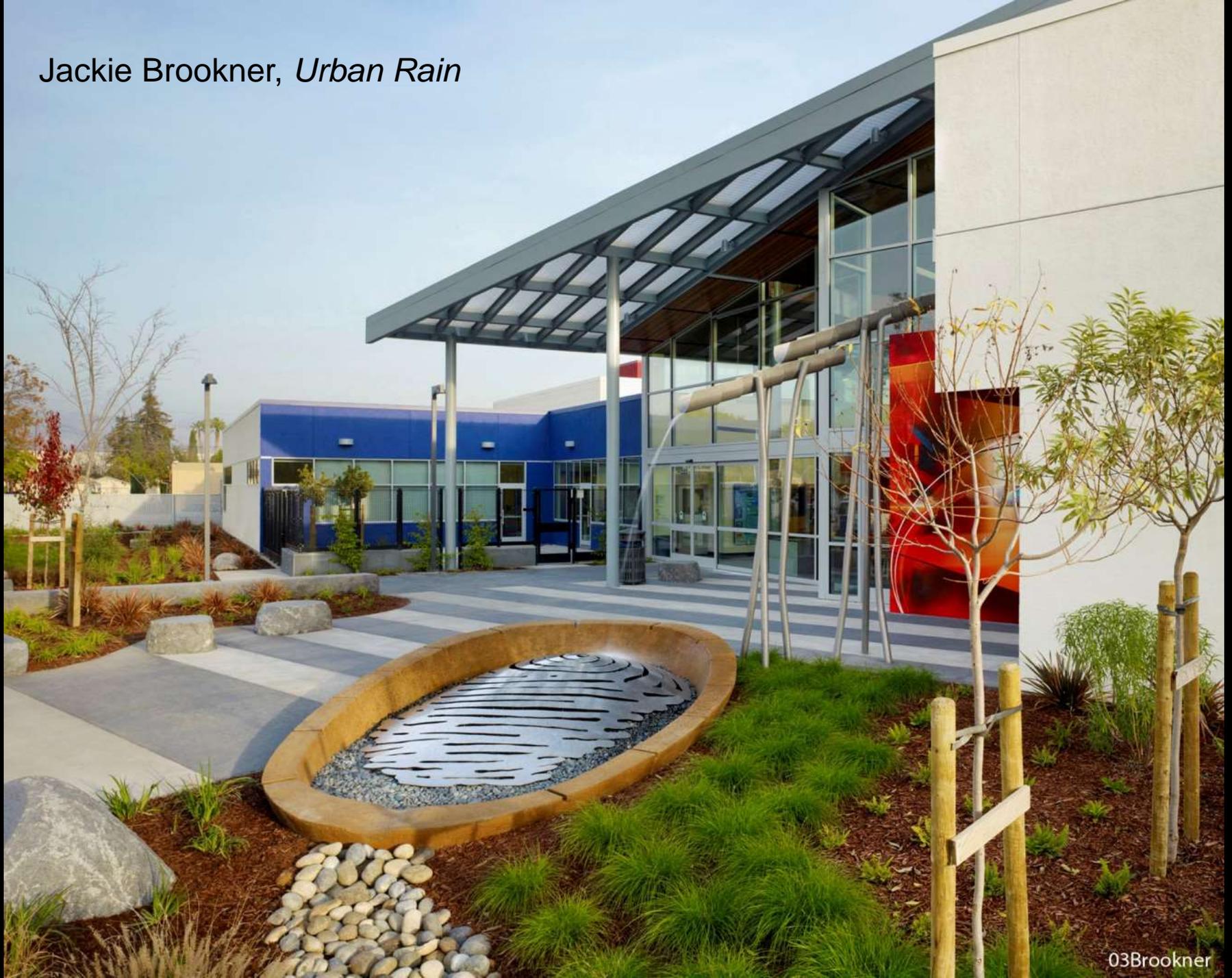


Kent Bloomer,
University Theater Display Cases

Brad Goldberg, *Planting Vessels*



Jackie Brookner, *Urban Rain*





Patrick Blanc, Caxia Forum



Sidney Simon,
The Four Seasons

Anchor important gathering places.



Roxy Paine, *Conjoined, Defunct and Erratic*



Robin Brailsford, *Double Play*

Breakout discussions

- Share words that you would like to use to describe Salem five years from now.
- Where is the most important site for public art in Salem now and five years from now?
- Why is it important to do these projects?
- What are the top 3 projects to plan for over the next three years?

Use the maps, pictures, and pens to draw, describe and notate your thoughts. Imagine!

Potential Sites

- Essex Street
- Derby Square
- East India Square
- Artists' Row
- Harbor Walk
- MBTA Station
- Wharf
- Trails
- Parks
- Schools
- Senior Center

DO YOU THINK THAT WENT WELL?