



The Role of Public Art in Downtown Revitalization

Presented by

Karin Eaton





Definition: From Wikipedia

The term **public art** properly refers to works of art in any media that have been planned and executed with the specific intention of being sited or staged in the **physical public domain**, usually outside and **accessible to all**.

Simply put – it is **art in the public realm** or [in-your-face art]

Public Art can be **monumental** and **iconic** or **humble** and **obscure**.

Integrated into the streetscape or landscape it is sometimes relatively unnoticed.

Or, it can become **part of the daily lives of citizens** and an **attraction for visitors**



Types of Public Art

- Monuments
- Sculpture
- Paintings - Murals & Frescoes
- Mosaic & Tiles
- Paving
- Living Art – landscape and topiary
- Fountains / Water features
- Architecture
- Urban infrastructure
- Temporary installations in public spaces
- And more....





Monuments & Memorials



Terry Fox statue, by John Hooper
Ottawa, 1983

CESAR E. CHAVEZ MONUMENT
The Arch of Dignity, Equality, and Justice
by Judith F. Baca
San Jose, CA



Sculpture



Ottawa, ON



Sarasota, FL



Hanover, Germany



Paintings



In the Way of Progress, Phil, Jennifer & Jamie Richards Scarborough, ON, 1996.
Restored 2009



Bill Wrigley, 2006 – Toronto



Living Art – landscape and topiary



The Getty Center, Los Angeles, CA

Ceramic & Mosaic

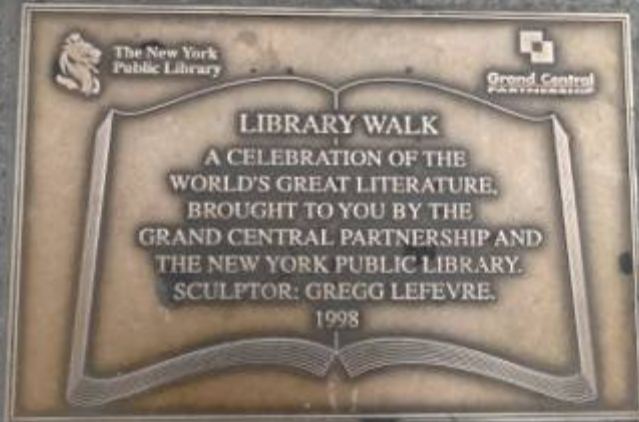


Almonds & Wine

Cristina Delago – Toronto 2010



Tiles & Plaques



New York Public Library,
Manhattan



Architecture - Fountains



The Getty Center, Los Angeles, CA



Roles of Public Art

- Beautifying the public space
- Humanizing the streetscape
- Creating a safer environment
- Telling stories or Social Messages
- Celebrating heritage
- Cleaning or preventing vandalism
- Urban renewal
- Providing a legacy
- Community engagement



The Manse Committee, John Kuna, Village of Islington, Toronto, 2010



Benefits of Public Art:

- Changes the landscape
- Attracts business investment
- Reduces vandalism
- Increases tourism – people like to visit places with cultural attractions
- Creates a sense of place and community identity
- Promotes pride in the community



Sarah Collard, Winnipeg, MAN



Economic Impact

Mural projects in communities around the world have generated tourism and economic turn around in some locations. The classic example is Chemainus, BC

Chemainus Festival of Murals





Urban Renewal



Holding Grandmother's Quilt Donald Gensler
Mural Arts Program, Philadelphia, 2004



Changing the Landscape

Shahab Plaza, Scarborough, ON, 2010





Brampton, ON, 2010
Artist, Michael Ciupka



Gateways & Place making

Taquile Island, Peru



Uros Islands, Peru





Public Art can be MONUMENTAL
and ICONIC



*Peanut farmer, Charles Johnston,
Colquit, GA, 2010 & 2011*



Humble

Trail marker, Sarasota, FL



Temporary

Lima, Peru





Social messages

Project: Urban Canvas - Initiated by Amnesty International Toronto in 2008

The goal is to create 30 murals, in the GTA that depict each of the 30 Human Rights Articles.



Article # 2, Mural Routes, 2009



“Public Art plays two roles in a community. It helps to create an authentic sense of place and serves as a tool for revitalization.....

The art has to be consistent with the vitality and soul of the community.” Richard Florida, interview with Public Art Review, Nov. 2008



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