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What is it about public art that makes it so endearing, exciting, inventive, engaging, inspirational, and empowering? It’s the surprise. It never fails to delight me. You can be walking along, thinking, or maybe not. Suddenly, unexpectedly, an image appears before you. You are open to it. It has no pretentions. It’s not in a museum. It has no trappings of preciousness. It’s just there for you to appreciate, or ponder, or not. It’s democratic. It’s available. No admission required. You have a choice. See it. Absorb it. Embrace it. Reject it. Or, walk on by. Chances are that whatever you do, you will remember it. Your visual acuity has been tapped. Public art challenges us to think. It turns a chance encounter into an experience. It visually transports us. Above all, it is memorable.

ArtsWestchester’s hope is that this brochure will spark ideas for public art projects that can transform a development site into a destination. We invite community partners to help us move public art forward as a strategy toward more livable, more fun, more creative, more friendly communities in Westchester County. Public art has become an artistic brand to attract a new generation.

– Janet Langsam  
CEO, ArtsWestchester
ARTSWESTCHESTER’S
10 BENEFITS OF PUBLIC ART

1. It has a positive impact on the local economy.

2. It enlivens shared spaces with works that are unique to a specific locale.

3. It improves residents’ sense of connection to a community.

4. It reflects the society that surrounds it.

5. It drives tourism, as visitors seek cultural experiences.

6. It becomes part of a community’s public history and evolving culture.

7. It provides accessibility of the arts to local residents.

8. It encourages reflections on, and engagement with, one’s surroundings.

9. It infuses the extraordinary into everyday life.

10. It enhances our downtowns, and our built environment, with color, energy and vibrancy.
Public art has the remarkable ability to make residents who are going about everyday life stop, reflect and appreciate in a moment – no matter how brief – a place, an idea, and even life itself today in America!

– Robert L. Lynch, President and CEO of Americans for the Arts
The addition of art to the Shopping Center landscape not only enhances the Ridge Hill experience for our guests, but it also allows us to become a part of the larger public art movement that is blossoming in Yonkers.

– Meghann Miraglia, Vice President & Director of Marketing at Ridge Hill
RIDGE HILL

PROJECT TYPE: Enlivening the Streetscape
LOCATION: Ridge Hill Shopping Center, Yonkers, NY
CLIENT: Forest City Ratner
PROJECT YEAR: 2015

PROJECT DESCRIPTION:
Ridge Hill is a popular residential, shopping, dining and entertainment destination. As a recent entry into the shopping center market, the developer used art to distinguish itself from other malls. ArtsWestchester managed a competitive RFP process which sought out qualified regional artists to create an exterior mural for a highly-visible, street-level wall on the Ridge Hill property.

The selected artist, Brooklyn-based muralist Nick Kuszyk, created a colorful geometric design that references the property’s brickwork. As part of the project, ArtsWestchester also commissioned mixed-media artist Ann Ladd to design a set of eight whimsical planters that are installed along Ridge Hill’s sidewalks during the warmer seasons.

ARTSWESTCHESTER’S ROLE:
Project Manager. Finalists were designated by a committee that included Forest City Ratner staff and ArtsWestchester’s curatorial team. The final selection was made by Forest City Ratner, the owner and manager of Ridge Hill.
Creating a business partnership with ArtsWestchester has enabled us to connect with the community and demonstrate the power of art. Our goal was to create a focal point within City Center that reflects the spirit and vitality of the White Plains community.

– Mark Jenkins, SVP Retail Development at Kite Realty Group

Public art has the ability to enliven our public space, bringing people together for shared experiences and strengthening community connections. As a mayor, I see that value firsthand and believe that we must foster it.

– Thomas Roach, White Plains Mayor
KITE REALTY

PROJECT: Rebranding with Public Art
LOCATION: City Center, White Plains, NY
CLIENT: Kite Realty Group
PROJECT YEAR: 2016

PROJECT DESCRIPTION:
City Center is a shopping and entertainment complex located in the heart of downtown White Plains. Art became the agent for change when the new owner rebranded the mall for a more upscale consumer. Tenants include Target, ShopRite, Barnes & Noble, White Plains Performing Arts Center, Nordstrom Rack, and Cinema de Lux. The complex underwent an extensive renovation, including the creation of a new skylight in the 5-story atrium and a new escalator lobby on the Mamaroneck Avenue side of the property. As part of that renovation, property owner Kite Realty Group partnered with ArtsWestchester to select artists for two large-scale public art commissions.

Mamaroneck artist Piero Manrique was awarded the commission to create a two-story, 2,000-square-foot mural in the new Mamaroneck Avenue lobby. The mural is geometric, colorful and energetic—an abstract reference to the vibrancy and diversity of the downtown urban center that is White Plains.

Lightband Studio, LLC, an artist collaborative that consists of Michael Hall, Derek Wang and Scott Fitzgerald, was awarded a $100,000 atrium artwork commission. Integrating fused glass sculptures with advanced technology lighting systems, the suspended artwork activates the empty air space in the atrium with color and soaring, translucent forms.

ARTSWESTCHESTER’S ROLE:
Project Manager. Artist selection was conducted via competitive RFP process. Finalists were designated by a committee that included Kite Realty Group staff and ArtsWestchester’s curatorial team. Final selection was made by Kite Realty Group.
Art plays a role in fostering a healing environment for our patients and their caregivers. While many hospitals limit artwork to their waiting rooms, our complete healing environment goes a step further with soothing colors, warm light and artwork in our patient care areas.

– Kara Bennorth, Executive Vice President, Communications, Engagement and Experience, Westchester Medical Center Health Network
PROJECT DESCRIPTION:
Westchester Medical Center (WMC), the region’s only tertiary care medical facility, provides “the care you need, where you live.” The hospital embraces a holistic approach to patient treatment and caregiver support. WMC retained ArtsWestchester to curate and purchase artworks by Westchester-area artists for active treatment areas. Whereas many hospitals limit art installations to waiting rooms, WMC, with ArtsWestchester’s guidance, has embarked on a healing program to install art where patients receive care. The art creates a more soothing environment for patients, provides a prompt for caregiver-patient interaction and offers a visual distraction during treatment.

To date, ArtsWestchester has purchased and installed artwork in the hospital’s Radiology Wing (Valhalla) and Infusion Suite (Hawthorne). ArtsWestchester has also consulted on, and provided oversight for, the installation of five rare original Andy Warhol silk-screen prints in the newly renovated concourse of the hospital’s Valhalla campus.

ARTSWESTCHESTER’S ROLE:
Project Manager and Curator. Artists were selected by members of ArtsWestchester’s staff, with input from an advisory committee of WMC’s medical staff members, based on criteria determined by a WMC staff committee. Special hanging and framing methods adhere to Westchester Medical Center’s bacteria-free regulations.
ArtsWestchester’s rotating exhibits in our chemotherapy waiting and radiology reception areas become a focal point for which our patients can escape their medical concerns, even if just for a few moments. Through the creative artwork of our neighbors, our patients and staff can enjoy and contemplate the imagination, vision, or interpretation of the world as seen through an artist’s eye. It’s a beautiful form of medicine that even our renowned physicians can’t offer.

– Nancy Diamond, Administrator, Memorial Sloan Kettering Westchester
MEMORIAL SLOAN KETTERING

PROJECT: Enhancing the Health Care Environment
LOCATION: MSK Westchester Cancer Center, West Harrison, NY
CLIENT: Memorial Sloan Kettering
PROJECT YEAR: 2016–ongoing

PROJECT DESCRIPTION:
Memorial Sloan Kettering (MSK), the world’s leader in cancer innovation and care, opened its new Westchester campus in West Harrison in 2014. Built to meet the unique needs of cancer patients, the 114,000-square-foot outpatient cancer center includes the region’s most comprehensive cancer services and amenities under one roof. To enhance the healing environment and reduce patient stress, MSK has an active visual arts exhibition program at its many tristate region campuses. It has partnered with ArtsWestchester to expand this program into its Westchester facility. ArtsWestchester annually curates and mounts two exhibitions of work by Westchester-area artists in designated patient waiting areas.

ARTSWESTCHESTER’S ROLE:
Project Manager and Curator. Artists are selected by ArtsWestchester staff, based on criteria determined by MSK staff committee.

“Different Textures” exhibition at Memorial Sloan Kettering in West Harrison featured artwork by five local artists. (photo credit: Margaret Fox)
It is important for our society to take pride in an environment that will engage them and bring about lifelong habits of learning and improving oneself. I will continue to work with ArtsWestchester and other community leaders for the betterment of our great City.

— Gary Pretlow, New York State Assemblyman

Public art inspires imagination and uplifts hearts and minds to aspire to greatness. I applaud ArtsWestchester’s leadership in working with our City to bring art into the public domain.

— Richard Thomas, Mount Vernon Mayor
MOUNT VERNON PUBLIC LIBRARY

PROJECT: Enhancing the Children's Room Entrance
LOCATION: Mount Vernon Public Library, Mount Vernon, NY
CLIENT: Mount Vernon Public Library
PROJECT YEAR: 2016

PROJECT DESCRIPTION:
ArtsWestchester, in partnership with the Mount Vernon Public Library, and with support from the New York State Assembly, City of Mount Vernon and Westchester County Legislator Lyndon Williams, commissioned artist Rochelle Shicoff to create a sculpture for the entrance of Mount Vernon Public Library's children's room on Second Avenue.

The artwork, "Seeing the Wind," is comprised of eleven 13-foot enamel-painted ‘totems’ with rotating cut-out images of animals on the tops of each pole. The artist was chosen through a competitive process. Her inspiration came from the books and murals in the library itself. She explained: "the colorful painted aluminum ‘totems’ feature spinning animals with golden wings whose motion is designed to engage and delight."

ARTSWESTCHESTER’S ROLE:
Project Manager and Curator. Shicoff’s work was selected through a competitive panel process. Submissions by artists came from across the region. ArtsWestchester and the Library built community support.

Above: ArtsWestchester and Mount Vernon Public Library cut the ribbon on “Seeing the Wind,” a public art sculpture by Rochelle Shicoff that was commissioned for the library. Attending the ceremony: (Front, L-R) Maria Ferreira, Wells Fargo; Roberta Apuzzo, City Council; Brian G. Johnson, Library Trustee; Artist Rochelle Shicoff; City of Mount Vernon Mayor Richard Thomas; New York State Assemblyman J. Gary Pretlow; Mount Vernon Public Library President Oscar Davis; (Back, L-R) Carolyn Karwoski, Library Director; Marcus A. Griffith, City Council President; J. Yuhanna Edwards, City Council; Reverend Dr. Darren M. Morton; Westchester County Legislator Lyndon Williams and other community leaders all helped make the public art installation a reality. (photo credit: Barry Mason)

Left: Mount Vernon Public Library: Assemblyman Gary Pretlow at the ribbon cutting for artist Rochelle Shicoff’s “Seeing the Wind” public art installation (photo credit: Barry Mason)
Thanks to our partnership with ArtsWestchester, we are able to provide art that functions as a beacon for the community, bringing light and color to downtown New Rochelle. We believe such public art enhances the aesthetic sense of place and creates economic development opportunities.

– Tom Geoffino, Director of the New Rochelle Public Library

Public art has brought enormous cultural vitality to the heart of our City. It is a key ingredient in revitalizing our downtown.

– Noam Bramson, New Rochelle Mayor
Art for Community
Municipal Projects
Public art plays an integral role in the exciting revitalization that is under way in the City of Yonkers and complements the City’s growing arts community.

– Mike Spano, Yonkers Mayor
The murals commissioned by ArtsWestchester at The Prelude provide a perfect blend of culture and community, while also helping us to connect with the residents. With the expertise of ArtsWestchester, the community room and the mailroom now offer a unique, colorful activation that makes the housing unit vibrant and welcoming.

—Mack Carter, Executive Director, White Plains Housing Authority
THE PRELUDE PUBLIC HOUSING PROJECT

PROJECT: Giving a Lift to Affordable Housing  
LOCATION: White Plains, NY  
CLIENT: White Plains Housing Authority  
PROJECT YEAR: 2016

PROJECT DESCRIPTION:
The Prelude is a 103-unit affordable housing building developed by the White Plains Housing Authority. This new building, which includes a ground-floor White Plains Education & Training Center, is part of the first phase of a long-term plan to eventually replace all five 1949-era Winbrook towers with new mixed-affordable and market-rate buildings in what is now being called Brookfield Commons. ArtsWestchester worked with the White Plains Housing Authority, its tenants and developer Rose Associates to select artists to create murals in the community room on the 9th floor and in the mailroom facing the lobby entrance. Artist Nick Kuszyk created a geometric painting that encircles the city’s skyline. Artist Piero Manrique activated the lobby mailroom with a colorful representational mural that features contemporary youth of diverse backgrounds as they play and rejoice amidst mountains, trees and rolling hills.

ARTSWESTCHESTER’S ROLE:
Project Manager & Curator. ArtsWestchester proposed qualified artists based on direction from property staff and developers. The final selection was made by a committee of tenants and property management staff with guidance from ArtsWestchester’s curatorial staff.

Left: Mural by Nick Kuszyk at The Prelude, a White Plains Housing Authority building (photo credit: Margaret Fox)

Above: Mural by Piero Manrique at The Prelude, a White Plains Housing Authority building (photo credit: Margaret Fox)
When we launched our collaboration with ArtsWestchester, The Horizon was 50 percent occupied. At the close of the exhibition, we were fully leased. Did the art exhibition contribute to the overall positive energy in the building and our marketability? Absolutely. In short, great public art can be great for business.

–Mark Alexander, Principal, Alexander Development Group

Artist Barry Mason poses with his work “Ancestral Calling” at “Contemporary Rhythms,” an exhibition at The Horizon at Fleetwood

A guest admires the work displayed in “Contemporary Rhythms,” an exhibition at The Horizon at Fleetwood

ALEXANDER DEVELOPMENT

PROJECT: Marketing Apartment Rentals with Art
LOCATION: Mount Vernon, NY
CLIENT: Alexander Development Group
PROJECT YEAR: 2012 & 2013

PROJECT DESCRIPTION:
Can artwork help to sell apartments? “Absolutely, it can,” according to Mark Alexander one of the principals of Alexander Development Group. ArtsWestchester curated a series of exhibitions at The Horizon at Fleetwood, a luxury residential building developed by Alexander Development on the edge of Mount Vernon’s Fleetwood district. The exhibitions enlivened the common areas of the building with color and energy and provided an added cultural amenity in order to attract millennial residents. Exhibitions featured up to 30 original works of art by Westchester artists. With each new installation, The Horizon hosted a meet-the-artist evening reception to bring residents together and foster a sense of community pride.

ARTSWESTCHESTER’S ROLE:
Project Manager & Curator.
THE GREAT HUNGER MEMORIAL

PROJECT: A Tribute to Immigrants
LOCATION: V.E. Macy Park, Ardsley, NY
CLIENT: County of Westchester
PROJECT YEAR: 2001

PROJECT DESCRIPTION:
The Great Hunger Memorial was unveiled in June of 2001 at V.E. Macy Park in Ardsley to commemorate the suffering of millions of Irish peasants who died from the potato famine or were forced to leave their country. The memorial was the inspiration of James J. Houlihan, who led an effort to raise over $1 million for its creation. The monument was designed by sculptor Eamonn O’Doherty of Ireland who was selected through a highly competitive process.

ARTSWESTCHESTER’S ROLE:
Senior staff members at ArtsWestchester participated on the advisory panel for this sculpture commission and provided expertise as part of the selection process. The artist was in residence in ArtsWestchester’s building.

"The project to create the ‘Great Hunger Memorial’ was a group effort that was embraced by the entire local community. Eamonn O’Doherty’s sculpture helps to illuminate the calamity that hunger and starvation cause to the human race."

– James J. Houlihan, Principal of Houlihan-Parnes Realtors, LLC

Westchester County Executive Robert P. Astorino, Ireland Consul General Barbara Jones and James J. Houlihan, Principal of Houlihan-Parnes Realtors, LLC (photo courtesy of James J. Houlihan)
Art for Remembering
Memorial Projects
THE RISING

PROJECT: Remembering 9/11
LOCATION: Kensico Plaza, Valhalla, NY
CLIENT: County of Westchester
PROJECT YEAR: 2006

PROJECT DESCRIPTION:
“The Rising,” Westchester County’s September 11th Memorial by architect Frederic Schwartz, incorporates the names of all of the Westchester residents who perished, along with the communities in which they lived and a quote about them from their loved ones. These words are engraved along the outside of the memorial’s circular base. Steel rods, like the spokes of a wheel, extend from the base and reach skyward, intertwining. The memorial is located at the intersection of many pathways and thereby extends its presence into the surrounding landscape. “The Rising” can be approached from all directions and allows people of all ages and abilities to move through it, as well as meditate in remembrance. This project was spearheaded by former County Executive Andy Spano and the Westchester County Parks and Recreation Department.

ARTSWESTCHESTER’S ROLE:
ArtsWestchester’s senior staff members participated as advisors to the Westchester County Government sculpture commission and provided expertise as part of the selection process.

“Public art is a collaborative process. My role as a landscape architect is to take the vision and put it into a setting in the landscape, going from design to actuality.”

—David DeLucia, Director of Park Facilities, Westchester County Parks, Recreation & Conservation

Left: Architect Frederic Schwartz’s “The Rising” memorial at Kensico Dam Plaza in Valhalla at night
WORK WITH ARTSWESTCHESTER TO BRING PUBLIC ART TO YOUR SITE:
FROM CONCEPT TO COMPLETION

**STEP 1:** Establish guidelines for project, including vision, goal and objectives.

**STEP 2:** In coordination with ArtsWestchester, evaluate “How can the project benefit from public art?”

**STEP 3:** Establish a budget and criteria.

**STEP 6:** Decide the best time to launch a Request for Proposals (RFP).

**STEP 7:** Work with ArtsWestchester to design, publish and manage the RFP.

**STEP 8:** Advertise to artistic community and outreach to artists.

**STEP 9:** Invite artists to an informational session to explain the RFP process.
STEP 4: Consider specifics of placement. Determine optimal locations, as well as the type of artistic project (i.e. mural, sculpture or fountain).

STEP 5: Develop a project timeline.

STEP 10: Review artist submissions for a selection committee.

STEP 11: Manage selection process and choose finalists.

STEP 12: Invite finalists to submit models or large-scale renderings of proposed projects.

STEP 13: Make final selection and contract with artists.

STEP 14: Finalize installation plan and engineering evaluation (if applicable).

STEP 15: Install artwork in conjunction with property management team.

STEP 16: Conduct community outreach to promote the public art project, schedule an opening event and seek media coverage.

To plan your public art project, contact: Janet T. Langsam, ArtsWestchester CEO
914.428.4220 x305 | jlangsam@artswestchester.org | artsw.org
PUBLIC ART CREATES MEMORABLE PLACES

Public art comes in many shapes and sizes. It can take many forms, including murals on building facades, lighting, sculpture, painted pavement, street furniture, bridges, bike racks and gates. Some are functional, some are structural and some are decorative, but all of them enhance public spaces to create memorable places that inspire community pride.

ArtsWestchester can manage your project from idea to installation. Here are some other public art project ideas that have been executed in cities around the world.

PUBLIC BENCHES

An artist-designed bench on the block in downtown Silver Spring, Maryland. (photo credit: Elvert Barnes Photography)
**BIKE RACKS & STREET SCULPTURE**

Public art with cycling theme by artist Seth Conley, Nashville, Tennessee. (photo credit: Rex Hammock)

**SCULPTURE IN PARKS**

“Reef Bench” by Dutch designers Remy & Veenhuizen at the Picasso Lyceum in the Netherlands (photo courtesy of Industry Gallery)

**SCULPTURE IN DOWNTOWNS**

Clement Meadmore’s “Up and Away” in Pittsburgh, PA. (photo used with permission by Orla Schantz. source: flickr.com/photos/hanneorla/albums)

“Waves,” a site-specific painted crosswalk by artist Christo Guelov in Madrid, Spain (photo source: christo-guevlov.net)

**COLORFUL CROSSWALKS**
Art for Lifestyle: Retail Projects

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<td>The City Center, Kite Realty Group</td>
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<td>Ridge Hill, Forest City Ratner Companies</td>
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Art for Healing: Hospital Projects

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Installation view of Orly Genger’s Red, Yellow and Blue in Madison Square Park (photo credit: James Ewing, courtesy of Madison Square Park Conservancy)
## Art for Community Projects

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## Art for Living: Real Estate Projects

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## Promoting Public Art

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<td>ArtsWestchester, White Plains</td>
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<td>Performance</td>
<td>In partnership with White Plains Youth Bureau and White Plains Department of Parks &amp; Recreation</td>
</tr>
<tr>
<td>ArtsWestchester</td>
<td>White Plains</td>
<td>2006</td>
<td>Mural</td>
<td>Supported by an NEA grant</td>
</tr>
</tbody>
</table>
## Festivals

<table>
<thead>
<tr>
<th>FESTIVAL TITLE</th>
<th>CITY / LOCATION</th>
<th>YEAR</th>
<th>DESCRIPTION / PARTNERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>White Plains Jazz Fest</td>
<td>White Plains</td>
<td>Ongoing</td>
<td>A collaboration between ArtsWestchester, The City of White Plains and the White Plains BID to spotlight a lineup of established and emerging jazz musicians.</td>
</tr>
<tr>
<td>ArtSee: A Festival of New Work</td>
<td>Countywide</td>
<td>2015</td>
<td>A four-month countywide festival of new works in performing and visual arts. ArtSee showcased 70 works in 40 venues.</td>
</tr>
<tr>
<td>All-Fired Up!</td>
<td>Countywide</td>
<td>2008</td>
<td>This ceramic festival attracted more than 50,000 people to 70 cultural venues throughout Westchester.</td>
</tr>
<tr>
<td>Suburbia</td>
<td>White Plains, Pleasantville, Yonkers, Katonah</td>
<td>2005</td>
<td>ArtsWestchester, Jacob Burns Film Center, the Hudson River Museum and Katonah Museum of Art collaborated to present the history and art of the American suburb.</td>
</tr>
<tr>
<td>Free Arts Day</td>
<td>Countywide</td>
<td>2001-2013</td>
<td>An annual, countywide celebration of the arts, during which cultural sites throughout the county open their doors to the public free of charge.</td>
</tr>
</tbody>
</table>

## About ArtsWestchester

For more than 50 years, ArtsWestchester has been the community’s connection to the arts. Founded in 1965, it is the largest, private, not-for-profit arts council in New York State. Its mission is to provide leadership, vision, and support, to ensure the availability, accessibility, and diversity of the arts. ArtsWestchester provides programs and services that enrich the lives of everyone in Westchester County. ArtsWestchester helps fund concerts, exhibitions and performances through grants; brings artists into schools and community centers; advocates for the arts; and builds audiences through diverse marketing initiatives. In 1998, ArtsWestchester purchased the nine-story neo-classical bank building at 31 Mamaroneck Avenue which now serves as home to ArtsWestchester’s offices, its gallery and to more than 20 artist studios and creative businesses.
Ginsburg Development Companies is proud to make public art a key component of “placemaking” at our communities.

Installations at River Tides Luxury Apartment Building:
Interior Sculpture: “Josephine” by Eric David Laxman
Painting: “Rites of Passage” by Renee Phillips
Exterior Sculpture: “Concentric Conversion II” by Eric David Laxman