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 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.
James Surls, Big Bronze Walking Eye Flower
Patrick Dougherty,
Arcadia
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

DESIGN

COMMUNITY
Culture

Public art contributes to Salem’s identity as the cultural hub of the North Shore and a center for creativity.
Create innovative and distinctive art experiences that draw upon Salem’s unique character.

Chris Doyle, *What I See When I Look At You*
Liz Magor, Lightshed
Commission artwork that reveals important ideas, issues, and cultures that are present in Salem today.

Amanda Catching, *People of the Ivanhoe*
Create opportunities for artists to create new work and explore new ideas.

Arne Quinze, *Japanese Stilthouse*
Yinka Shonibare, *Nelson’s Ship in a Bottle*
Create landmark artworks that become part of the City’s cultural landscape.

Tom Otterness, Immigrant Family
Ellen Driscoll, Aqueous Humor
Create changing art experiences that encourage return visits.
Jessica Stockholder, *Color Jam*
Site art in areas that are frequented by visitors.

Jeppe Hein, *Appearing Rooms*
Choi Jeong-Hwa, Welcome
Site artworks in such a way as to encourage exploration.

Gunda Förster, *Lightlines on the Water*
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
Jeppe Hein, *Social Benches*
Create opportunities for artists to work collaboratively with community in the creation of public art.

Valerie Theberge, *Glade Underpass*
Mel Chin, Seven Wonders
Create artwork that encourages participation and social interaction.

The Big Hammock
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*
Create opportunities to bring people together, build bridges and stimulate conversation.

Wing Young Huie, The University Avenue Project
Bob and Roberta Smith, *Should I Stay or Should I Go (Dilemmas for Margate)*
Grown in Brooklyn

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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, Subdivisions
Mark important community thresholds and pathways.

Jorge Pardo, *Penelope*
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*
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?