



ARTSWESTCHESTER'S

# PUBLIC ART

RESOURCE FOR DEVELOPERS,  
PLANNERS & MUNICIPALITIES

**ARTSW**  
ARTSWESTCHESTER

# TABLE OF CONTENTS

10 BENEFITS OF PUBLIC ART	• 3
ART FOR LIFESTYLE: RETAIL PROJECTS	• 5
ART FOR HEALING: HOSPITAL PROJECTS	• 9
ART FOR COMMUNITY: MUNICIPAL PROJECTS	• 13
ART FOR LIVING: REAL ESTATE PROJECTS	• 19
ART FOR REMEMBERING: MEMORIAL PROJECTS	• 23
HOW TO WORK WITH ARTSWESTCHESTER	• 27
PUBLIC ART IN THE COMMUNITY	• 29
ARTSWESTCHESTER'S PUBLIC ART PROJECT INDEX	• 31

## **ArtsWestchester**

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Cover: Public art mural by artist Nick Kuszyk at Ridge Hill Shopping Center  
(photo credit: Kathleen Reckling)

MESSAGE FROM CEO

# JANET LANGSAM

“

Public art challenges us to think. It turns a chance encounter into an experience. It visually transports us. Above all, it is memorable.

”

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 pretensions. 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 CEO Janet Langsam speaks at the unveiling of Dale Zheitlin's murals at New Rochelle Public Library (photo credit: Leslye Smith)

# **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*



Public art becomes a way to enliven the steps we take. “Funnycross,” a site-specific painted crosswalk by artist Christo Guelov in Madrid, Spain. (photo credit: Rafael Perez Martinez)



# Art for Lifestyle

## Retail Projects



**“ 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.



Public art mural by artist Nick Kuszyk at Ridge Hill Shopping Center (photo courtesy of Ridge Hill Shopping Center)



# Art for Lifestyle

## Retail Projects



**“ 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.

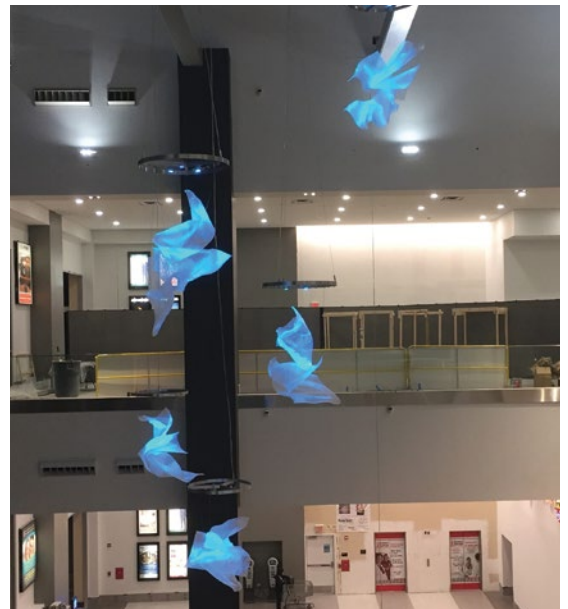
Mamaroneck artist Piero Manrique was awarded the commission to create a two-story, 2,000-square-foot mural in the new Mamaroneck Avenue lobby. The mural is geometric, colorful and energetic – an abstract reference to the vibrancy and diversity of the downtown urban center that is White Plains.

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.



Top: Lightband Studio's illuminated glass hanging sculpture at City Center White Plains (photo courtesy of Kite Realty Group)

Left: "Geometric Windows" mural at City Center White Plains (photo credit: Mary Alice Franklin)

# Art for Healing

## Hospital Projects



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







# WESTCHESTER MEDICAL CENTER

**PROJECT:** Patient Amenities

**LOCATION:** Westchester Medical Center, Valhalla, NY

**CLIENT:** Westchester Medical Center

**PROJECT YEAR:** 2015

## 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.

# Art for Healing

## Hospital Projects



“ 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)

# Art for Community Municipal Projects



“ 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)

# Art for Community Municipal Projects







# NEW ROCHELLE PUBLIC LIBRARY

**PROJECT:** Brightening the Facade

**LOCATION:** New Rochelle Public Library, New Rochelle, NY

**CLIENT:** New Rochelle Public Library

**PROJECT YEAR:** 2013

## PROJECT DESCRIPTION:

With funding from New York State, ArtsWestchester partnered with New Rochelle Public Library to commission artist Dale Zheutlin to create of a colorful, site-specific three-panel abstract mural to enhance the exterior facade of the library. Zheutlin, an internationally recognized artist, explains: “The library murals are beacons for the community, bringing light and color to downtown New Rochelle.”

## ARTSWESTCHESTER’S ROLE:

Project Manager & Curator.

“ 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



Top: Artist Dale Zheutlin’s “Enlightenment,” a triptych mural on the facade of the New Rochelle Library (photo credit: Leslye Smith)

Bottom: Artist Dale Zheutlin, joined by New Rochelle Mayor Noam Bramson and other local officials, spoke at the unveiling of “Enlightenment,” a triptych mural on the facade of the New Rochelle Library (photo credit: Leslye Smith)

# Art for Community Municipal Projects







# YONKERS RAIN GARDEN

**PROJECT:** Honoring a Historic Past

**LOCATION:** Hudson River shoreline, Yonkers, NY

**CLIENT:** City of Yonkers

**PROJECT YEAR:** Ongoing

## PROJECT DESCRIPTION:

"The Enslaved Africans' Rain Garden" is an urban-heritage public-art project conceived by artist Vinnie Bagwell to commemorate the legacy of the first enslaved Africans who lived at Philipse Manor Hall in Yonkers. Six of them were the first slaves to be manumitted by law in the United States 76 years before the Emancipation Proclamation. ArtsWestchester was an early sponsor of, and collaborator for, this public art project. Started in 2009 and continuing today, it is an exciting revitalization project for the Yonkers downtown-waterfront district. Most recently, the New York State Council on the Arts (NYSCA) and the National Endowment for the Arts (NEA) provided funding for the life-sized bronze sculptures, which will be on display as part of this public art installation on the shore of the Hudson River.

## ARTSWESTCHESTER'S ROLE:

ArtsWestchester has been both a community and fiscal partner to artist Vinnie Bagwell and the City of Yonkers in her vision for this important public art project.



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



Left: "I'Satta," bronze before patina – one of five sculptures for the garden (photo courtesy of the artist)

Top Right: Artist Vinnie Bagwell at work on "I'Satta" (photo credit: Jonathan Lewis)

Bottom Right: Site-plan illustrations for Yonkers' "Enslaved Africans' Rain Garden" (illustrations by BCT Architects)

# Art for Living

## Real Estate Projects



“ 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)



# Art for Living

## Real Estate Projects







# ALEXANDER DEVELOPMENT

**PROJECT:** Marketing Apartment Rentals with Art

**LOCATION:** Mount Vernon, NY

**CLIENT:** Alexander Development Group

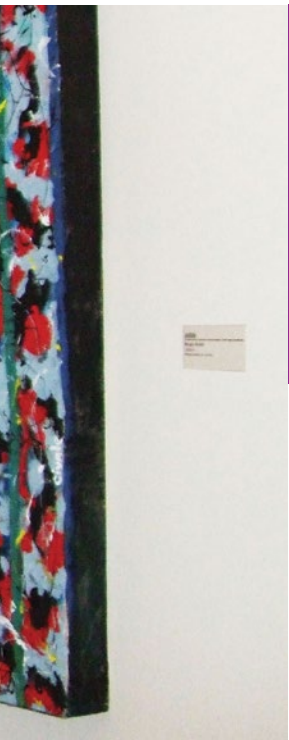
**PROJECT YEAR:** 2012 & 2013

## 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.



“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





# Art for Remembering

## Memorial Projects







# 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.

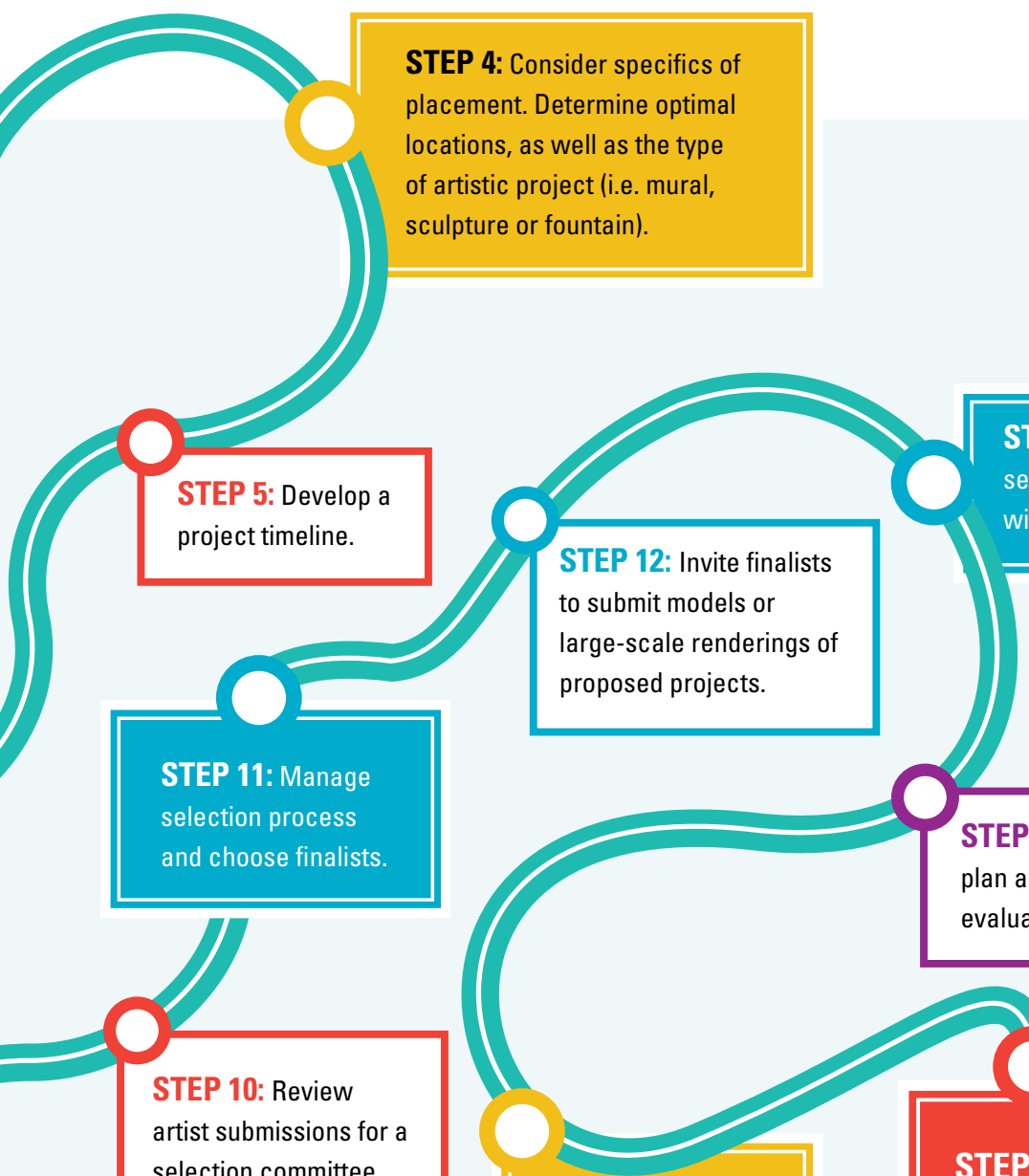
**STEP 6:** Decide the best time to launch a Request for Proposals (RFP).

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

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

**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 11:** Manage selection process and choose finalists.

**STEP 10:** Review artist submissions for a selection committee.

**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 | [jlansam@artswestchester.org](mailto:jlansam@artswestchester.org) | [artsw.org](http://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)

## COLORFUL CROSSWALKS



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

# ARTSWESTCHESTER'S PUBLIC ART PROJECT INDEX



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 Lifestyle: Retail Projects

SITE / DEVELOPER	CITY	YEAR	PROJECT TYPE
The Westchester, Simon Malls	White Plains	2016	Artwork collection-building and installation
Neiman Marcus, The Westchester Mall	White Plains	2016	Live painting event
The City Center, Kite Realty Group	White Plains	2016	Interior mural, suspended sculpture
Ridge Hill, Forest City Ratner Companies	Yonkers	2015	Exterior mural, artist-designed planters
BoConcept	Scarsdale	2012	Curated exhibition
Cross County Shopping Center, Macerich	Yonkers	2012	Curated outdoor sculpture exhibition

## Art for Healing: Hospital Projects

SITE	CITY	YEAR(S)	PROJECT TYPE
Memorial Sloan Kettering Westchester	Harrison	2016, ongoing	Curated exhibitions
Westchester Medical Center	Valhalla	2013, ongoing	Artwork collection-building and installation



## Art for Community Projects

SITE	CITY	YEAR(S)	FUNDER	PROJECT TYPE
Mount Vernon Public Library	Mt. Vernon	2016	New York State	Sculpture
New Rochelle Public Library	New Rochelle	2016	New York State	Exterior murals
Peekskill Parking Garage	Peekskill	2016	ArtsWestchester	Community mural
Cranberry Lake Park	White Plains	2013	ArtsWestchester	Sculptural installation
Westchester County Airport	White Plains	2008	Client	Sculptural installation
Paramount Theater	Peekskill	1995	ArtsWestchester	Mural
North Avenue MTA Bridge	New Rochelle	1997-99	ArtsWestchester	Sculptural installation, community collaboration

## Art for Living: Real Estate Projects

SITE, DEVELOPER	CITY	YEAR	PROJECT TYPE
The Prelude	White Plains	2016	Murals
La Gianna	White Plains	2015	Curated Exhibitions
The Mariner	Port Chester	2013	Curated Exhibitions
Horizon at Fleetwood, Alexander Development Group	Mt. Vernon	2013-14	Curated exhibitions

## Promoting Public Art

PROJECT/ACTIVITY	LOCATION	YEAR	PROJECT DESCRIPTION
"Placemaking: Envisioning White Plains"	ArtsWestchester, White Plains	2013	A curated exhibition of public art proposals for a "cultural district" in the heart of downtown White Plains. A vision of possible public art for Westchester's capital city.
What is the Public's Role in Public Art?	ArtsWestchester, White Plains	2013	A panel of government officials, planners, architects, developers, civic and business leaders. Moderated by CUNY Professor and leading scholar on Public Art, Hariette Senie.
"Before & After: Imagining Public Art in Westchester"	ArtsWestchester, White Plains	2004	An exhibition of public art proposals for key sites throughout the county. A vision of the possible.
Public Art: What's in it for Westchester	PepsiCo, Purchase	2004	A symposium for government officials, planners, architects, developers, civic and business leaders. Presented by ArtsWestchester with the Municipal Officials Association.

# ARTSWESTCHESTER'S PUBLIC ART PROJECT INDEX (CONT'D)

## Art for Remembering: Memorials

PROJECT	CITY	YEAR	ROLE OF ARTSWESTCHESTER	PROJECT TYPE
"The Rising," Memorial to the Westchester Victims of 9/11	Valhalla	2006	Advisory; selection panel	Memorial sculpture
"The Great Hunger Memorial"	Ardsley	2001	Advisory; selection panel	Memorial sculpture

## Other Projects

SITE / PROJECT	CITY	YEAR	PROJECT TYPE	NOTES
Regeneron Pharmaceuticals	Tarrytown	Ongoing	Curated exhibition	Arts consulting
White Plains Public Library	White Plains	Ongoing	Curated exhibitions	Arts partnership
Enslaved African Rain Garden	Yonkers	2017	Sculptural installation	Supported by an NEA grant
Sleepy Hollow Middle School	Sleepy Hollow	2016	Sculpture walk	Arts in Ed, with support from Westchester Community Foundation
Harbor Island International Beer Festival	Mamaroneck	2016	Sip and Paint	Arts partnership, community engagement activity
High View School	Greenburgh	2014-15	Mural	Supported by a grant from Aetna
Williams Elementary School	Mt. Vernon	2014-15	Mural	Supported by a grant from Aetna
Mt. Vernon Public Library	Mt. Vernon	2011-13	Curated exhibition	Arts partnership
250 Tarrytown Road, Business complex	Tarrytown	2014	Curated exhibition	Arts consulting
Having a Ball!	White Plains	2013	Performance	In partnership with White Plains Youth Bureau and White Plains Department of Parks & Recreation
ArtsWestchester	White Plains	2006	Mural	Supported by an NEA grant



## Festivals

FESTIVAL TITLE	CITY / LOCATION	YEAR	DESCRIPTION / PARTNERS
White Plains Jazz Fest	White Plains	Ongoing	A collaboration between ArtsWestchester, The City of White Plains and the White Plains BID to spotlight a lineup of established and emerging jazz musicians.
Arts & Crafts Beer Fest	White Plains, Katonah, Pelham	2016	A curated calendar of cultural events, paired with tastings of New York State Craft Beers. Presented in partnership with Taste NY and Half Time Beverages.
ArtSee: A Festival of New Work	Countywide	2015	A four-month countywide festival of new works in performing and visual arts. ArtSee showcased 70 works in 40 venues.
All-Fired Up!	Countywide	2008	This ceramic festival attracted more than 50,000 people to 70 cultural venues throughout Westchester.
Suburbia	White Plains, Pleasantville, Yonkers, Katonah	2005	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.
Free Arts Day	Countywide	2001-2013	An annual, countywide celebration of the arts, during which cultural sites throughout the county open their doors to the public free of charge.

### 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.

# The Art of Living Well



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



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