

# Renew Atlanta

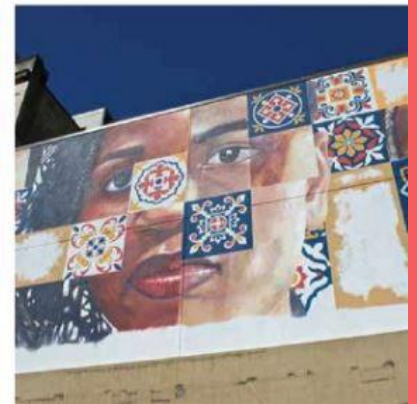
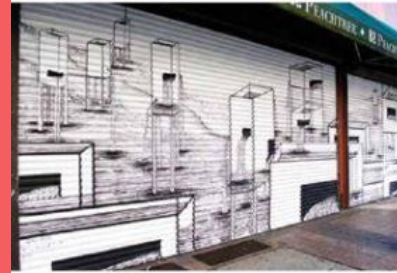
City of Atlanta  
Public Art Acquisitions



Public **art is** a part of a city's **culture**.

It's a key factor in **economic development and city identity**.

Art creates a sense of **place** and a sense of **pride**.



**THE STRONGEST CITIES HAVE ROBUST PUBLIC ART AND CULTURALLY VIBRANT NEIGHBORHOODS.**

Public art contributes thriving neighborhoods.  
Safer streets and public safety.

Public art contributes to a city's innovation.  
Its education and its health.

Public art contributes to our quality of life.



# The Renew Atlanta Public Art Program

presents an **opportunity** for **larger projects** and **engagement** with **strategic locations**.

Renew Atlanta Public Art is **intentionally focused on creating significance** by harnessing art acquisitions, **thinking innovatively about corridors**, and **focusing on high impact sites**.



Cities that invest in **public art** invest in their own vibrancy.

# Renew Atlanta Public Art Program

Background  
Decision Processes  
Cost Allocation  
Selection of Sites  
Selection of Artwork

# Program Background

## Background:

- **2015** Voters approve \$250M for Renew Atlanta. \$12M allocated for public art.
- **2016** Atlanta Mayor's Board of Service tasked with developing roadmap. Multiple plans proposed, rejected; City hires consultants to deliver framework.
- AMBS and consultants recommend:
  - combination of neighborhood and landmark art works.
  - creation of new position to oversee acquisitions.
- 2017 Atlanta City Council approves legislation 17-R-4503 for acquisition of Nine Monumental Works of Art (landmark pieces).
- **2018-19** Atlanta City Council approves legislation for acquisition of artworks for the MLK Corridor.

# Decision Processes

## MLK Corridor Public Art

The goal of the MLK Corridor Public Art Project is to create a corridor worthy of the name and legacy of Dr. King, in accordance with the mission of One Atlanta and the ambitions of the Beloved City. The inclusion of public art along the MLK Corridor has importance to the City of Atlanta.

The process for identifying opportunities along the corridor was overseen by the Office of Cultural Affairs. Decisions have been approved through a series of legislation.

## Nine Monumental Works - Landmark Art

The goal of Nine Monumental Works is to bring the highest caliber, museum quality, international art to the City of Atlanta to be accessible to all.

The process for identifying opportunities to purchase art of this caliber was overseen by a curatorial committee representing Atlanta's leading art institutions. Decisions of the committee have been approved through legislation Legislation 17-R-4503.

# Cost Allocation

- \$3.3M allocated to immediate conservation efforts.
- \$3.7M allocated to MLK corridor.
- \$4.1M allocated to landmark works.
- \$900k allocated to misc. (maintenance funds for landmark art, contributions to privately financed landmark pieces, others.)





# Monumental Works Landmark Public Art

Process for selecting location and art work





The acquisition of nine monumental works of art makes **important international contemporary art accessible to all of Atlanta** by placing it in public space.

This is the first time the City of Atlanta has purchased art of this caliber.

## Criteria for Sites in Landmark Program

- Cluster in city center, midtown/downtown for impact
- Accessible to diverse audiences
- Accessible by public transportation (nature preserve exception)
- Align with areas identified for activation by Department of City Planning
- Appropriate setting; park, plaza, etc.
- Catalyst for additional improvements

# Site Specifics

- Cascade Heights  
Cascade Springs Nature Preserve
- Castleberry Hill  
Nelson Street Bridge
- Downtown  
Mayor's #1 Park
- Downtown  
Georgia Pacific Plaza
- Midtown  
Commercial Row Commons
- Freedom Park  
BeltLine Access, Carter Center



# Community Partners / Community Outreach

As directed by Council Member Offices, park conservancies and neighborhood groups engaged before NPUs.

## ➤ Cascade Heights

- Friends of Cascade Springs Nature Preserve
- Park Pride
- community meetings thru CM Overstreet Office

## ➤ Castleberry Hill

- Castleberry Hill Neighborhood Association
- CIM
- Stream Realty
- Castleberry Hill galleries, art dealers

## ➤ Downtown

- Atlanta Downtown Neighborhood Association
- Central Atlanta Progress
- Georgia Pacific Corporation

## ➤ Midtown

- Midtown Atlanta Neighborhood Association
- Midtown Alliance

## ➤ Freedom Park

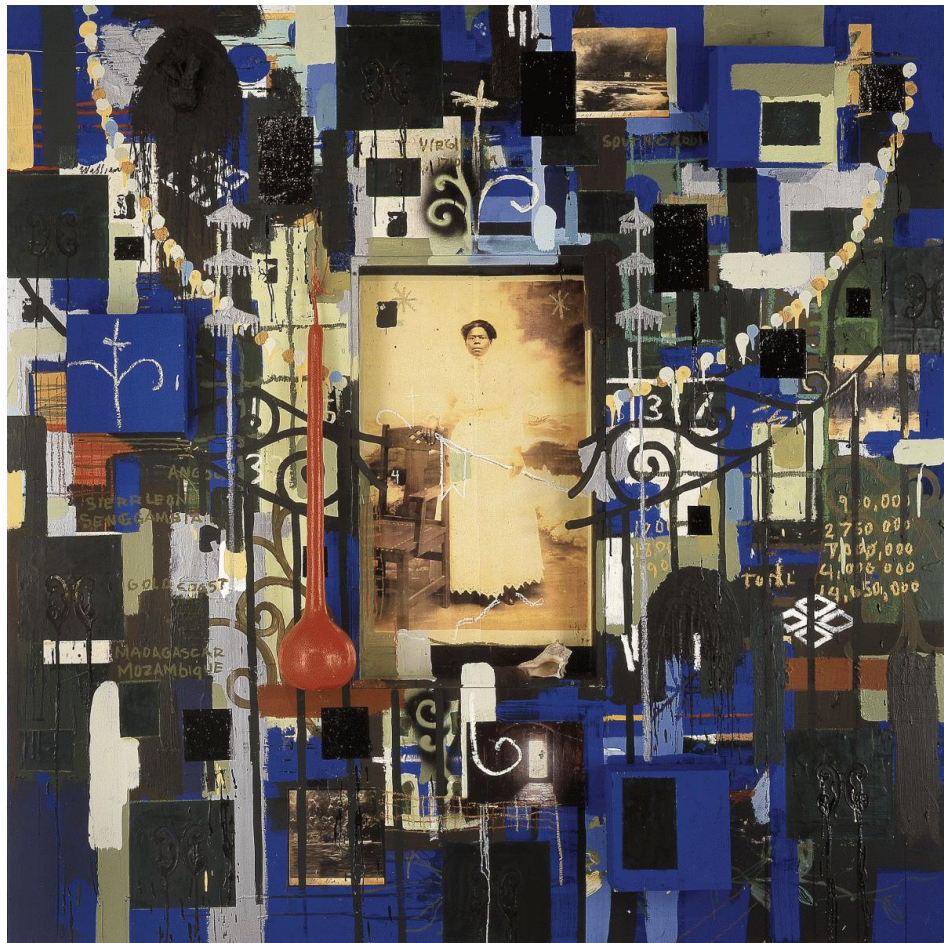
- Freedom Park Conservancy
- Poncey-Highland Neighborhood Association
- Inman Park Neighborhood Association
- Candler Park Neighborhood Association
- Carter Center
- Park Pride
- Trees Atlanta

## Nine Monumental Works of Art: Who chose them?

- Diverse group of curators represent Atlanta's **leading contemporary arts institutions**
- Express Atlanta's **diversity, honor sense of place, community, imagination**
- Pursue **highest level artwork**

# Curatorial Committee

- Community Foundation of Greater Atlanta
- Woodruff Arts Center, High Museum of Art
- Spelman College Museum of Fine Art
- Atlanta Contemporary Art Center
- SCAD Museum of Art
- Georgia Tech, Ferst Center for the Arts
- Georgia State University, Center for Collaborative and International Arts
- Georgia Museum of Art, African American and African Diasporic Art
- Art Papers
- PBA/WABE
- Sue and John Wieland Collection

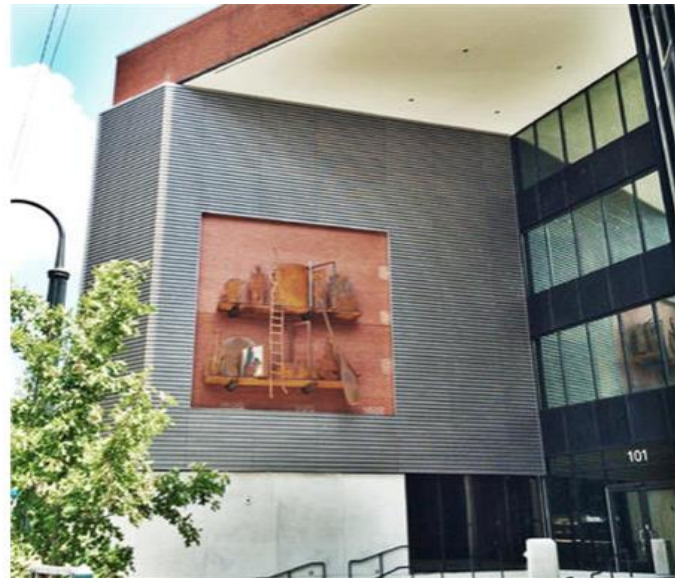


ARTWORKS





**Radcliffe Bailey - Cascade Heights**  
*Placeholder image; commission in process*



**Radcliffe Bailey**  
Installation, Auburn Avenue Research Library 2016



**Radcliffe Bailey**

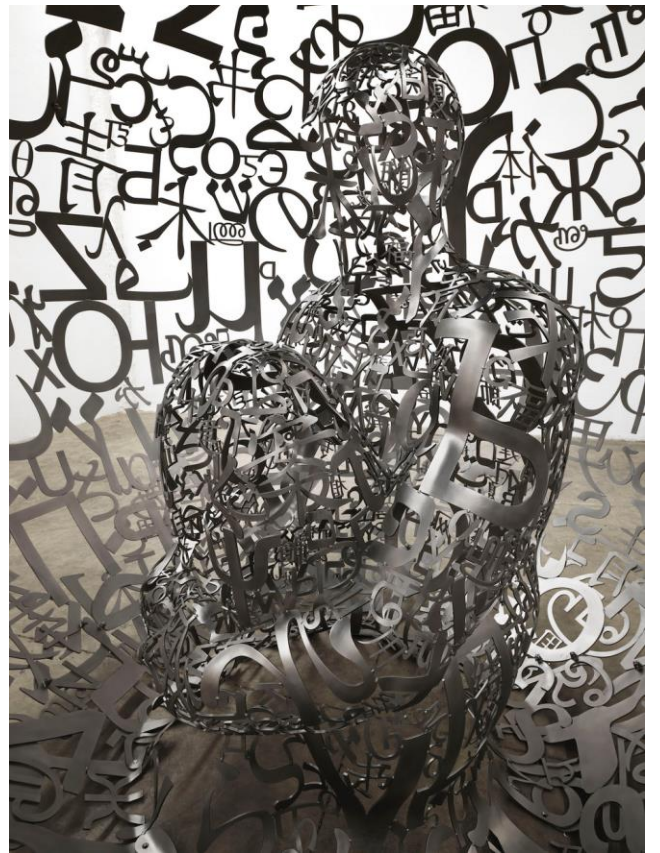
Installation, Hartsfield-Jackson International Atlanta Airport 1996



**Radcliffe Bailey**  
Duke University (rendering)



**Radcliffe Bailey**  
Installation, New Orleans and Kinderhook, 2018



**Jaume Plensa - Freedom Park**

*Self Portrait III*, 2017

Stainless steel

122 x 129  $\frac{1}{8}$  x 129  $\frac{1}{8}$  inches



**Jaume Plensa**

Installation, Place Camille Julian, Bordeaux 2013



**Jaume Plensa**  
Installation, Houston 2011, Montreal 2016, Hong Kong 2017





**Jaume Plensa**

Installation, Madrid 2018, Netherlands 2017, Venice 2013



Jaume Plensa  
Installation, Millenium Park, Chicago 2004



**Alicja Kwade - downtown**

*Untitled, 2019 (rendering)*

Stone

5 globes, diameters 34.5 inches to 78.7 inches



**Alicja Kwade**  
Installation, Venice 2017



**Alicja Kwade**  
Installation, Regent's Park, London 2017



**Alicja Kwade**

Installation, New York City 2019



**Yinka Shonibare CBE - Castleberry Hill**

*Wind Sculpture IV, 2013*

Steel armature with hand painted fiberglass resin cast  
240 x 133 5/16 x 31 3/16 inches



**Yinka Shonibare CBE**  
Installation, Central Park, New York City 2018





**Yinka Shonibare CBE**  
Installation, Regent's Park, London 2013



**Yinka Shonibare CBE**  
Installation, Trafalgar Square, London 2014



**Willie Cole - Midtown**

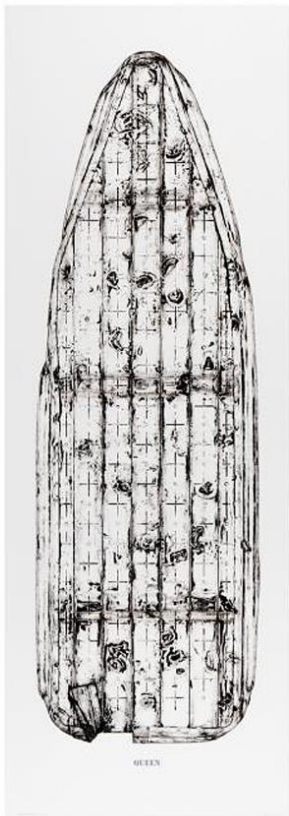
*Sole Sitter, 2017*

Bronze

72 x 23 x 37 inches



**Willie Cole**  
Installation, New York City 2011



**Willie Cole**  
Installation, Cambridge 2019



**Willie Cole**  
Installation, New Jersey 2015, New York City 2019



**Ryan Gander - downtown**

*Things just happened to him*, 2018 (rendering)

Stainless steel

Approx. 11 feet tall each



**Ryan Gander**

Installation, Beswick Community Hub, Manchester 2016





**Ryan Gander**  
Installation, New York City 2015, 2011



**Ugo Rondinone - Freedom Park**

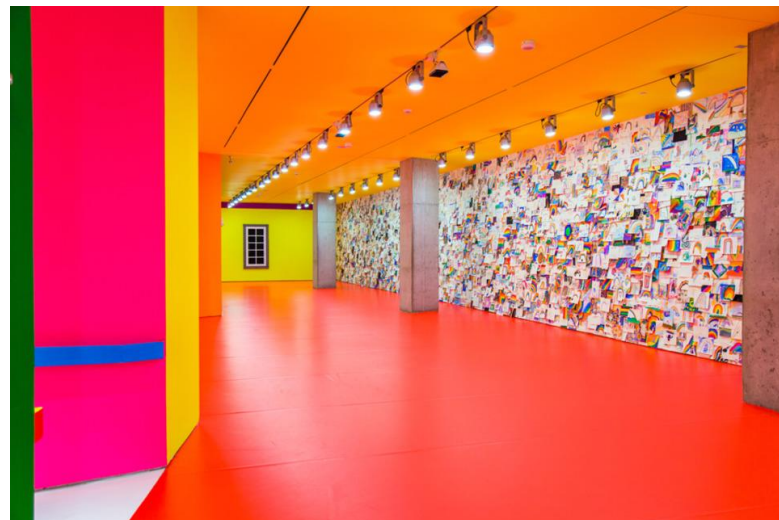
*Placeholder image; fabrication in process*

*Atlanta to acquire single figure, 12-14 feet tall*

Rockefeller Center, New York, and East Hampton, New York, 2013



**Ugo Rondinone**  
Installation, Las Vegas 2016



**Ugo Rondinone**

Installation, Istanbul 2017, Cincinnati 2017



**Katharina Grosse - Freedom Park**

O.T., 2016

Acrylic on glass fiber reinforced plastic

31 ½ x 47 ½ x 165 ½ inches



**Katharina Grosse**  
Installation, Brooklyn 2013



**Katharina Grosse**

Installation, Berlin 2015, London 2017, Berlin 2015, Rockaways 2016



**Byung Hoon Choi - Location under consideration**

*Afterimage of the beginning, 2016*

Basalt

77 ¼ x 45 ¾ x 45 ¾ inches





**Byung Hoon Choi**  
Installation, Seoul 2014



# MAYOR'S OFFICE OF CULTURAL AFFAIRS: PUBLIC ART PROGRAM



# Public Art Master Plan

## Guiding Principles, Ordinance #01-0-0995

### Percent for Art Funding

- 1.5% on all municipal capital construction projects is set aside for public artwork
- 1% is dedicated to the selection, design, and development of works of public art
- .5% is allocated to the maintenance and conservation of the collection

# MLK Dr. Art Decision and Selection Process

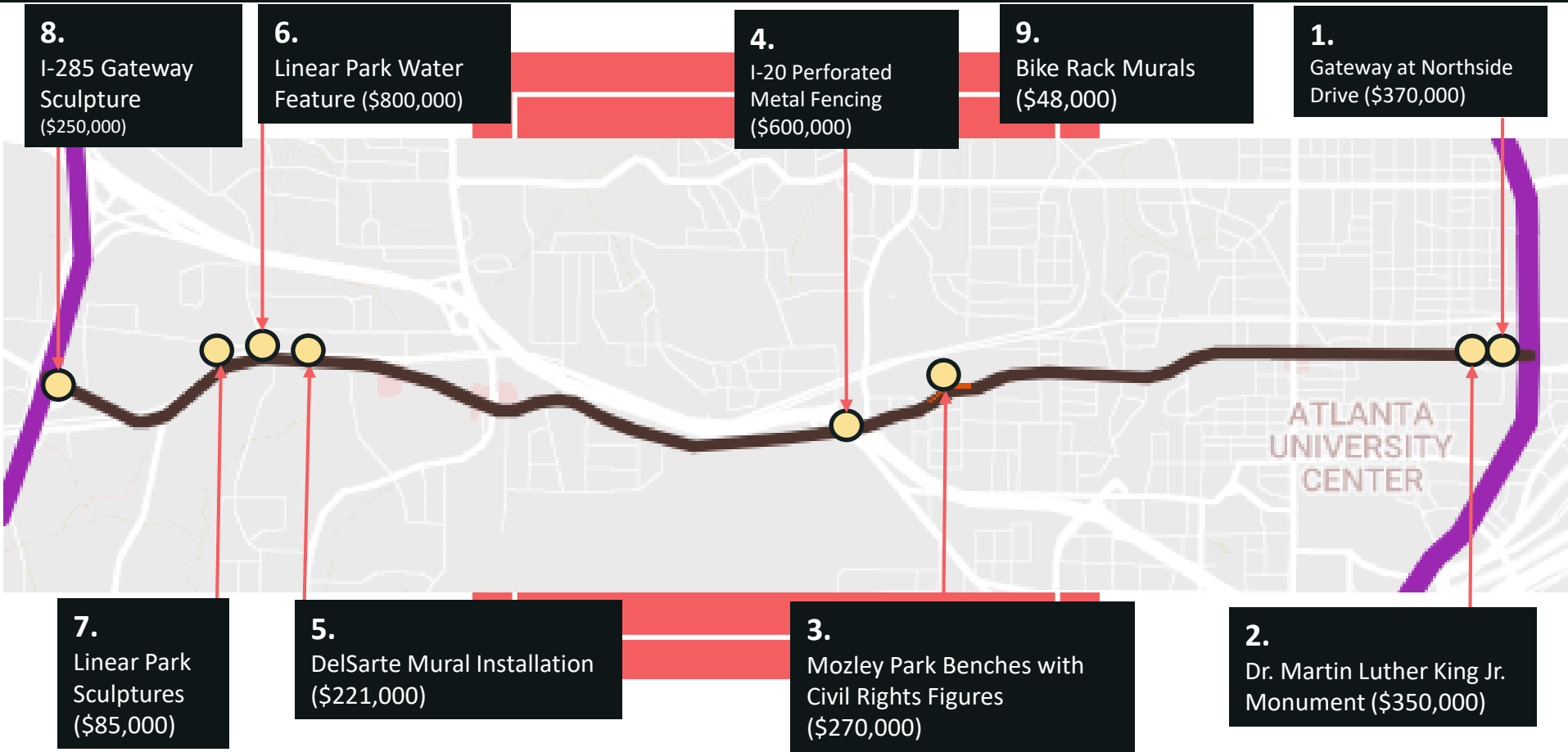
## Mayor's Office, Mayor Kasim Reed Responsibilities:

- Overall objectives and theme
- Landmark arts budget
- Number of projects
- Locations in Council Districts  
10,4,3

## Mayor's Office of Cultural Affairs Responsibilities:

- Project Management
- Cost Allocation
- Administration of RFQ's and RFP's
- Developed key stakeholders
- Selection Committee
- Community outreach at NPU's

# Overview of MLK Art Projects

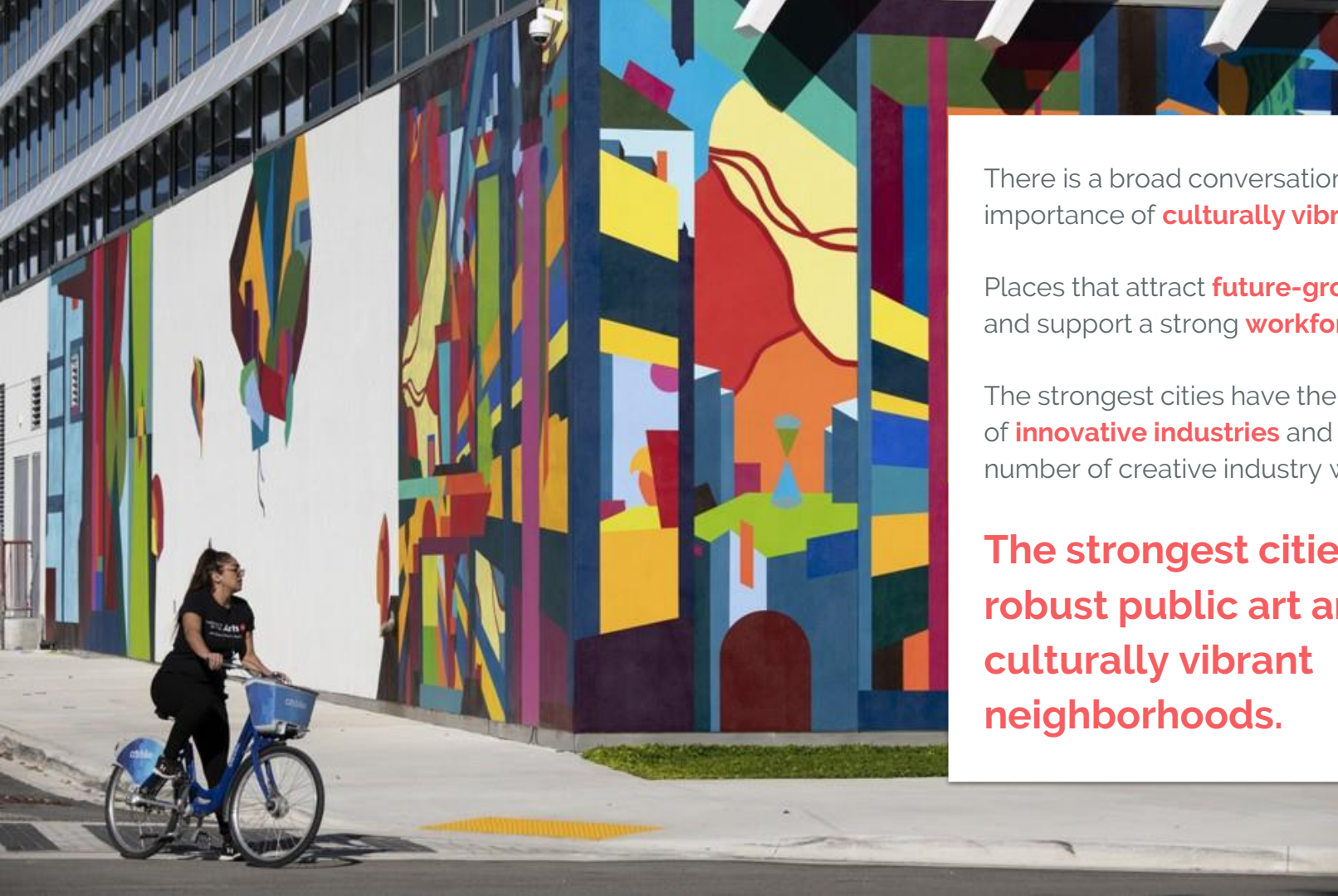


Projects are scheduled for installation January 2019- December 2019

# Driving Gallery on MLK Drive

Nine public art projects comprised of 34 pieces





There is a broad conversation around the importance of **culturally vibrant locales**

Places that attract **future-growth industries** and support a strong **workforce**.

The strongest cities have the largest number of **innovative industries** and the largest number of creative industry workforce.

**The strongest cities have robust public art and culturally vibrant neighborhoods.**

**Renew Atlanta** is a part of that conversation...

...from **Visionary Corridors** crossing through multiple districts, to **Monumental, Landmark Art** in the city center and beyond, to **Complete Streets** around the full metro.

Renew Atlanta  
invests in projects  
that are **ambitious,**  
**innovative,** and  
**transformational.**

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# Renew Atlanta

City of Atlanta

