

An aerial photograph of a large crowd of people gathered in a park-like setting. In the background, a large, historic brick building with a prominent clock tower is visible. The scene is surrounded by lush green trees, and the overall atmosphere suggests a community event or festival. The text is overlaid on the center of the image.

# **DULUTH DEFINED: ART IS DULUTH. DULUTH IS ART.**

**A STRATEGIC PUBLIC ART MASTER PLAN  
FOR ENHANCING ECONOMIC GROWTH  
AND COMMUNITY CHARACTER.  
DULUTH, GEORGIA, USA**









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AND COMMUNITY CHARACTER.**

DULUTH, GEORGIA, USA  
APRIL 2015



# ACKNOWLEDGEMENTS

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OF DULUTH, GEORGIA**

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OF THE FINEST  
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A photograph of a crowd of people at an outdoor event, possibly a festival or race. Two large, blue and yellow mascots are visible. The mascot in the foreground is a female figure with a large head, wearing a blue dress with yellow trim. The mascot in the background is a male figure wearing a blue cap and a blue t-shirt with a graphic. The background is filled with people, some wearing blue and yellow clothing, and trees. The entire image has a yellow tint.

# WHY A PUBLIC ART MASTER PLAN?



# INTRODUCTION

MAYOR NANCY HARRIS

**“Duluth is a city with big dreams, the Public Art Plan will help us realize some of those dreams”**

PARTICIPANT IN THE PUBLIC ART MASTER PLANNING PROCESS

**Public art is accessible to everyone.** It encourages dialogue. Not only do the arts provide a much needed social escape for many communities—they also help drive local economies. Having an abundance of unique arts and events means more revenue for local business and it makes our community more attractive to young, talented professionals—whose decisions on where to start a career, business, or a family are increasingly driven by quality of life and the availability of cultural amenities.

Since it is impossible to have everyone agree on every piece or performance of art, this master plan is necessary to provide a framework for future art projects that will be appropriate for our community. The



**ABOVE**  
**Duluth celebrates America,**  
**July 3, 2014** Photo credit:  
Wheeltracks Photography

Duluth Public Art Master Plan will be implemented by the Duluth Public Art Commission, under the auspices of the City Council and City staff, to ensure that a high quality of art, as well as a variety of artistic experiences, are available to Duluth citizens and visitors.

I would like to dedicate this first Duluth Public Art Master Plan to the 2015 Duluth City Council Members: Marsha Bomar, Jim Dugan, Billy Jones, Kelly Kelkenberg, and Greg Whitlock. This council embraces the vision: placing the arts as a high priority in creating a sustainable place to live, work, learn, and play.



NANCY HARRIS  
MAYOR, CITY OF  
DULUTH, GEORGIA

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**RIGHT**  
**Fall Festival Parade,**  
Photo credit:  
City of Duluth, Georgia



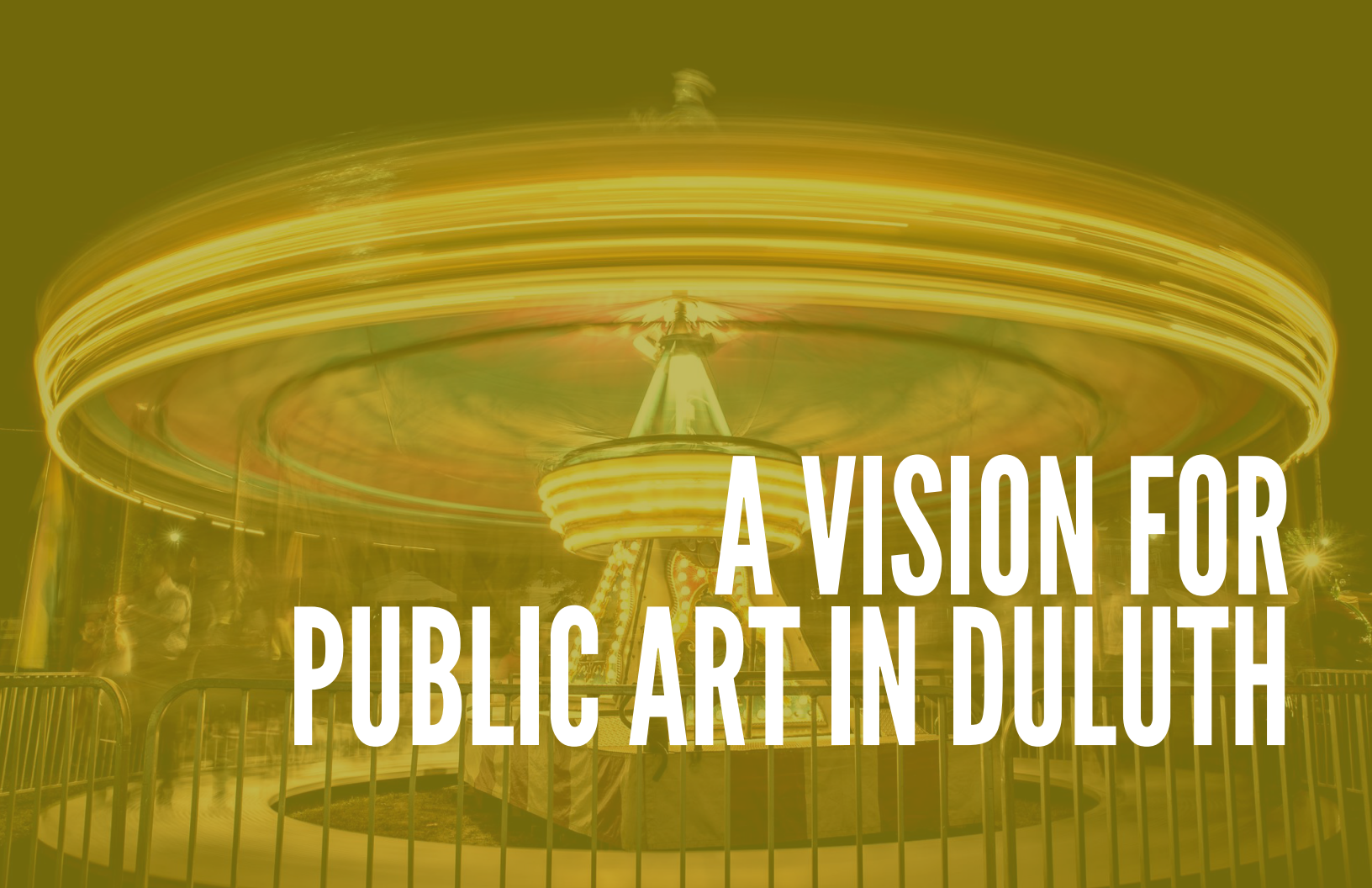
## WHY PUBLIC ART?

Cities all over the world gain value by weaving arts and culture into their physical, social and economic fabric. One way to express our unique arts and culture is through public art. We can share distinctive parts of our history and our ever-changing culture. We can also reflect and reveal our society, add meaning to Duluth, and create attachment to our community for citizens and visitors alike.

Public art is valuable to Duluth because it enhances our culture and our economy. It also celebrates our rich history, points to our aspirations, and reflects who we are and how we want the world to see us. This public art master plan will cause our unique built environment to become even more distinctive. It also invites new ideas and conversations into our public realm. Public art in Duluth should also be easily accessible to all of our citizens.

## WHO CREATES PUBLIC ART?

Professional artists who respond to commissioned public art projects create inspirational works, but we are all artists. Each of us has a creative vision for expressing ourselves through art. For instance, Duluth's elected officials are artists because they determine which capital improvement projects are designed and implemented. Duluth's city employees (such as planners, economic development officials, and engineers) are also artists; they serve the community and enhance our built environment. Business owners are artists, too, because the design of their buildings, signs, color choices, murals, and choices for expressing their identities express the overall identity of Duluth. Citizens—young and forever young—are artists. We all have a responsibility to create art that enhances the way we see Duluth and how we want others to see us.



# A VISION FOR PUBLIC ART IN DULUTH



**“My culture can be expressed through art in a way that it never has been before. I can help create that.”**

DULUTH HIGH SCHOOL STUDENT

**Duluth’s vision for public art stems from** a long tradition of valuing the connection between the citizens of Duluth and the city itself. Public Art is one of many tools the City of Duluth has used to promote community excellence, it will be a tool that is used to define Duluth for years to come.

This Public Art Master Plan resulted from a vision for creating a deeper sense of civic identity and stronger connections between people and places that are important to community and civic life. To kick off the process, a diverse group of stakeholders were asked a series of questions about public art as it relates to city engineering, economic growth, business development, education, downtown development, and community groups. Those answers became the foundation of the Duluth public art master planning process.

A major point that was brought up time and time again was the “Duluth Standard.” Although many of the stakeholders said they were aware of the “Duluth Standard,” it didn’t exist. Duluthians could articulate the “standard,” but it wasn’t known or understood by people who don’t know or under-



**ABOVE TOP**  
**Ascension,**  
**January 20, 2015**  
Photo credit:  
Amanda Golden

**ABOVE BOTTOM**  
**Girls with bubbles,**  
**July 3, 2014**  
Photo credit:  
Wheeltracks Photography



stand Duluth, including newcomers to the city. There was no definitive cultural definition of Duluth.

In an effort to define Duluth for its citizens and the rest of the region and the world, Duluthians were asked to define who they were, who they are, and who they hope to be. They were also asked, “Who is Duluth?” Our community began to answer these questions with words, phrases, essays, pictures, short stories, songs, sketches, and with artwork. In other words, Duluthians began to define Duluth, together.

In addition to defining Duluth, our citizens were asked to consider six different types of public art: functional art, art programming and temporary art, performance art, mural art, sculpture art, and interactive art. In considering these public art types, Duluthians were asked to select which type they favored, as well as specific locations where each type of public art should be installed around Duluth.

Through a Wine and Chat Evening, two family friendly meetings, and an online workshop, over 540 words and phrases were submitted to contribute to defining Duluth. Over 200 ideas of public art project types and locations were generated (see Appendix, p. 72).

During this process, it became clear that Duluth is too beloved—too special—to settle for a public art plan that virtually every community could implement. As a result, this plan contains inspirations that are purely “Duluth,” it will be



very difficult for other cities to copy. These are our ideas that were born in the context of the place we love. These are our stories; they wouldn't fit if told in any other place.

Over time and over years of implementation, our brand of public art will create a one-of-a-kind built environment in Duluth. This plan will ensure that we will be forever set apart from the rest of the cities in Georgia, the Atlanta region, and the world. With the embrace of the content in this document, we expect to forge an even more extraordinary, special city because we believe that special cities are successful cities.

Our vision for public art in Duluth is defined through three goal statements:

**GOAL 1:** To inspire: a) the City of Duluth when it designs and builds our public spaces and infrastructure; b) members of the real estate development community who provide places for us to live and thrive; c) members

of the business community who provide employment and services; d) artists who are creating public art for us; and e) individual members of the greater Duluth citizenry who want to contribute to the spirit of Duluth.

**GOAL 2:** To establish a new culture of high expectation for Duluth inspired public art and design.

By clearly defining what the spirit of Duluth looks and feels like, this plan defines local assets that have been hiding in plain sight. We hope that the creative implementation of these assets is found in the design of the things that artists create and build for us.

**GOAL 3:** To encourage widespread and increased celebration of Duluth.

This plan sets a new expectation for imagination and possibilities (instead of stifling creativity with overly-prescriptive design guidelines) for the City, artists, developers, businesses, and individuals. It also doubles as a

dream book for non-local individuals and entrepreneurs so they can see what living life and doing business in Duluth could feel like.

Duluth Defined seeks to make sure that as many things as possible—even the often overlooked, mundane things—say 'DULUTH!' As the sum of its parts, the story of remarkable Duluth, Georgia becomes a local economic driver because it grabs peoples' attention when people talk about us and are drawn to us. This plan features locally-inspired design inspirations that can be used to build everyday things such as sidewalks, light poles, and benches. We also expect this plan to influence new and exciting things beyond public art (such as homes, businesses, and everything else we put on the ground). Over time, this plan's implementation will leave a lasting impression on visitors and encourage deep ownership by locals because Duluth's special design palettes, and special touches fit the community's one-of-a-kind story.



# PALETTES FOR INSPIRATION

A big goal of this public art master plan is for artists of every stripe to become inspired by how Duluth sees itself. Understanding our community is important in helping us create meaningful, locally-based art that is most likely to resonate with our citizens. As a result of the previously described public engagement process, clear elements for what makes Duluth stand out as unique emerged. Whether a capital project implemented by the City of Duluth, a new art installation commissioned by the city or a private company, a private developer who wants to develop in Duluth, or a resident who wants to do something creative with their yard, the following templates provide an opportunity to create infinite designs and forms that express the definition of Duluth while maintaining unity.

If you are considering making art for our community, you can use this document to become inspired by elements of “Duluth” and add “us” into your ideas. Any art ideas—from the most historic and traditional to the avant-garde—can implement defining characteristics of Duluth. We want public art in the city we love to resonate; we expect our public art to mean something to us and stand out as #SoDuluth.

The six ‘palettes for inspiration’ are cornerstones for what makes us Duluth. Get creative! Mix and match the elements of each template into your designs or choose to play up the one that is most important to you. Whatever you choose to do, these palettes will serve as a reflection of Duluth, and an inspiration for your creativity.

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**WE ARE  
THE SOUL OF DULUTH**

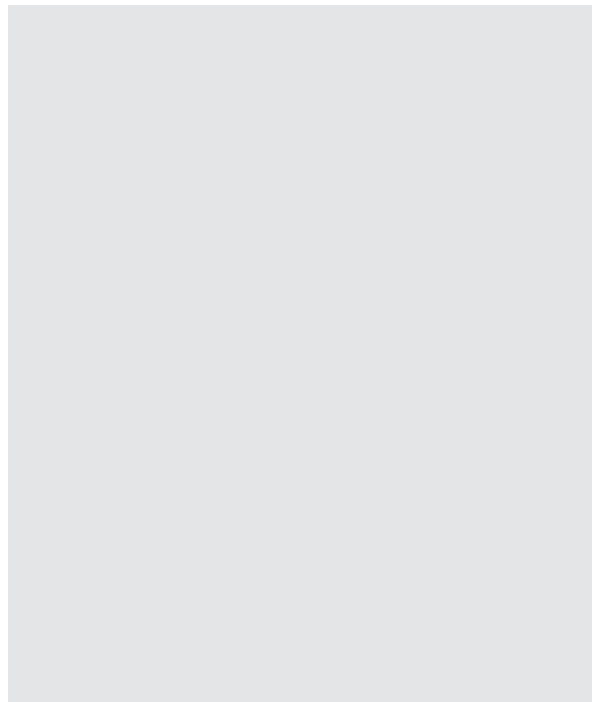


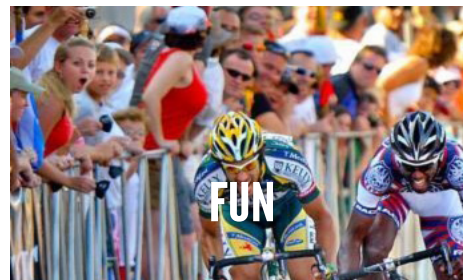
## DULUTH DEFINED: OUR ART IS DEEPLY MEANINGFUL TO US.

**As people of Duluth, we are a combination of souls that form the collective soul of the city we love.** The soul of Duluth is as complex as the opinions of its people while always being honest, caring, patriotic, and deeply devoted to the good of the community. The soul of Duluth is truthful and genuine; it draws people because it is engaging, welcoming, and alive. The soul of Duluth must show in our art.

## WHAT ARE YOUR IDEAS?

OUR SOUL IS ONE OF A KIND. YOUR ART SHOULD MAKE US SAY, "THAT'S SO DULUTH!"





**WE ARE  
NORMAN ROCKWELL MEETS MODERN FAMILY**

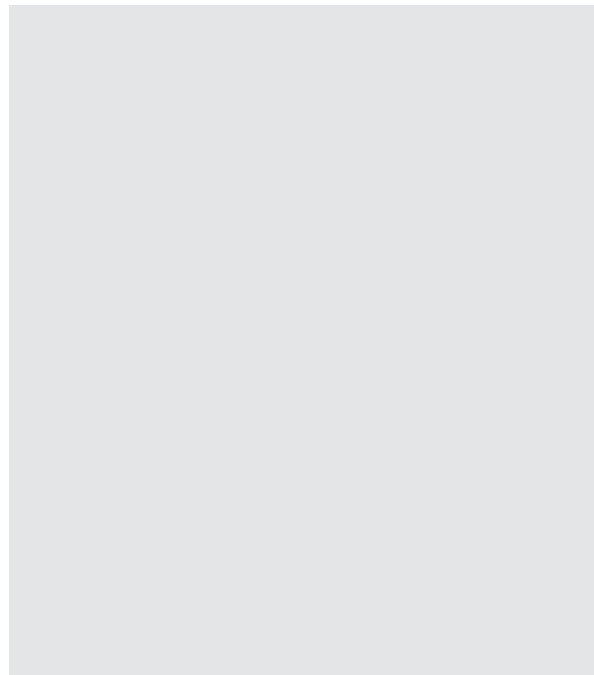


## **DULUTH DEFINED: OUR ART REPRESENTS OUR VALUES AND TRADITIONS.**

**Duluth is quintessential America.** We love and enjoy our families and friends. We look after and are there for each other. We value hard work and its benefits. As technology continues to advance, time is becoming more difficult to harness and life is therefore becoming more demanding; yet our core values remain. Our public art reflects a deliberate mix of Duluth's traditional history and our willingness to accept and embrace our bright future.

## **WHAT ARE YOUR IDEAS?**

IS IT POSSIBLE FOR ART TO BE A THROW-BACK BUT ALSO FORWARD LOOKING? BRING US YOUR CREATIVITY.





**CREPE MYRTLE**



**CHATTAHOOCHEE RIVER**



**RED CLAY**



**GREEN**



**HARVEST**



**HAVEN**

**WE ARE  
SOUTHERN GROWN**

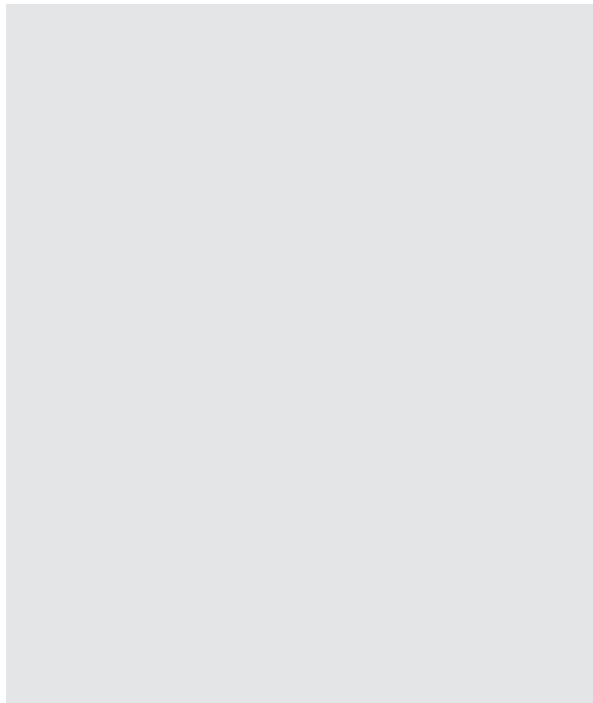


## DULUTH DEFINED: OUR ART MAKES IT CLEAR WHERE WE ARE IN THE WORLD.

**“Southern” means our region’s particular life-style and mindset.** It’s a bit more relaxed here, and we believe relaxed is beneficial—we take the time to get to know and be a part of our neighbors’ lives. We gather together and take time for small talk. We enjoy southern food, better weather, and genuine hospitality. While we are attracting new citizens from around the world, our new southerners embrace the idea that we are family. Our art reflects this cherished heritage.

## WHAT ARE YOUR IDEAS?

WHAT DOES SOUTHERN ART LOOK AND FEEL LIKE TO YOU? WE LOOK FORWARD TO YOUR INTERPRETATION!





**CLASSIC CHARM**



**CIVIC DEVOTION**



**WORLD CLASS  
HEALTHCARE**



**OUR TOWN GREEN**



**STARTUP SUCCESS**



**FESTIVAL CITY**

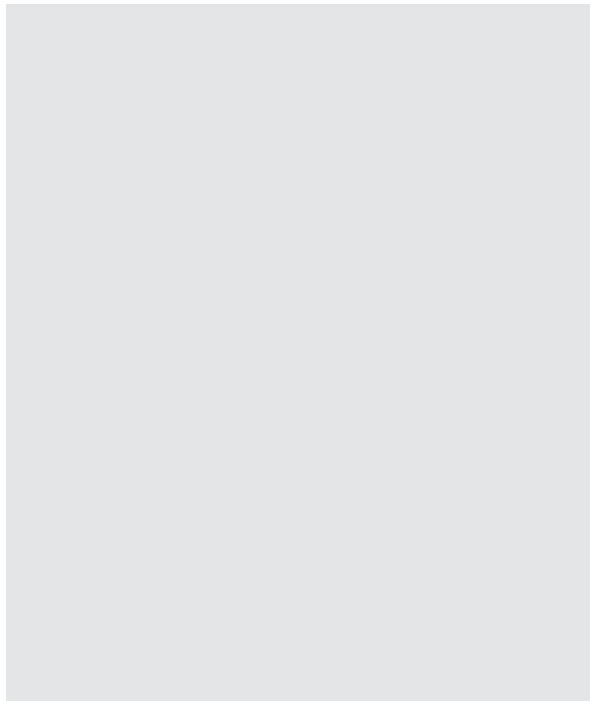
**WE ARE  
SMALL AND SOPHISTICATED**

## DULUTH DEFINED: OUR ART IS THE PRODUCT OF HIGH EXPECTATIONS.

**Duluth combines the best of all worlds:** our community blends close access to world-class visual and performing arts, state-of-the-art medical facilities, first-class parks, and a high-quality town green—our “Main Street” experience. Our citizens’ quality of life has been cultivated by deliberate public infrastructure and community assets that we never take for granted. Our art enhances our high expectations in order to enhance our high quality of life.

## WHAT ARE YOUR IDEAS?

WE SEEK GRAND IDEAS AND AWARD-WINNING INSTALLATIONS. WE KNOW YOU HAVE ONE IN YOU!







**WE ARE  
OUR COLORS**



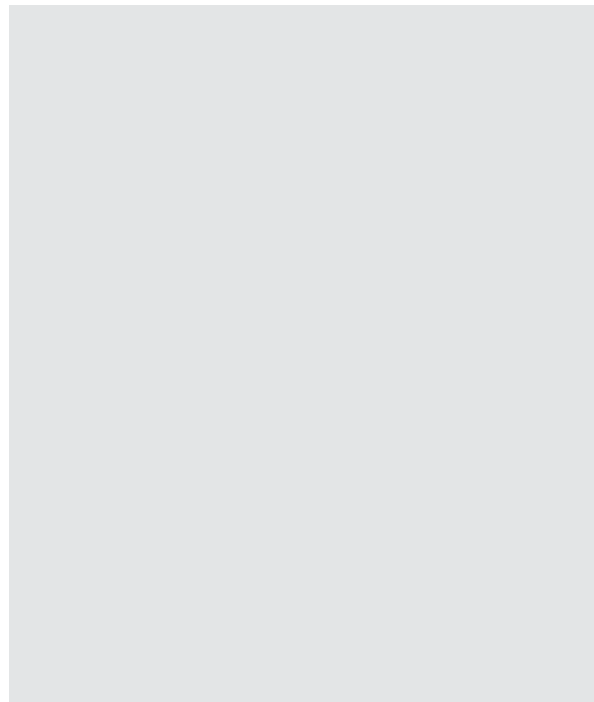


## DULUTH DEFINED: OUR ART PAINTS OUR SPIRIT AND MAKES US SHINE.

**Our colors are as gorgeous as our gold and pink sunsets, our red clay-colored river, and the bright pink, white, and red blooms that don our crepe myrtles.** Our changing seasons spotlight green tomatoes and yellow buttercups in Spring, red and gold leaves in Autumn, and crisp blue skies in Winter. Before you come with ideas for enhancing our community with art for us, we invite you to get to know our colors. We want you to inspire us with the colors that define our community.

## WHAT ARE YOUR IDEAS?

THE IDEA IS NOT TO “BLEND IN” TO OUR COLOR PALETTE BUT TO ENHANCE IT.





**WE ARE  
OUR LEGACY**

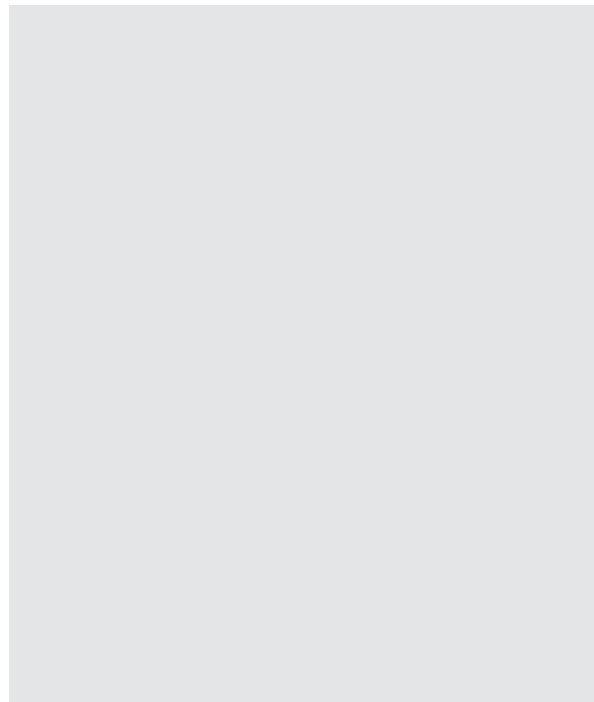


## DULUTH DEFINED: OUR ART CONTRIBUTES TO OUR PROUD PAST AND PROMISING FUTURE

**The story of Duluth is rich with pride and prosperity.** We still enjoy telling the true tales of how our railroad helped fuel our commerce and development. We're thankful that our forefathers and mothers chose our Chattahoochee River for us to float on, reflect over, and gather as a community at Roger's Bridge Park. Duluth's legacy has been passed down over generations—through the families that helped build our city—to today's citizens who continue telling the Duluth story for future generations. Our art celebrates our stories.

## WHAT ARE YOUR IDEAS?

IT IS EXCITING TO US THAT YOUR ART WILL  
BECOME A PART OF OUR HERITAGE FOR FUTURE  
GENERATIONS.





# PUBLIC ART PROJECT TYPES, OUR ROLES, AND RESOURCES



**“While our art should reflect our rich, southern history, it should also shake it up some and be unexpected for our City.”**

PARTICIPANT IN THE PUBLIC ART MASTER PLAN PROCESS

**“Placemaking” is a term to describe** treating everyday things like special things to make sure that our built environment represents “Duluth.” We want everything to be special including: streets, signs, medians, sidewalks, bio swales, retaining walls, street lights, crosswalks, and otherwise mundane elements that most communities take for granted.

Instead of looking the same as every other community, our built environment will become our signature through this public art master plan. We have a chance to highlight the spirit of Duluth through creative placemaking. Public art will highlight who we are and how we see ourselves.

In the pages that follow, consider how your projects will help us execute this plan. Does one of the art types draw you more than another?



**ABOVE TOP**  
**Eastern Continental**  
**Divide, October 23, 2014**  
Photo credit:  
Amanda Golden

**ABOVE BOTTOM**  
**Duluth High School Art**  
**Students, January 23, 2015**  
Photo credit:  
Amanda Golden

# PUBLIC ART PROJECT TYPES:

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We define public art as anything in our community that expresses our values in a physical form. Today in Duluth, this includes everything from the architecture of City Hall to a performance on the Town Green to Ascension rising majestically above its roundabout. Based on our citizen and stakeholder engagement, we have determined six distinctive and impactful types of public art that will be important to our community.

# FUNCTIONAL ART

CROSSWALKS, STREET FURNITURE, LIGHT  
POLES, TRASH CANS, TRANSIT STOPS, ETC.

**BOTTOM RIGHT ALT art  
Columbus** Photo credit:  
City of Columbus, Ohio

**BOTTOM MIDDLE  
New York City High Line**

**BOTTOM LEFT  
Athens, Ohio , Barnes  
Dance, April 2, 2014**  
Photo credit: MKSK

Integrating artistic values into the infrastructure of Duluth can be affordable and efficient. Infrastructure art can be as simple as a “Duluth crosswalk,” or as complex as our Duluth City Hall. We should ensure that we design artistic investments and that they communicate our values in our built environment.



PROJECT TYPES, OUR  
ROLES, AND RESOURCES



## ART PROGRAMMING AND TEMPORARY ART

ART PROGRAMMING CAN BE A FILM SERIES, A SPEAKER SERIES- OR OTHER TEMPORARY EVENTS THAT ALLOW ARTISTS TO ENGAGE THE PUBLIC. TEMPORARY ART IS OFTEN EXPERIENCED IN UNEXPECTED LOCATIONS.

Some of the most impactful and enjoyable forms of public art exist for a limited period of time. Programming and temporary art allows our spaces to come alive and to change frequently, offering a memorable visual impact for visitors. The Fall Festival is proof that programming can be a centerpiece of civic life and culture in our city.

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**TOP LEFT Big Rubber Duck, Sydney, Australia**  
Photo credit: Eva Rinaldi

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**TOP MIDDLE Mid Atlantic TED,**  
Photo credit: Eric Couse

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**TOP RIGHT Fall Festival Scarecrow, Duluth, Georgia**  
Photo credit: Dustin Grau



# PERFORMANCE ART

THEATRE, DANCE, LIVE MUSIC, PUPPETRY, STORYTELLING, ACROBATIC DISPLAYS, FIRE BREATHERS, STAND-UP COMEDY, OPERA, ART INTENDED TO BE PERFORMED IN FRONT OF A LARGE AUDIENCE

## BOTTOM LEFT

### Performance statue

Photo credit:  
George Chernilevsky

## BOTTOM MIDDLE

### Aerialist on the Town Green

Photo credit:  
City of Duluth, Georgia

## BOTTOM RIGHT

### Concert on the Town Green

Photo credit:  
City of Duluth, Georgia

Performance art is the living and breathing form of public art. It captures our imagination using speech, song, and dance. Performance art can be spontaneous or planned well in advance; its only requirements are passionate performers and an engaged audience. With multiple venues, both indoor and outdoor, Duluth presents ample opportunity for the growth of performance art as one of the key features of its public art program.





## MURAL ART

ANY ARTWORK PLACED DIRECTLY ON A LARGE PERMANENT SURFACE, MURALS CAN BE MADE WITH A WIDE VARIETY OF MANY DIFFERENT MATERIALS

Murals have the ability to take an empty space and transform it into artwork that tells the story of our community. These spaces can be found throughout the landscape of Duluth. They are waiting for our imaginations. Potential masterpieces could be created at prominent gateways and intersections of Duluth such as Buford Highway and Pleasant Hill Road.

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**TOP LEFT American Gothic,  
Columbus, Ohio**

Photo credit:  
Amanda Golden

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**TOP MIDDLE Never Give Up  
Underpass, Atlanta, Georgia**

Photo credit:  
Amanda Golden

---

**TOP RIGHT You are Alive  
Wall, Dublin, Ireland**

Photo credit:  
Joshua Lapp

# SCULPTURE ART

ANY ART IN THREE DIMENSIONS.

## **BOTTOM LEFT Ascension Duluth, Georgia**

Photo credit:  
Amanda Golden

## **BOTTOM MIDDLE Red Memory Smile, Perth, Australia**

Photo credit:  
Chen Win Ling

## **BOTTOM RIGHT Vancouver Public Art,**

Photo credit: Andrew Raun

From traditional to cutting edge, sculptures are often the highlight and focal point of civic art. The installation of sculptures celebrate historic places, events or other important symbolic features such as the Eastern Continental Divide Obelisk on the Duluth Town Green. In other instances, sculptures can stand as beacons of civic pride—especially at important locations such as community gateways (for example, Duluth Gateway sign). Sculptures are showpieces for Duluth that help share our story with the world.





## INTERACTIVE ART

FOUNTAINS, CLIMBABLE PIECES, DIGITAL ART, ANY ART THAT INVOLVES A SPECTATOR TO ACHIEVE ITS PURPOSE.

Interactive art is conceived, designed, and implemented around spectators. While interesting to look at, this art asks us to think, have fun, and gather in celebration. Interactive art can make children laugh while also bringing back the inner child in adults. It can sometimes ask spectators to help determine an outcome or participate in a story. And because it requires action from people, this type of art is memorable and beloved.

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**TOP LEFT Crown Fountain at Night, Chicago, Illinois**

Photo credit:  
Joshua Lapp

---

**TOP MIDDLE Scioto Mile Fountain,**

Photo credit:  
Amanda Golden

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**TOP RIGHT Yonkers Playground, Yonkers, New York**





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### **TOP Duluth Celebrates America**

Photo credit:  
Wheeltracks Photography

## **OUR ROLES**

TO ENSURE THE SUCCESS OF THE DULUTH PUBLIC ART PROGRAM, WE MUST DEFINE THE ROLES AND LEVEL OF PARTICIPATION REQUIRED OF EVERYONE TO ACHIEVE SHORT AND LONG TERM SUCCESS. A STRONG PUBLIC ART PROGRAM REQUIRES MORE THAN JUST THE PLACEMENT OF STATUES; IT REQUIRES THE INTEGRATION OF ART INTO EVERY ASPECT OF LIFE IN DULUTH. STRONG PARTICIPATION WILL BRING A PROUD FUTURE FOR ART IN DULUTH. AS A RESULT, THE FUTURE OF THE ECONOMIC HEALTH, CULTURE, AND PUBLIC LIFE OF OUR FELLOW CITIZENS WILL DIRECTLY BENEFIT.

## **CITIZENS**

Citizen participation is essential for a successful public art program. Duluthians are willing to integrate art into their daily life in order to make art a cornerstone of the culture in Duluth. Injecting art into our lives may be as simple as seeing a piece of local art on their living room wall each day, attending a musical performance on the weekend, or catching a glimpse of the newest Duluth sculpture on the way to work .

## **DULUTH PUBLIC ART COMMISSION (DPAC) CITY COUNCIL**

As the drivers of the Duluth Defined public art planning process, the DPAC has committed to be the curator of public art in Duluth. DPAC must continue to be the liaison between the Duluth city government and the citizens who care about public art in Duluth. As the voice for public art, DPAC must advocate for pro-public art policy changes within city government, apply for and facilitate grants for public art in Duluth and lobby for the inclusion of art or artistic infrastructure in public works projects and real estate developments. Most importantly, the DPAC must encourage Duluth-centric art and design throughout our community.

## **MAYOR**

As the current office holder, Mayor Nancy Harris has been a champion of public art in Duluth. As the leader of the city who sets policy goals, it will be imperative that future mayors not only vocally support public arts but tell the story of public art in Duluth.

In order to continue on the current trajectory of supporting local public art in Duluth, the Duluth City Council must continue to identify funding for the public art program. City Council's foresight and leadership will encourage the development of public art in Duluth.

## **PARKS AND RECREATION**

In Duluth, parks are some of most important recreation sources and meeting points for citizens and visitors. The leadership and staff of Parks and Recreation must continue to incorporate art into parks. They must also include interactive art pieces in playgrounds so that art becomes an expected element of the built environment for future generations.

## PUBLIC WORKS

As Duluth continues to develop and expand, public works projects must include infrastructure designed to reflect the culture of Duluth. This will be a cost-effective way to include art in the public realm.

## DULUTH FINE ARTS LEAGUE (DFAL)

Being a non-profit, citizen-driven arts organization, DFAL holds a special place in the public realm. DFAL has the opportunity to do what other government affiliated groups may be unable to accomplish. Grant opportunities may be available that necessitate DFAL as the driver. Programming and partnership options may also be a key driver of future DFAL activities.

## OTHER CITY DEPARTMENTS

Beyond the direct participants in the public arts program, other city departments and staff must work to include artistic or Duluthcentric elements into their typical work, this may be as varied economic development programs or marketing materials.

## DULUTH SCHOOLS

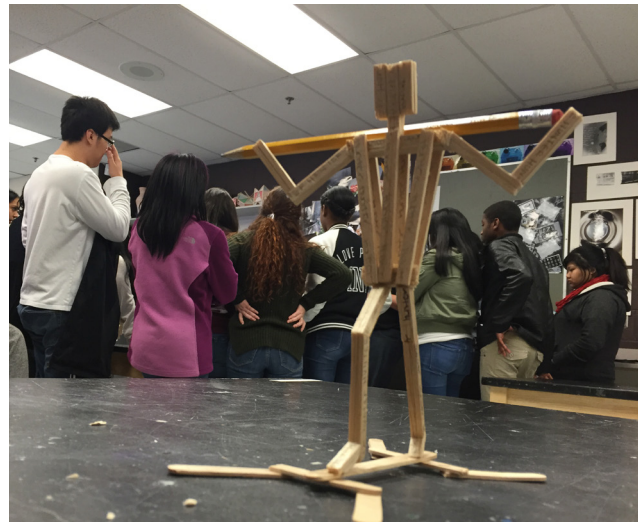
The various public schools in Duluth have an opportunity to inject young energy into Duluth's public art program. The prospect of this higher level of engagement includes performances or practice performances. It also includes music and band lessons, practices on the town green, and other public spaces in Duluth. Art curriculum must also be encouraged as part of education in Duluth Public Schools. Art that is created by Duluth's young people must be displayed throughout the community.

## CORPORATE COMMUNITY

Corporations have helped advance Duluth in the world economy and through employment. Partnerships with these local businesses must be as simple as them donating to help fund the next public art piece or as advanced as them constructing and integrating public art into their own campus and throughout the community.

## SMALL BUSINESS COMMUNITY

As the backbone of the economy in Duluth, small businesses integrate into our daily lives and power our economy. By partnering with Duluth's small businesses, we can fund important programming or public art pieces and engage our citizens who frequently interact with our small businesses.



**TOP Duluth High School  
students peer review**

Photo credit:  
Amanda Golden



# POTENTIAL RESOURCES AND FUNDING MECHANISMS

DURING PERIODS OF SCARCE FUNDING FOR LOCAL GOVERNMENTS, WE MUST BE CREATIVE IN OUR ATTEMPTS TO PRODUCE AND MAINTAIN PUBLIC ART. DULUTH'S SEVERAL LARGE CORPORATIONS, NUMEROUS SMALL BUSINESSES, DEVOTED CIVIC ARTS ORGANIZATIONS, AND ENGAGED CITIZENS HAVE EXPRESSED THEIR WILLINGNESS TO ASSIST IN IMPLEMENTING THIS PLAN. BY FORMING PARTNERSHIPS, WE CAN ADVANCE THE ARTS FAR MORE THAN BY ACTING ALONE.

THROUGH THE PUBLIC ENGAGEMENT PROCESS, CITIZENS AND STAKEHOLDERS PROVIDED MANY GOOD IDEAS TO HELP FUND FUTURE PUBLIC ARTS INITIATIVES IN DULUTH. THESE ARE PRESENTED BROADLY BELOW AND MORE THOROUGHLY IN THE ACTION PLAN.

## GRANT FUNDING

Local, State, and Federal resources are available via grant funding that has the potential to be utilized by both public and private partners in Duluth.

## CORPORATE PARTNERSHIPS

Companies that wish to be good corporate citizens and want to attract a talented workforce know that investing in their communities is a smart and effective way to do this.

## MUNICIPAL ORDINANCES AND POLICIES

The City of Duluth has the opportunity to adopt ordinances and set policies that can produce long-term funding streams for public art in the city.

## INTEGRATION INTO PUBLIC WORKS AND NEW DEVELOPMENT

Adding artistic or Duluthcentric elements to public works projects and new developments is one of the most inexpensive ways of introducing public art into Duluth's built environment.

## FUNDRAISING

Various fundraising campaigns and events will be conducted by one or more of the partners in order to install public art pieces or launch programming. This includes traditional fundraising techniques as well as more modern techniques, such as crowdfunding.



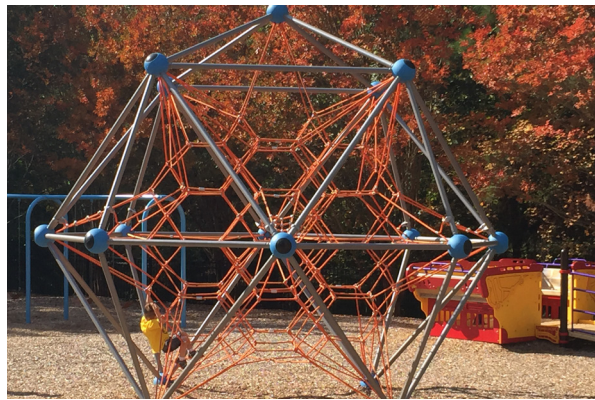
# PRIORITY AREAS AND PROJECTS

**“This isn’t just about downtown  
Duluth, it’s about all of us.  
We want our entire city to be  
known for outstanding public art. ”**

PARTICIPANT IN THE PUBLIC ART MASTER PLANNING PROCESS

**In the workshops, participants** were asked to consider locations for all six different types of art. Duluthians made it clear that public art does not only belong downtown or on the town green, but should be implemented throughout the entire city. Public art should live on underpasses, crosswalks, in parking lots, on playgrounds and on walking trails. Locations for art installations vary with each public art type. Some location themes have emerged and even overlap between the art categories. As projects are implemented, consider these ideas and locations that were carefully selected by the Duluth community.

*To view the full community generated project list, see p. 72.*

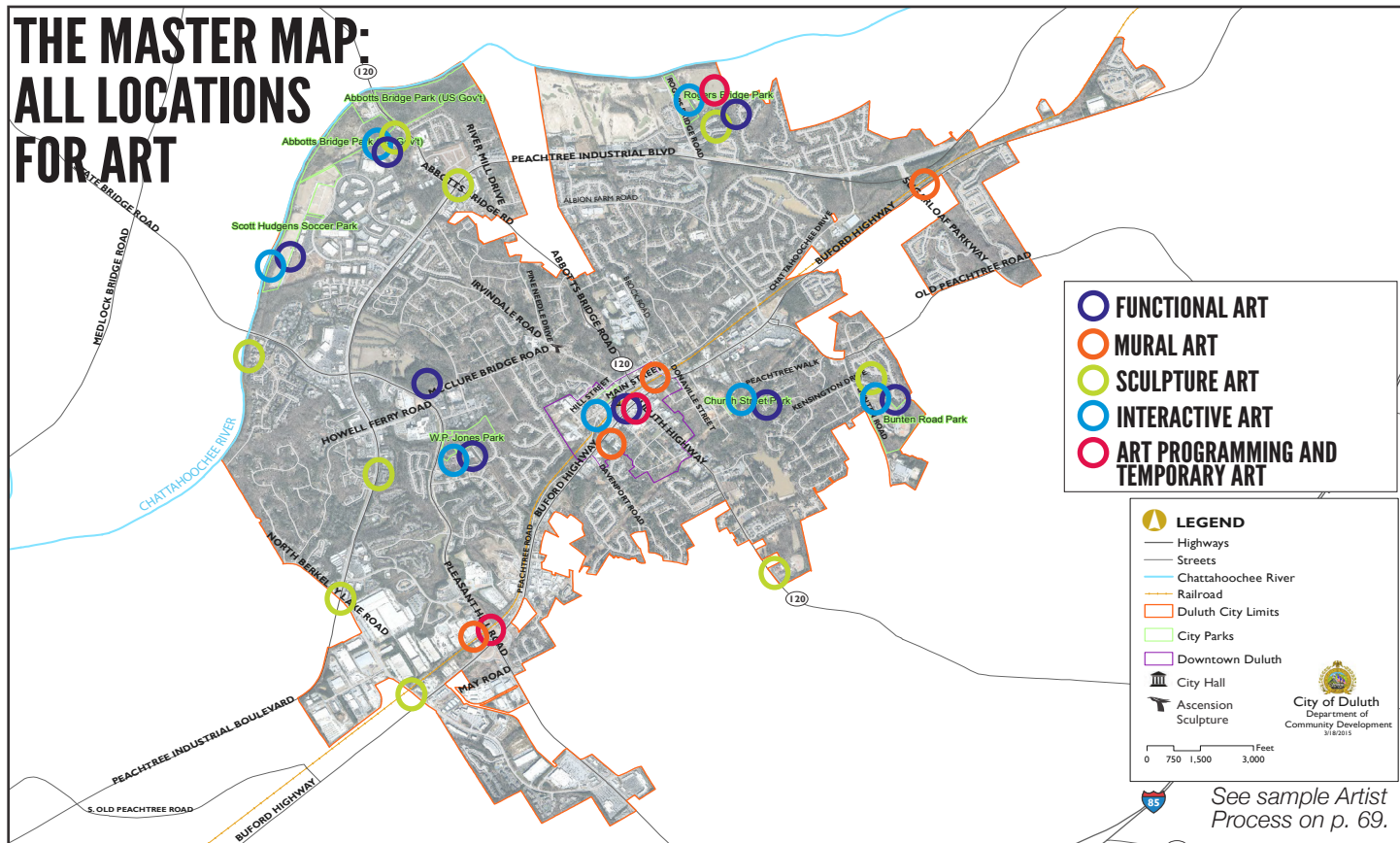


**ABOVE TOP**  
**Giovanni's Italian Ice,**  
Photo credit:  
City of Duluth, Georgia

**ABOVE BOTTOM**  
**Duluth playground**  
Photo credit:  
Amanda Golden



# THE MASTER MAP: ALL LOCATIONS FOR ART





## IN OUR PARKS

We love our parks. They provide us with ways to connect to the outdoors and to nature. We cherish our sports fields and walking trails at Bunten Road Park. We are proud of our Chattapoochee Dog Park at Roger's Bridge and the Lodge at W.P. Jones Park. Parks offer something for everyone of any age. Our parks were naturally identified as prime locations for public art.

Our parks feature native plants and wildlife, community history, sustainability, and natural geological features. These park features become exciting opportunities for public art. As is clearly shown in The Master Map above, our citizens want to see functional art in all of the parks. Park art could be seating, meditation areas, or infrastructure (such as signs, paths, and sidewalks). Park art could also feature things to climb on, among many other ideas.

This placement of art in our parks invites a sense of discovery and excitement and enhances the experience for every park user.

## ON OUR COMMUNITY FRONT PORCHES

Our community's "front porches" include shopping centers, office spaces, coffee shops, town green, restaurants and other places where we gather. Here, we meet old friends, make new friends and let visitors see and understand us as we are. These places are ideal for public art because they are among the most used and most visible spaces in Duluth.

Any variety of art types can become front porch art as long as they draw from our history and culture in a meaningful way. The Master Map pinpoints several community-selected locations where art could make big impacts.

### BELOW TOP Entrance to Nature Trail at Bunten Road Park

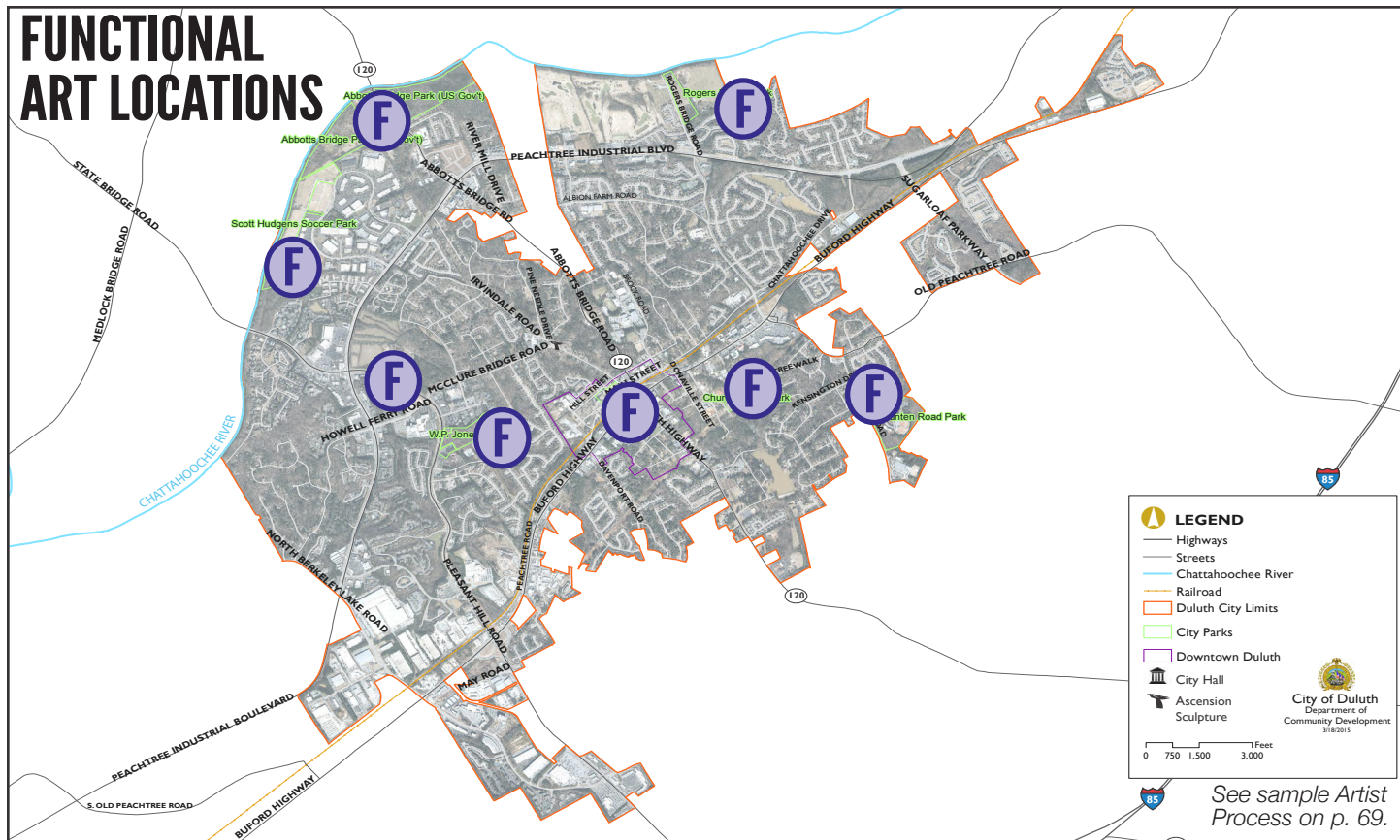
Photo credit:  
Amanda Golden

### BELOW BOTTOM Festival in Duluth

Photo credit:  
City of Duluth, Georgia



# FUNCTIONAL ART LOCATIONS



# FUNCTIONAL ART

CROSSWALKS, STREET FURNITURE, LIGHT POLES, TRASH CANS, TRANSIT STOPS, ETC.

## BOTTOM LEFT Roger's Bridge Park Entrance

Photo credit:  
Amanda Golden

## BOTTOM RIGHT Summer on Main Street

Photo credit:  
City of Duluth, Georgia

## COMMUNITY SELECTED LOCATIONS

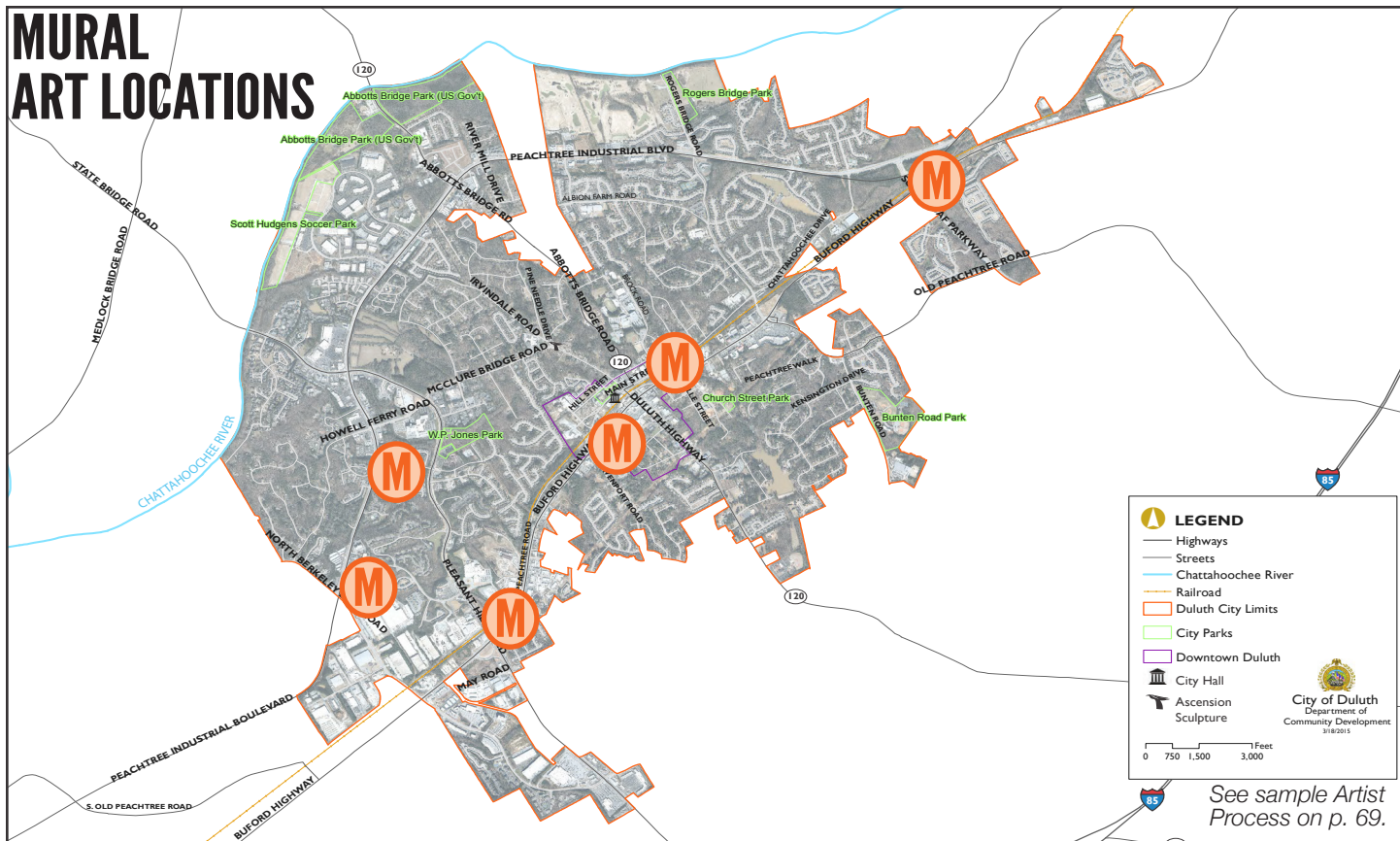
1. Crosswalks and street furniture downtown
2. All city parks
3. Gwinnett Medical Center campus

## COMMUNITY CREATED IDEAS

- Roger's Bridge bike racks throughout Duluth
- Downtown crosswalks that highlight the Red Clay Music Foundry
- Crosswalks that mimic train tracks
- Food truck parking areas that move to vacant parking lots throughout Duluth
- Highly-landscaped medians
- Locally-designed benches
- Light poles highlighting an eco-friendly Duluth
- Outdoor cooking facilities (brick ovens, fire pits)



# MURAL ART LOCATIONS





# MURAL ART

ANY ARTWORK PLACED DIRECTLY ON A LARGE PERMANENT SURFACE, MURALS CAN BE MADE WITH A WIDE VARIETY OF MANY DIFFERENT MATERIALS

## COMMUNITY SELECTED LOCATIONS

1. Parson's Alley
2. Buford Highway retaining wall
3. Pleasant Hill / Buford Highway underpass
4. Sugarloaf / Buford Highway underpass
5. Retaining Wall at Peachtree Industrial Boulevard at North Berkley Lake
6. Retaining Wall on Peachtree Industrial Boulevard between North Berkley Lake and Pleasant Hill

## COMMUNITY CREATED IDEAS

- Murals highlighting key points of Duluth's History
- Temporary mural installations throughout the city on vinyl
- Large murals painted on major underpasses
- Mosaic murals on sidewalk ramps



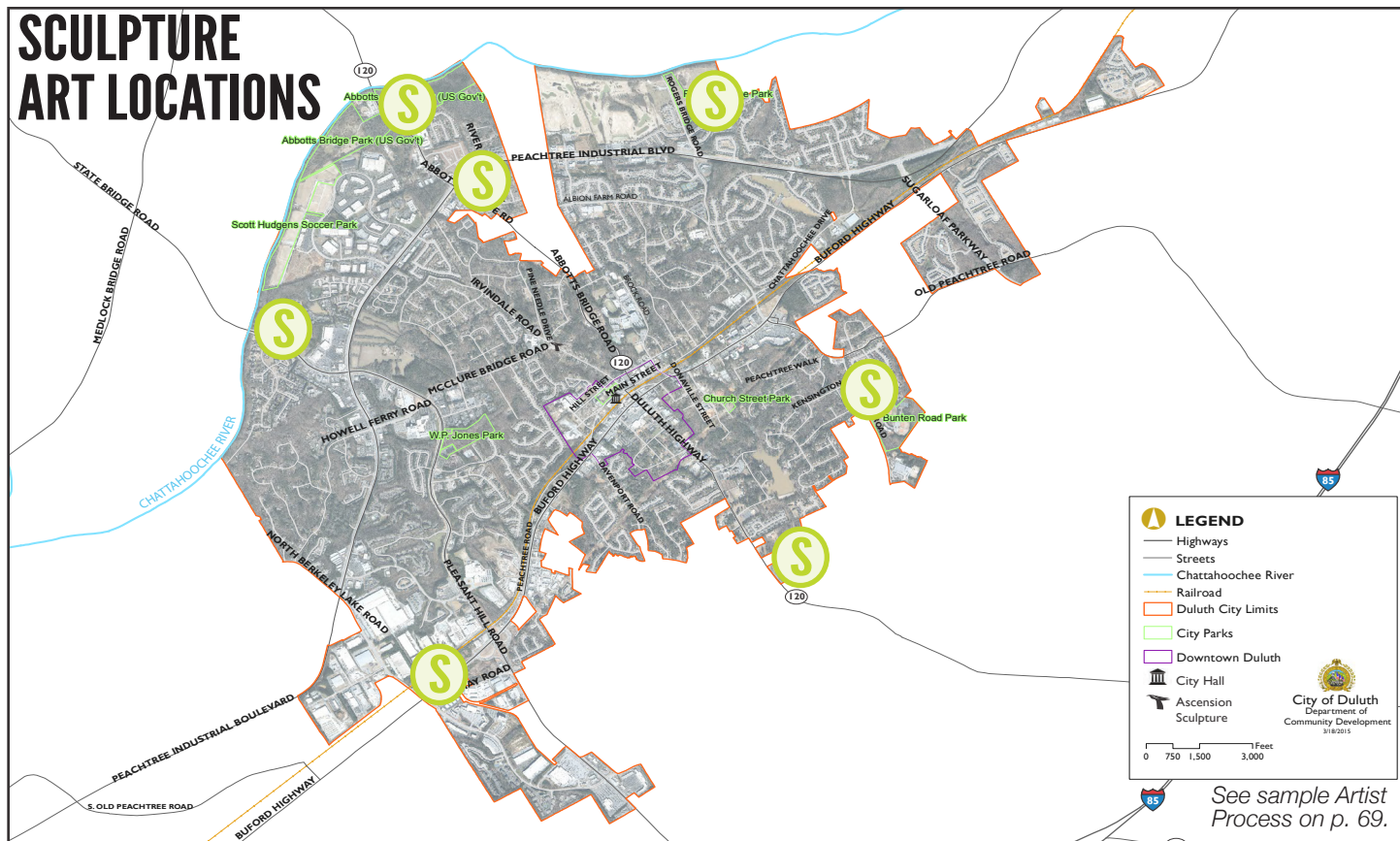
**BOTTOM LEFT mural opportunity on Town Green**

Photo credit:  
Amanda Golden

**BOTTOM RIGHT mural opportunity on fans bleachers at Bunten Road soccer fields**

Photo credit:  
Amanda Golden

# SCULPTURE ART LOCATIONS



# SCULPTURE ART

ANY ART IN THREE DIMENSIONS

## COMMUNITY SELECTED LOCATIONS

1. Roger's Bridge Park
2. Bunten Road Park Walking Trail
3. Peachtree Industrial / Abbott's Bridge Intersection
4. All major gateways

**BOTTOM LEFT Bunten Road Park Entrance, Sculpture opportunity**

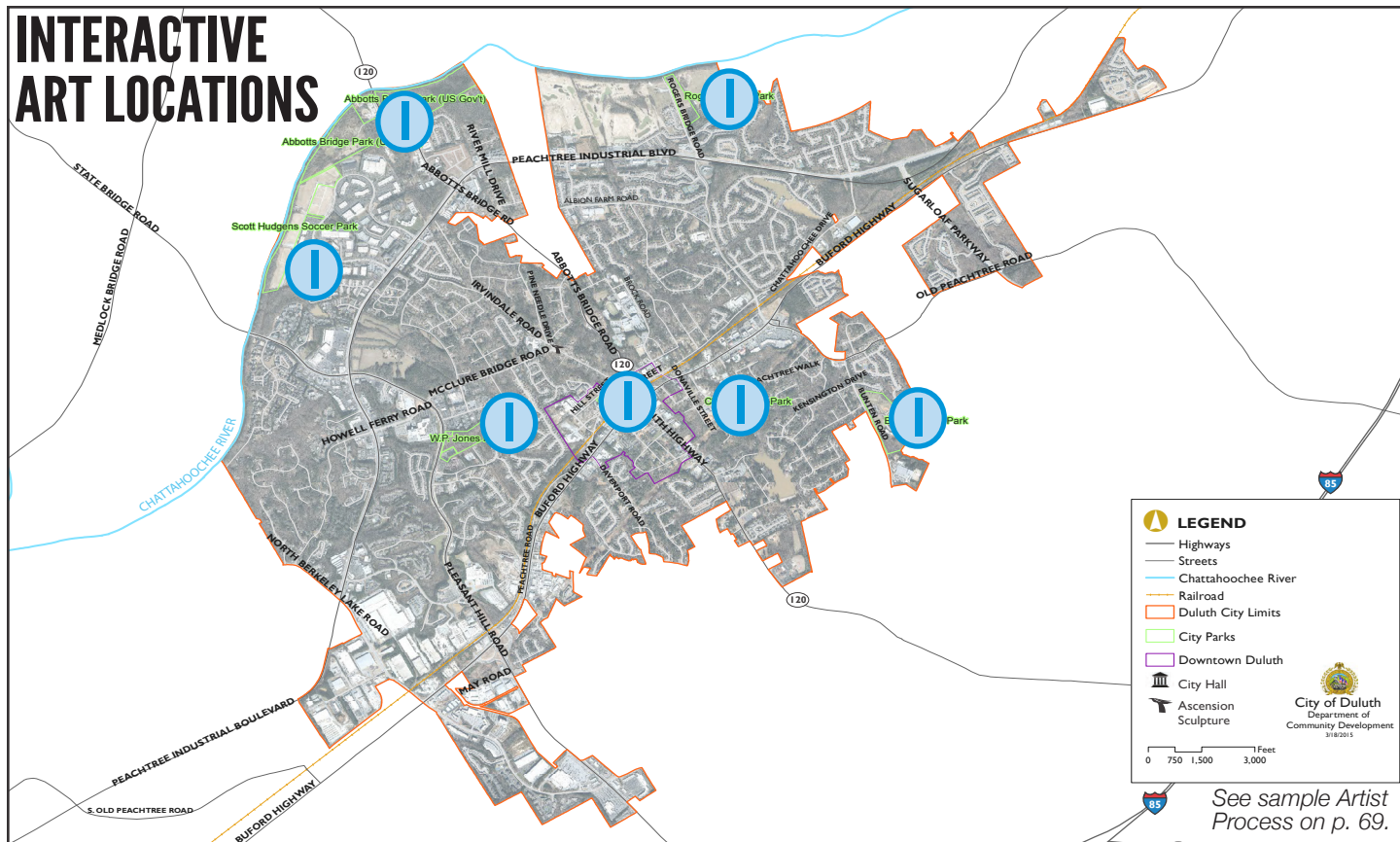
Photo credit:  
Amanda Golden



## COMMUNITY CREATED IDEAS

- Sculpture walking trail at Bunten Road Park, only accessible by walking
- Dog-themed sculptures at Chattahoochee Dog Park (hydrants, larger than life dogs that owners can walk through with dogs)
- Bronze children statues throughout neighborhoods and parks doing various activities (sports, leapfrog, hula-hoops, ring around the rosie, jump roping, flower picking)
- Bright colored train pieces placed throughout the city to highlight Duluth's history
- Modern sculptures depicting Duluth's history

# INTERACTIVE ART LOCATIONS





# INTERACTIVE ART

FOUNTAINS, CLIMBABLE PIECES, DIGITAL ART, ANY ART THAT INVOLVES A SPECTATOR TO ACHIEVE ITS PURPOSE

## COMMUNITY SELECTED LOCATIONS

1. Throughout Downtown Duluth
2. All city parks

**BOTTOM Pedestrian tunnel at Bunten Road Park, Interactive installation opportunity**

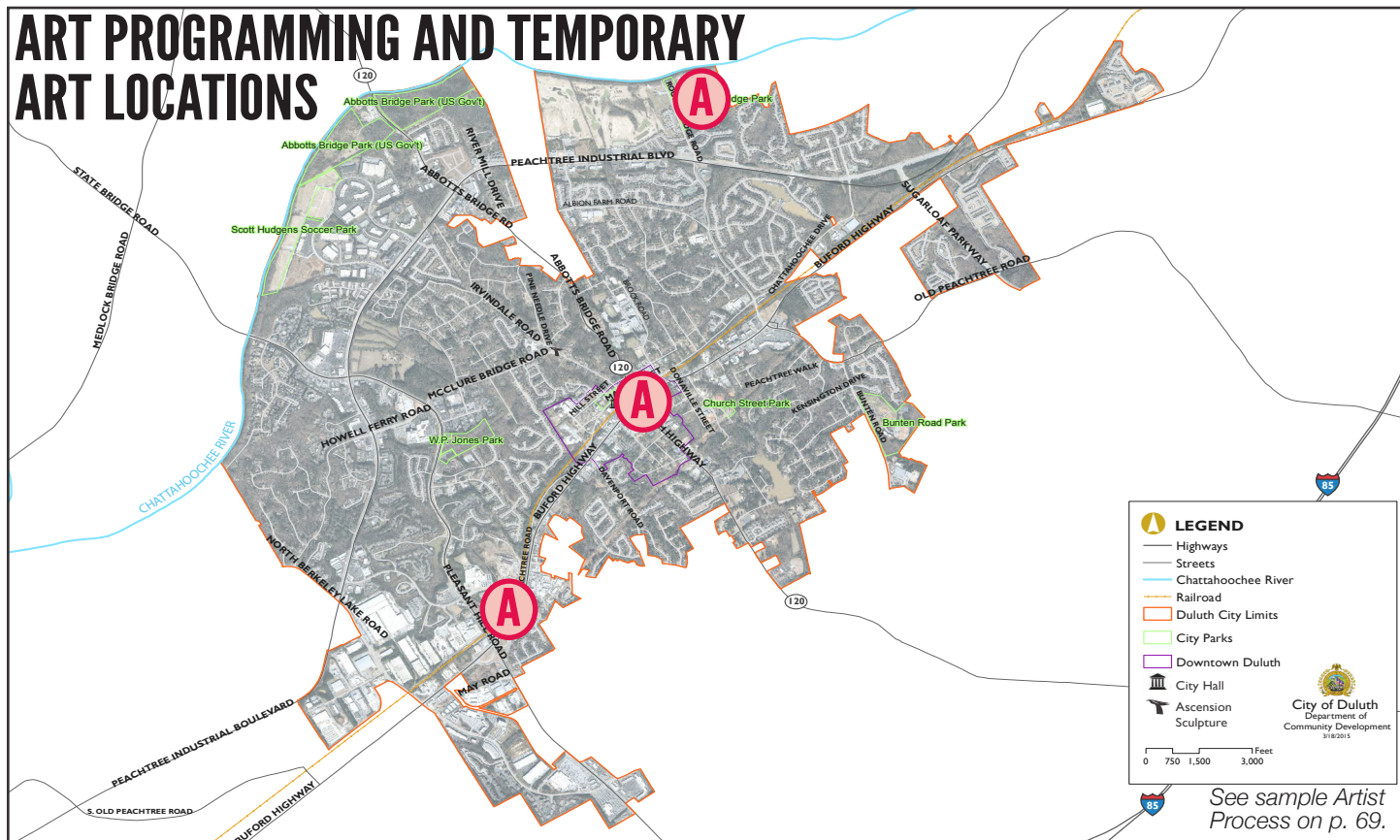
Photo credit:  
Amanda Golden



## COMMUNITY CREATED IDEAS

- Heavily landscaped gardens used as walking mazes
- Playgrounds based on popular children's books (Where the Wild Things Are, Mother Goose, Shel Silverstein books)
- Light art at the schools only activated when students walk into school
- Swings that play a song when fully occupied
- Bouldering wall on the side of unactivated buildings throughout the city
- Interactive 3D artwork on sidewalks, sides of buildings, overlooked parking lots
- Adult playgrounds

# ART PROGRAMMING AND TEMPORARY ART LOCATIONS



# ART PROGRAMMING AND TEMPORARY ART

ART PROGRAMMING CAN BE A FILM SERIES, A SPEAKER SERIES, AND OTHER TEMPORARY EVENTS THAT ALLOW ARTISTS TO ENGAGE THE PUBLIC. TEMPORARY ART IS OFTEN EXPERIENCED IN UNEXPECTED LOCATIONS

## COMMUNITY SELECTED LOCATIONS

1. Roger's Bridge Park
2. The Town Green
3. Pleasant Hill / Peachtree Road Intersection

### **BOTTOM LEFT Barefoot in the Park**

Photo credit:  
City of Duluth, Georgia

### **BOTTOM RIGHT Flicks on the bricks**

Photo credit:  
City of Duluth, Georgia



## COMMUNITY CREATED IDEAS

- Walls around construction sites where the community has the opportunity to give input ("Before I Die" wall, "I Have a Dream" wall)
- Finger paint boards
- Pop-up art galleries and retail shops
- Fallen soldier factoids with actors portraying soldiers during cross and flag display

# PERFORMANCE ART

THEATRE, DANCE, LIVE MUSIC, PUPPETRY, STORYTELLING, ACROBATIC DISPLAYS, FIRE BREATHERS, STAND-UP COMEDY, OPERA, ART INTENDED TO BE PERFORMED FOR AN AUDIENCE

As we consider public art in Duluth, we must include performance art. Our city is rich with performers, performance patrons, and people who are hungry for more performances. We make a great audience.

We have fabulous venues that many would say are a major piece of our identity within Gwinnett County and the Atlanta region. We have the Red Clay Music Foundry and the Festival Center Stage. Both are downtown and present a range of opportunities. In the public art planning workshops, Duluthians revealed a few key factoids about our vision for performance art in Duluth.

100% of participants attend plays, concerts and other performing arts events. Those participants cited events at the Fox Theater, Operas,

Symphony Concerts, Broadway shows, Ballets, Cirque du Soleil, shows at the Aurora and comedy shows.

Of the participants at the workshops, 65% of them attend performance art events in Duluth including community theater, Duluth High School Orchestra concerts, Red Clay concerts, and shows at New Dawn.

## WHAT CAN WE DO BETTER?

We love our performance art events that take place here in Duluth, but sometimes we wish there were more. We know the types and subject matter of shows could vary, attracting diverse groups to spend time in Duluth.

We asked how much people are

willing to spend per show or performance in Duluth, and participants averaged less than \$20, but many said they would be willing to pay more depending on what type of show.

Workshop participants were generally willing to spend \$20 or less for a show or performance in Duluth. Participants were willing to pay more depending on show type. They also acknowledged that performance arts directly contribute to local economies, citing pre-show dinners and nightcaps after attending Atlanta's Fox Theater. Making Duluth a similar performance arts destination is essential.

Duluth is fortunate to have existing infrastructure and resources to establish a comprehensive



performance art experience, particularly, our downtown restaurants. Many locally-owned restaurants offer a range of fare and price points. Keeping restaurants open longer would provide an attractive, lively hub for performance arts in Duluth. While existing consumer patterns require many restaurants to close before the start or during performances, restaurateurs could be notified weeks in advance of shows at the Red Clay or at the Festival Center Stage. Keeping restaurants open during the evenings of shows would encourage other business owners to stay open too, offering patrons a full performance destination and richer experience. Showgoers / patrons will then be able to plan their concert and theater experience around eating and shopping. Duluth's business owners will enjoy higher sales and a steady flow of patrons that are a direct result of a performance art destination.

The Red Clay Music Foundry is a tremendous asset for Duluth that is underutilized by the public. Extending Red Clay's reach to varying types of performance groups would increase its use. It would also attract new groups to the space who aren't inclined to go to a concert at the Red Clay.

**RIGHT Highbeams in Duluth**

Photo credit:  
Dustin Grau Photography



**BOTTOM Irish Dancing at the Festival Center**

Photo credit:  
City of Duluth, Georgia



The Red Clay Music Foundry is key to making a performance art hub work in Duluth. It is on it's way to becoming a regional destination. However, in order to attract a larger audience to Duluth, as locals, we must be willing to frequent more shows; we must also recognize that local success is required to attract widespread interest. A big part of creating widespread interest is sharing the advantages and benefits of a strong Red Clay to everyone we know.

Duluth has a distinct advantage that other communities do not, and that is cultural diversity. Our citizenry includes nationalities from all over the world within our city's ten square miles. Even though our cultural resources are outstanding, many of our cultures have not been properly represented in our performance art activities.

Encouraging more groups to showcase their culture through performance art is a great way to showcase their cultural traditions into the

everyday life experience for all Duluthians. Consider how Japanese Kabuki, traditional Japanese dance-drama, or Jinju geommu, a Korean native dance could be integrated into a season of performance arts, amplifying our "Norman Rockwell meets Modern Family" community.

The Festival Center Stage is also a great asset to the community. Many would agree that it is also underutilized by the public and should be used more often. Opening the stage up for public practices free of charge would create an experience for Duluthians that is unmatched in the Atlanta area.

Local dance companies, community choirs and community theater groups could host practices or free events at the Festival Center Stage. People could bring a picnic lunch or dinner and enjoy the performance during the rehearsal. This use of the space would encourage Duluthians and visitors alike to be downtown on a week night and would bring

greater exposure for the group that is rehearsing.

There is an exciting opportunity to strategically grow our performance arts presence. Doing so will continue to set us apart from the other communities in Gwinnett County and the Atlanta Region.

#### **BOTTOM Howl on the Green**

Photo credit:  
HOOPIX







A vibrant outdoor scene at dusk. A large, multi-colored umbrella (rainbow segments) is open over a food stand. A man in a black t-shirt with a crown logo and 'KING OF POPS ATLANTA' is serving a boy in a yellow t-shirt. A girl in a pink shirt is also at the stand. A man in a white shirt is standing nearby. A chalkboard sign lists items like 'So Cool', 'So Fresh', 'So Good', '\$2.50', 'Mango', 'Sweet Tea', 'Lemonade', 'Basil', 'Peach', 'Sea Salt', and 'Dreams'. The background shows a park with trees and other people.

# PUBLIC ART PRIORITY ACTION PLAN



**“Public art humanizes the built environment and invigorates public spaces. It provides an intersection between the past, present and future, between disciplines, between ideas ”**

AMERICANS FOR THE ARTS

**As a direct result of this Duluth Defined** planning process, many successes have been realized. We must build upon those in order to turn our vision into implementation.

As the Duluth Public Art Program grows out of the planning phase, we must take the necessary steps in order to ensure the program fulfills the needs of our community. The program will grow based on the short-term, medium-term, and long-term visions identified in this chapter.



**ABOVE TOP Parrot at the Town Green**

Photo credit:  
City of Duluth, Georgia

**ABOVE BOTTOM Concert on the Town Green**

Photo credit:  
Dustin Grau Photography

# SHORT TERM (1-2 YEARS)

IN THE SHORT TERM, ATTENTION SHOULD BE FOCUSED ON POLICY INITIATION, GRANTS, FORMING PARTNERSHIPS, AND SETTING PRIORITIES FOR PROGRAMING AND PUBLIC ART INSTALLATION.

SHORT TERM TASKS	POTENTIAL PARTNERS	POTENTIAL LEAD
Explore 1% for the Arts Ordinance	DPAC, City Council, City Staff, Mayor, Citizens	DPAC
Grant Examination & Application	DPAC, DFAL, City Council, City Staff, Duluth Schools	DPAC, DFAL
Business Partnership Request for Interest	DPAC, DFAL, Corporate and Small Businesses	DPAC, DFAL
Set Priorities for Public Art Locations	DPAC, City Council, Parks and Rec, Public Works, Duluth Schools	DPAC
Host Creative Fundraisers	DFAL, Mayor, Corporate & Small Businesses, Fall Festival	DFAL
Explore & Apply for Artplace / NEA Grants	DPAC, DFAL, City Council, City Staff	DPAC, DFAL
Art Sales	DPAC, DFAL, Barefoot, Fall Festival	DFAL

## **1% FOR THE ARTS ORDINANCE**

Through a municipal ordinance, Duluth could require that all municipal infrastructure projects paid for with city money set aside 1% of the budget for public art. Many cities in the United States have adopted such an ordinance. Several variations on this ordinance may be applicable and should be explored.

## **GRANT EXAMINATION & APPLICATION**

Various local, state, and national grants are available for implementing public art in Duluth. These include grants from philanthropic foundations, arts organizations, and governmental entities.

## **BUSINESS PARTNERSHIP REQUEST FOR INTEREST**

Corporate and small businesses should be approached for potential partnerships. This may include sponsorships of programming, donations for public art, and the inclusion of public art in their buildings or campuses. The level of interest should be collected using surveys and various outreach efforts.

## **SET PRIORITIES FOR LOCATIONS**

Duluth Defined has identified locations for public art as desired by citizens and stakeholders. Priority locations should be selected from the areas identified in this plan in order to begin the construction of various public artworks.

## **HOST CREATIVE FUNDRAISING**

Creative art-centric fundraisers should be held in order to raise money for art installation and programming. These fund raisers should be a way to inject art public events.

## **EXPLORE & APPLY FOR ARTPLACE / NEA GRANTS**

Both ArtPlace and the National Endowment for the Arts have grant programs specifically engineered to help communities build and grow their public art programs. These programs should be explored and applied for if deemed appropriate.

## **ART SALES**

In order to both encourage the purchase of local art and to raise money, art sales should be held.

# MEDIUM TERM (2-5 YEARS)

PRIORITIES FOR THE MEDIUM TERM INCLUDE ENACTING POLICY RECOMMENDATIONS, ENGAGING BUSINESS PARTNERS FOR SPONSORSHIP, STAFFING THE PUBLIC ART PROGRAM, SOLIDIFYING PARTNERSHIPS AS WELL AS INSTALLATION OF PUBLIC ART AND LAUNCHING PROGRAMING.

MEDIUM TERM TASKS	POTENTIAL PARTNERS	POTENTIAL LEAD
Propose and Enact Ordinance Recommendations	DPAC, City Council, City Staff, Mayor, Citizens	City Council
Staff Public Art Program	DPAC, City Council, City Staff, Mayor, Citizens	City Council
Solidify Initial Business Partnerships	DPAC, DFAL, Corporate & Small Businesses	DPAC, DFAL
Implement Public Art	DPAC, DFAL, City Council, Parks and Rec, Public Works, Duluth Schools	DPAC
Partner with Developers	DPAC, City Council, City Staff, Mayor, Citizens	City Staff
Implement Innovative Programming	DFAL, DPAC, City Council, Theater Groups, Corporate & Small Businesses	DFAL, Theater Groups



## **PROPOSE AND ENACT ORDINANCE RECOMMENDATIONS**

Upon completion of an initial exploration, a municipal ordinance should be enacted that requires that all municipal infrastructure projects paid for with city money set aside a percentage of the budget for public art.

## **STAFF PUBLIC ART PROGRAM**

In order to establish the type of public arts program that is desired by the citizens and stakeholders in Duluth, a public art coordinator should be hired or the responsibility given to an appropriate existing staff member. This position's focus would be on administering the public art program, building business and non-profit partnerships, and finding and applying for grants or other financial resources.

## **SOLIDIFY INITIAL BUSINESS PARTNERSHIPS**

Established partnerships with businesses both large and small should be solidified into long term partnerships by ensuring that the priorities and desires of both the public art programs and businesses are fulfilled.

## **IMPLEMENT PUBLIC ART**

Projects which have been identified, prioritized, and funded should be implemented.

## **PARTNER WITH DEVELOPERS**

Developers who are interested in building projects in Duluth should be encouraged to include public art and (or) Duluth-centric elements into their design.

## **IMPLEMENT INNOVATIVE PROGRAMMING**

Innovative and experiential programming should be implemented in Duluth. This may include bringing practices and performances which are currently inside to open air spaces in the community.

## **HIGH SCHOOL ENGAGEMENT / DONATION**

Duluth High School and Peachtree Ridge High School should be engaged in the public art program. This could include the donation of an art piece envisioned and created by the talented students and other programming.

## LONG TERM (5+ YEARS)

THE LONG TERM PRIORITIES FOR PUBLIC ART IN DULUTH INCLUDE SUSTAINING PARTNERSHIPS AND STAFF, SOLIDIFYING LONG TERM FUNDING SOURCES, INSTALLING IMPACTFUL PUBLIC ART PIECES AND STAGING PERFORMING ART SHOWS.

LONG TERM TASKS	POTENTIAL PARTNERS	POTENTIAL LEAD
Construct Public Art	DPAC, DFAL, City Council, Parks and Rec, Public Works, Duluth Schools	DPAC
Sustain Long Term Funding & Partnerships	DPAC, DFAL, City Council, Corporate & Small Businesses	DPAC, DFAL
Review Impact of Enacted Ordinances, Update	DPAC, City Council, City Staff, Mayor, Citizens	DPAC, City Council
Continue Programming	DFAL, DPAC, City Council, Theater Groups, Corporate & Small Businesses	DFAL, Theater Groups
Update Plan Every 5 Years	DPAC, City Council, City Staff	DPAC, City Council

## **CONSTRUCT PUBLIC ART**

Projects which have been identified, prioritized, and funded should be constructed.

## **SUSTAIN LONG TERM FUNDING & PARTNERSHIPS**

Established partnerships with businesses both large and small should be sustained over the long term by ensuring that the priorities and desires of both the public art programs and businesses are fulfilled.

## **REVIEW IMPACT OF ENACTED ORDINANCES, UPDATE**

Enacted public art policies and funding mechanisms should be reviewed annually to ensure applicability and productivity.

## **CONTINUE PROGRAMMING**

Innovative and experiential programming should be a long term focus in Duluth.

## **UPDATE PLAN EVERY FIVE YEARS**

The Public Art Master Plan should be updated every five years to ensure relevant, up-to-date public art policy and programming.





**ART IS NOT A THING;  
IT IS A WAY.**  
**-ELBERT HUBBARD**



# APPENDIX

<b>PROCESSES FOR CREATING CITY INITIATIVES</b>	66
<b>SAMPLE ARTIST SELECTION PROCESS AND DESIGN COMPETITIONS</b>	68
<b>COMMUNITY GENERATED PROJECTS</b>	72

# PROCESSES FOR CREATING CITY INITIATIVES

PUBLIC ART CAN BE CREATED THROUGH MANY DIFFERENT CITY-LED PROCESSES. THESE PROCESSES GIVE THE PUBLIC ART PROGRAM A WIDE RANGE OF INITIATIVE OPTIONS AND RESULT IN A MORE DIVERSE SET OF PUBLIC ART PROJECTS. EACH PROCESS VARIES IN TERMS OF THE ARTIST INTEGRATION ON A CREATIVE TEAM, AND THE DEGREE TO WHICH THE ART PROJECT IS INTEGRATED WITH THE OVERALL DESIGN. HERE ARE THE KEY POINTS OF THESE INITIATIVES.

## ARTIST DESIGNED ELEMENT OF A LARGER PROJECT

An artist is selected as the lead for a specific element creation—such as lighting, gateways, crosswalk design, benches, light poles—anything considered public infrastructure. Teams of professionals, such as architects, civil engineers, landscape architects, are assembled by the artist or the City to work with the artist. Such a project should be part of a larger capital project.

## CREATIVE TEAM PROJECT

An artist is selected at the beginning of a project to work with the Creative team (architect, engineer, landscape architect, and staff) to create the design of a larger capital project. The creative process of the artist shapes overall ideas about the project design, and results in a specific piece of the larger project that the artist has a specific responsibility for designing. This artist created element will be integrated into the architectural or landscape design project itself. Artists for City-initiated creative team projects must be selected by City staff with guidance from the DPAC. Artists for private projects will be on a preferred client list available to developers as requested.



## **ARTIST-IN-RESIDENCE**

An artist-in-residence is hired to work as special advisor to the City on a specific project. The residency is a fixed amount of time, and has a specific purpose.

## **INTEGRATED PROJECT**

A public art project is planned and executed with the overall design of a larger project, but the artist works independently of the creative team. These types of projects are integrated into architecture, landscape design, streetscape, or infrastructure projects. The artist is selected at the beginning of the project and works with the creative team, the city, the local community, and general contractors of the project to identify opportunities for the project design. The final installation is usually designed and fabricated independently of the main project, and installed at the appropriate time during the construction schedule.

## **TEMPORARY PROJECT**

These are projects that are not permanent and have a predetermined period of display, lasting from one day to many years. In this case the City may commission the work, but the artist generally retains ownership. It is likely that temporary projects will offer an opportunity to work with the community on the fabrication and design. The use of Temporary Projects encourages the testing of art types and locations.

## **SITE SPECIFIC PROJECT / DESIGN COMPETITIONS**

In site specific projects or design competitions, an artist is selected through a commission process to design, create, and install a piece or multiple pieces of public art. A budget is set as well as a specific location, and the commissioned artist must stay within the boundaries of the project. Many times, the budget and location is defined before the artist selection process, and other times, the artist is selected before the location and budget is finalized. See Artist Selection Process on p. 67.

# ARTIST SELECTION PROCESS AND DESIGN COMPETITIONS

WHEN COMMISSIONING AN ARTIST TO CREATE AND INSTALL A PUBLIC ART PIECE, CERTAIN PROTOCOLS SHOULD BE IN PLACE. THIS ENSURES THE CITY IS CONDUCTING AN OPEN AND DEMOCRATIC PROCESS AND IS REACHING A DECISION IN A FAIR AND JUST WAY.

## OVERVIEW OF PROCESS

1. Form Review Committee
2. Release Artist Call
3. Review Proposals through established rating system
4. Determine Semi-finalists and request any additional needed information
5. Determine Finalists
6. Conduct Interviews
7. Select Artist

## MUST HAVES ON A CALL FOR ARTIST

- Description of Project
- Who is Duluth?
- Site Specifications
- Stipulations and Parameters
- Budget
- Application Process
- Proposed Timeline

ARTIST NAME (Columns B-I are YES / NO Questions based on Submission. Columns J-N: Please rate on a scale from 1-5 with 5 being the highest)	Primary medium	Letter of Interest	Current Resume w/ References	Images of Completed work w/ Descriptions & Labels	Photo Identification Sheet	Up to 3 pieces of supportive materials	Previous Completed Work (includes consideration of number of public pieces & pricing)	Materials (quality, maintenance requirements, locally sourced/ sustainable)	Artist's Approach (adherence to factors listed in Call, plans to be familiar with location, our City, preferences, etc)	Creativity - Diversity of Styles	Total Score (Max score is 100)	BONUS General Appeal to Community/ Artist's Relation- ship to Duluth	Notes
Artist 1													

## SAMPLE OF REVIEW SHEET ROUND 1

*note: This spreadsheet was used in  
the Gateway Art Project that led to the  
Ascension Commission.*

### ASSOCIATED WEIGHTS

PREVIOUS WORK	0.1
MATERIALS	0.4
APPROACH	0.4
CREATIVITY	0.1

	REQUIREMENTS		SUBJECT	DESIGN	MATERIALS	IMPORTANT CONSIDERATIONS					BONUS	NOTES											
<div>ARTIST NAME</div> <div>(Columns C-F are YES / NO Questions based on Submission. Columns H-S: Please rate on a scale from 1-5 with 5 being the highest)</div>	Primary medium	Perspective or Elevation Graphic	Plan View with required information(dimension, etc.)	Narrative	Additional Materials	Responds to your interpretation of the call to artists	Will be well received locally	Responds to your interpretation of the call to artists	Will be well received locally	Responds to your interpretation of the call to artists (quality, maintenance requirements, locally sourced / sustainable)	Will be well received locally	Positive Visual Impact (Wow factor, 10 years from now?) 20%	Uniqueness (20%)	Appropriateness for site (scale, fit, proportions, relevance, 360 view) 10%	Art communicates Message (10%)	Artist's Narrative/Philosophy (5%)	Package Presentation (5%)	<div>TOTAL SCORE (MAX SCORE IS 100)</div>	Describe reasons in Notes section	NOTES			
Artist 1																							

SAMPLE OF REVIEW SHEET  
SEMI FINALISTS

note: This spreadsheet was used in Gateway Art Project that led to the the Ascension Commission.

ASSOCIATED WEIGHTS

DESIGN OF ART	0.1	APPROPRIATENESS	0.1
MATERIALS	0.1	ART COMMUNICATES	0.1
VISUAL IMPACT	0.2	NARRATIVE	0.05
UNIQUENESS	0.2	PACKAGE	0.05



# PROJECT TYPES

**Duluthians were asked to think creatively about what kinds of Public Art they wanted to see throughout Duluth. The ideas presented on the following pages represent their visions for their city.**

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## MURAL ART

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MURAL IMAGES RELATED DIRECTLY TO THE HISTORY OF DULUTH. THESE MURALS SHOULD INCLUDE: ROGER'S BRIDGE, TRAINS, TRADE AND COMMERCE

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DO SERIES OF MURALS THROUGHOUT DULUTH ON VINYL SO THAT THE MURALS CAN ROTATE AND BE TEMPORARY. THIS WILL ALLOW MANY ARTISTS TO BE FEATURED IN A CONTROLLED AMOUNT OF TIME. THE VINYL MATERIAL REMOVES PERMANENCE AND MAKES IT EASIER ON PROPERTY OWNERS TO PARTICIPATE IN THE PUBLIC ART PROGRAM.

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3D MURALS ON SIDEWALKS AND SIDES OF BUILDINGS. THE 3D MURALS COULD BE PART OF A LARGER FESTIVAL TO CELEBRATE PUBLIC ART.

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INTEGRATE DIFFERENT MATERIALS INTO THE MURALS, NOT JUST PAINT. MAKE THEM MOSAIC MURALS.

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PAINT MURALS THROUGHOUT THE CITY ON UNDERPASSES OR RETAINING WALLS. THIS WILL MAKE FOR A MORE ENJOYABLE DRIVE!

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MAKE SOME OF THE MURALS PARTICIPATORY. ASK THE COMMUNITY THOUGHT PROVOKING QUESTIONS. EXAMPLES INCLUDE: BEFORE I DIE WALL, I HAVE A DREAM WALL, COLOR INSIDE THE LINES

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INTEGRATE MODERN ART INTO MURALS THROUGHOUT THE CITY

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MURALS SHOULD BE PAINTED BY DIFFERENT CULTURAL GROUPS EXPLORING THEIR HISTORY.

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# PERFORMANCE ART

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UTILIZE POP UP TREND: DANCE MOBS, PERFORMANCES BY COMMUNITY GROUPS

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FREE PERFORMANCES AT THE FESTIVAL CENTER, ON THE TOWN GREEN, AND IN THE PARKS

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SING-ALONGS IN ALL OF THE PARKS- CREATE A SUMMER SING-ALONG SERIES FOR FAMILIES

---

STREET MUSICIANS AND PERFORMANCES THROUGHOUT DULUTH

---

INTERACTIVE PLAYS FOR CHILDREN ON THE TOWN GREEN WITH BOXES OF PROPS SO CHILDREN CAN INTERACT WITH THE PERFORMERS

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MUST HAVE A COMMUNITY THEATER IN DULUTH THAT PRODUCES QUALITY SHOWS THAT PEOPLE WOULD WANT TO FREQUENT.

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UTILIZE THE RED CLAY MUSIC FOUNDRY FOR PERFORMANCES OTHER THAN CONCERTS. THIS IS A VENUE THAT SHOULD BE ON DISPLAY AND USED FREQUENTLY.

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CONCENTRATE ON BRINGING HIGH PROFILE SHOWS TO DULUTH. THIS WILL GET PEOPLE FROM ATLANTA OUT TO DULUTH.

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## SCULPTURE ART

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UTILIZE THE DULUTH HIGH SCHOOL TALENT IN COMMUNITY PERFORMANCES AND FOR FREE ENTERTAINMENT ON THE TOWN GREEN

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CREATE A SCULPTURE GARDEN THAT IS WALKABLE OR DRIVABLE

---

MAKE SURE SOME OF THE SCULPTURES ARE MODERN AND UNEXPECTED, NOT JUST BASED ON HISTORY

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ENSURE SCULPTURES ART IS CREATED USING A MIX OF MATERIALS: BRONZE, BRIGHT COLORS, RECYCLED MATERIALS

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A SERIES OF FOREST ANIMALS ALONG THE WALKING PATHS AT CITY PARKS: MANY OF THESE ANIMALS CAN BE RANDOM, WILD ANIMALS OR ANIMALS FOUND IN CENTRAL GEORGIA

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LARGER THAN LIFE FAMILY THAT PEOPLE CAN WALK THROUGH AND PLAY ON

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PLACE SCULPTURES AT CHATTAPOOCHEE DOG PARK THAT DOGS AND OWNERS CAN INTERACT WITH: LARGE FIRE HYDRANT, OBSTACLE COURSES FOR DOGS

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RELIGIOUS SCULPTURES ON CHURCH ROW ENCOMPASSING ALL RELIGIONS FOUND IN DULUTH



# INTERACTIVE ART

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FERRY PLAY STATION ALLOWING CHILDREN TO INTERACT WITH HISTORY OF DULUTH

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LIVE STATUES ON SPECIAL EVENT DAYS

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SIDEWALK GAMES PAINTED ON THE SIDEWALK NEAR ALL THE SCHOOLS SO KIDS CAN PLAY ON THEM WHILE WALKING TO SCHOOL

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CREATE THEMED PLAYGROUND EQUIPMENT THAT IS COMMISSIONED BY FAMOUS ARTISTS: THIS WILL DRAW PEOPLE FROM ALL OVER TO SEE THE PLAYGROUND EQUIPMENT AS WELL AS CREATE A FUN AND EXCITING ENVIRONMENT FOR FAMILIES

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CREATE INTERACTIVE LIGHT ART ON EACH SIDE OF THE TOWN GREEN. EACH SIDE CONTROLS THE OTHER. CAN CONTROL USING BRICKS IN THE GROUND, OR SECRET BUTTONS HIDDEN THROUGHOUT THE TOWN GREEN.

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CREATE MORE INTERACTIVE WATER FEATURES THROUGHOUT THE CITY, NOT JUST IN THE TOWN GREEN. UTILIZE WATER PLAY IN NEW DEVELOPMENTS AND NEAR THE CHATTAHOOCHIE RIVER.

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ADULT PLAYGROUNDS INCLUDING BOULDERING PARKS

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## ART PROGRAMING AND TEMPORARY ART

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WALKING MAZE MADE WITH HEAVILY LANDSCAPED GARDENS

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MUSIC STATIONS THROUGHOUT THE CITY SO DULUTHIANS  
AND VISITORS CAN STOP, LINGER AND CREATE MUSIC

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GIANT FINGER PAINTING BOARDS ON EXTERIOR OF CON-  
STRUCTION SITE FENCES

---

CREATE PLAYGROUNDS THAT DEAL WITH SCIENCE, TECH-  
NOLOGY, ENGINEERING AND MATH TOPICS

---

CLIMBABLE PIECES ON MULTIUSE PATHS THAT ENCOURAGE  
CHILDREN AND FAMILIES TO GET OUT OF THEIR VEHICLES  
AND ENJOY WALKING TOGETHER

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PROGRAMMING ABOUT FALLEN SOLDIERS THAT ARE REMEM-  
BERED ON VETERANS DAY

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POP UP ART STUDIOS IN UNUSED SPACES THROUGHOUT  
DULUTH

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STUDENT ART GALLERIES FOR STUDENTS TO SELL THEIR  
WORK AND GAIN EXPOSURE

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ART INSTALLATIONS COMPOSED OF DULUTHIANS SIX  
WORD MEMOIRS

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ART INSTALLATIONS COMPOSED OF DULUTHIANS HOPES  
AND DREAMS FOR THEMSELVES AND THE CITY

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INVITE ASPIRING CHEFS FROM AROUND THE ATLANTA AREA  
TO HAVE A TEMPORARY RESTAURANT IN DULUTH: ALLOW  
THESE CHEFS TO GET THEIR START IN DULUTH.

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OPEN MIC NIGHTS ON THE TOWN GREEN

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RANDOM LARGER THAN LIFE OBJECTS THAT APPEAR ONCE  
A YEAR FOR A MONTH AND THE LOCATIONS ARE CHANGED  
WEEKLY, UNANNOUNCED. EXAMPLES INCLUDE: BIG PURPLE  
BALL, WILDCAT PAW

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BECOME PART OF A CITY LENDING GROUP WHERE ART  
TRAVELS FROM CITY TO CITY. THIS WOULD ALLOW DULUTH  
TO GET LARGER PIECES FROM FAMOUS ARTISTS

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QUARTERLY FILM SERIES THAT HAS A RANGE OF THEMES

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YARN BOMBING DURING THE FALL

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FLOCKS OF BIRDS INSTALLED IN TREES THROUGHOUT THE  
CITY WHERE RESIDENTS HAVE TO FIND THEM

# FUNCTIONAL ART

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MOSAIC BENCHES MADE BY LOCAL ARTISTS OR COMMUNITY MEMBERS

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BIKE RACK MADE IN THE SHAPE OF ROGER'S BRIDGE. PLACE THESE THROUGHOUT TOWN

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START AN UTILITY BOX MURAL PROGRAM THAT TRANSFORMS COMMON UTILITY BOXES INTO WORKS OF ART

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MOSAIC ADA RAMPS ON THE SIDEWALK MADE BY LOCAL ARTISTS OR COMMUNITY MEMBERS

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MUSICAL CROSSWALKS THROUGHOUT DOWNTOWN TO HIGHLIGHT PERFORMERS AT EDDIE OWENS PRESENTS





