



Community Project: Art Makes Columbus/Columbus Makes Art

Project Summary

For this innovative community project, **Sign Your ART**, Columbus becomes the gallery. This first of its kind street art project will engage local artists and members of the public to create a unique art installation across the entire city, bringing both local and national attention to the new GCAC campaign: Art Makes Columbus/Columbus Makes Art and the Columbus Arts Festival.

Local artists and attendees of the Columbus Arts Festival will make art on small wood tiles during the festival. With permission of the city, the tiles will be installed on street signs in strategic locations across the city to spell out the word "ART" on a Google Pin Map of Columbus. It is our intention that the map will become part of the Google Cultural Institute: Street Art Project and promoted as part of the new GCAC marketing campaign, Art Makes Columbus/Columbus Makes Art. While the duration of the street art installation will be six weeks, it will live forever online in the Google archives and as a permanent installation at the GCAC offices.

<https://www.google.com/culturalinstitute/project/street-art#>

Project Description

The **Sign Your ART** project will engage both the local community and out-of-town visitors at the Columbus Arts Festival and invited local artists of diverse disciplines in partnership to create the artwork for this project.

- (1) Members of the local community and out-of-town visitors at the Columbus Arts Festival will be guided by signage to the Public Art Tent where they will be invited to create a work of art on a 6" x 8" wood tile. The tent will be decorated with finished examples of the **Sign Your ART** project and staffed with volunteers to enhance the experience. They will explain the project, offer examples and inspiration, re-stock the paint and water, and keep the area clean. There will be a painting station with 4 large tables, a drying station, and a registration station where each piece will be documented, labeled with the campaign logo, and registered and catalogued. Each guest will be offered the opportunity to keep the artwork or donate it to the **Sign Your ART** project.

This public art project is designed to be inclusive of the entire Columbus community and visitors to Columbus.

- (2) The second element of the **Sign Your ART** project addresses one of the purposes of the new GCAC campaign, Art Makes Columbus/Columbus Makes Art, by bridging the gap that sometimes exists between artistic disciplines. Local visual artists, paired with artists from diverse disciplines such as Dance, Theater, Spoken Word, etc, will create ART tiles that will form the cultural backbone of the **Sign Your ART** project. Each pairing will create two tiles inspired by the other's medium. These pieces will be the focal point of each grouping of tiles on the street signs. The intention of these pairings is to enhance and strengthen the connection between Columbus creatives. Participating artists will be given an honorarium.

Project Concept and Installation

Art will be created on 6" x 8" wood tiles with holes drilled into them so they can be easily attached to selected, approved street signs with simple bolts and nuts. The tiles will have the campaign logo and Columbus Arts Festival stickers on the back.

Though thousands of tiles will be created during the festival, approximately 400 will be required for the 6-week installation, including the Columbus art community collaborations. All donated tiles created during the Columbus Arts Festival will be collected, stored, and used for the permanent installation of **Sign Your ART** at the GCAC offices.

The artwork will be installed in such a way as to not be a distraction to drivers or an impediment to the purpose of the street signs. A small team of trained individuals will install the artwork with very specific installation specifications for materials, location and height on the sign poles, pending approval of the city. The project team will remove street signs six weeks after installation.

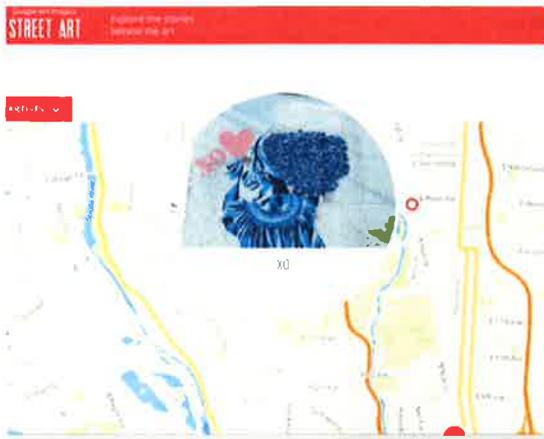
The street installation location of each group of tiles will be based on a pre-made layout using Google maps. Selected pieces of art attached to a street signpost will be a "pin" on Google maps, which collectively spell out the word "ART" across the city of Columbus. Each Google "pin" will include a photograph of the artwork and the location in the city. This will require at least 80 installations so that when it is viewed in Google on-line, the pins will present a clear image of the word "ART" superimposed on the map of Columbus.

Once complete, the **Sign Your ART** project will be submitted to the Google Cultural Institute: Street Art Project making this public art installation available globally. Stephanie Rond is currently the singular representative of street art for the Midwest on this on-line archive and is connected to the Street Art Project's staff at Google.

In addition to Google, this project has the potential to produce national attention for the Columbus community through promotions and earned media on major national and international art websites and blogs like Colossal (www.thisiscolossal.com), Huffington Arts (www.huffingtonpost.com/arts/), Boredpanda (www.boredpanda.com), Lost in A Minor (www.lostateminor.com), Hyperallergic and other contemporary art and street art websites.

Project Sample Images





Timeline

- City approval - ASAP
- Contact Google – May 1st (after city approval)
- Contact OSU department of Mathematics, Engineering or STEAM for assistance with creating the layout for the Google Pin Map - April
- Identify participating /collaborating artists project begins – mid April
- Public participation at the Columbus Arts Festival – June 12, 13, 14
- Installation and photo documenting – July
- Data uploading to Google – July-August
- Removal of **Sign Your ART** tiles from street signs – mid August
- Posting on Google Cultural Institute – (listing can take up to 6 months)

Honorarium for participating artists: \$TBD

Budget Per 5,000 tiles

Wood: \$750 (\$15/96 tiles)

Bolts: \$750 (\$15/96 tiles)

Paint: \$TBD (possibly \$3-5,000 or could look for sponsor)

Incidentals: \$1,000 (estimated)