

The Art of Placemaking

Presented by Denise Dickens, Public Art Coordinator for Town of Cary

Why have public art?

- It builds & defines the community's identity.
- It can beautify or disguise less than attractive parts of an environment.

What are popular places for public art?

- Bridges & overpasses
- Sound-buffering walls along highways
- Parks
- Public buildings

What constitutes a good public art project?

- It captures the spirit of the community
- It is thematically relevant to the location
- It accomplishes the task it was intended for
- It holds up over time

What constitutes a good public artist?

- Team player
- Creative flexibility
- Patience
- Excellent attention to detail
- Good communication skills

Tips for putting together a good public art proposal:

- Read the prospectus thoroughly.
 - Give them exactly the materials they ask for. Not more, not less.
 - Pay attention to deadlines.
 - Be professional.
- Be thoughtful & creative with your ideas.
- Think about longevity.
 - How will your project weather over time?
 - How much maintenance will it need?
 - Have you taken any steps to prevent vandalism and graffiti?
- Be specific.
 - Describe your vision and the motivation for it.
 - Include clear drawings.
 - Describe the specific materials you plan to use.
 - Give a specific production timeline.
- Crunch the numbers.
 - Keep in mind any relevant engineering fees.
 - Have a contingency line in your budget for surprises.
 - Pay yourself.