

Salem Public Art Commission Meeting

The Public Art Commission (PAC) was held on Tuesday, June 20, 2017, in Room 314, Third Floor at 120 Washington Street, Salem, MA.

Lillian Hsu, Vice Chair of PAC called the meeting to order at 6:12 pm

Roll Call:

Members Present: Lillian Hsu, Austen Baron Bailly, J. Michael Sullivan, Amanda Moore, Jim Fallon and Deborah Greel, Public Art Planner

Approval of May Minutes:

Fallon made a motion to approve. Sullivan seconded the motion.

Discussion: Hsu noted that in her comments about the North Shore Community Development that it should read “concerning accessibility and the lack of highlighted passage/stairway”.

Motion passes: 2-0 3 Abstentions, Fallon, Bailly, Moore were not present at the May meeting.

Updates:

Celebrating the Urban Environment

The sculpture, **Pavilion**, presently in a small plaza on the corner of Washington and Front Street, is being moved to another location to give it more room. It will be moved to the area in front of Tavern in the Square, about 90 feet away. Sullivan noted that the new location may be better than current location but are we succumbing to outside pressure which would make it uncomfortable to make decisions later on. Moore asked what can do later so this doesn't happen. Bailly said that the locations for the urban environment is to move people downtown and moving it doesn't have the same meaning. Sullivan said it has a different meaning and we are learning and there is push back and maybe the original location is not a good location for successful art. The new place outside Tavern in the Square might be better from an observation point of view and more people in traffic will also see it.

Moore noted that we've benefited from this experience and the original site was chosen to excite the urban environment. Hsu said that in thinking about sites for art to work with the Department of Public Services, the Planning Department and the abutters.

Greel said that “**Whispers of Salem**” had issues with an app that needed to be approved by Apple and is finally online as of last week. She heard the installation from Front Street to Charter and questioned the impact. The sounds are more repetitious than she had thought they would be and not sure it fulfills the artist statement.

Hsu said that downloading the Whispers of Salem with so many steps feels impeded and many people may feel the same who want to use the app and the installation. Moore said that it was trite and it doesn't sound like he added more to the piece than necessary, it is superficial. She suggested more work to layer the sound and said it is too superficial and has a 'you are in one place and here

is one sound'. The work needs to be more layered, more of a composition, not canned sound effects, the artist could work more to have a better sound composition. Hsu noted that she doesn't mind the sound of water when walking through the installation but it doesn't relate to the specific site of when you hear the water sound. She said that the water and other sounds be more connected to the maritime trade. Tell that story through sound. Sullivan said that it doesn't seem to be a relationship from the sound to the space. The revolutionary music sounds trite.

Bailly said that on the app there should be a consistent font and she said we don't feel comfortable promoting the project as is and it should be modified. Greel will contact the artists with suggestions on improving the sound experience.

Artists' Row - Greel informed the PAC of the passing of Ellen Hardy who served on the Public Art Commission from 2014-2015.

Mural Slam was a great success! Many people came down to the Salem Arts Festival and watched the artists painting live. The winner of the People's Choice Award was work by Angela Gonzalez titled "Love at First Planet". The next step is to get signage on the building next to the murals with name of artist, title of work and contact information.

Artist in Residence Program - The City has a signed contract with Claudia Paraschiv on June 12th to begin the program in July. Moore asked about a press release and that we need more promotion for this program and to have Paraschiv have access to Facebook for Artists' Row. She noted that the program needs to be promoted through the Salem Public Art (Commission) page not as Paraschiv's public space project and that clarity is important. She also said that we need to build our social media page and to share our channels.

Lesley University Artists' Row Redesign - The design went in front of two boards, the Design Review Board and the Salem Redevelopment Board. Here is what was approved:

- Paint color scheme (minus one trim color)
- Super graphics on buildings and walls
- Barn door (not the graphics for the barn door).
- Door and window replacements.

Social Media Strategy

Moore said we need a repository of images and more people are following us on Facebook. More people need to recognize our brand and need increase visibility. She suggested posting more for events and find a way to update the calendar and keep track of all the things we are involved with such as concerts at Old Town Hall. Find a place to keep track of what is happening. Bailly mentioned traditional media such as stories in the newspapers and that especially the Artist in Residence program is newsworthy. Bailly suggested more posts through our social media and use Instagram. Moore will do the PAC logo launch on Facebook.

Public Comments – There were no public comments.

Adjourn – Sullivan made a motion to adjourn. Bailly seconded the motion.

Meeting adjourned: 7:33pm

