

# PUBLIC ART FOR ALL



**A STARTER KIT  
TO SUPPORT  
PUBLIC ART IN YOUR  
NEIGHBORHOOD**



July 7, 2022  
Marion County, Indiana

## HELLO!

We are so pleased to offer this starter kit as part of the larger Public Art for All campaign.

As a guide, it's both very general and very specific to our time and place. We recognize its limits given the wonderfully diverse, iterative and collaborative nature of art and arts advocacy.

That said, we trust you'll find valuable tips and inspiration in the following pages. We can't wait to see how your neighborhood benefits from your creativity and care!

**ROKH**

 **IndyArts**  
COUNCIL

**PUBLICART**  
**FOR ALL.COM**

# WHAT IS PUBLIC ART?

Public art is non-store-bought creative expression, visible from the public right-of-way, whether or not it is on private property or privately funded.

Everyone can participate in the making of public art. Research suggests that women, members of the global majority, and people with disabilities are currently under-represented. Claim your space!

## TINY GLOSSARY

### Right-of-Way (ROW)

Streets, sidewalks, or greenspace publicly owned and for public use.

### Global Majority

Persons who are Asian, Black, Indigenous, Latino/a/e, Native Hawaiian or other Pacific Islander.

Art has been shown to provide economic impact, strengthen community and encourage competency. To learn more, check out the report below.

### Why Public Art Matters *Americans for the Arts*





# CARING FOR EXISTING ARTWORKS



## Grow your appreciation

Look for the art in your favorite places.

Ask questions about the art.

Ask questions about the creator(s).

Notice what the art makes you feel, think, or imagine.

Share about your experience, tagging the artist and the area.

## Keep them in good condition

If you come across damaged artwork, make note of its location, and look for signage indicating its title or creator.

If you can find the name of the artist or the sponsors, contact and alert them of the damage. If you can't, alert your mayor's neighborhood advocate instead.



**Mayor's  
Neighborhood  
Advocates**  
*indy.gov*



# ESTABLISHING NEW ARTWORKS

## 1 Come up with an idea!

In fact, come up with lots of them.  
There are so many types of public art;  
let your imagination run wild!

novel combinations + gentle limitations »»» fresh ideas

### BRAINSTORMING TECHNIQUES

#### Free Association

Generate a short list of random words, images, or concepts. Pair them up, and come up with an idea that connects each pair.

#### Inspiration Folder

Keep a collection of images that inspire you. Rearrange the images, inventing stories or concepts that connect two or more of them.

#### Stream of Consciousness

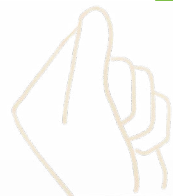
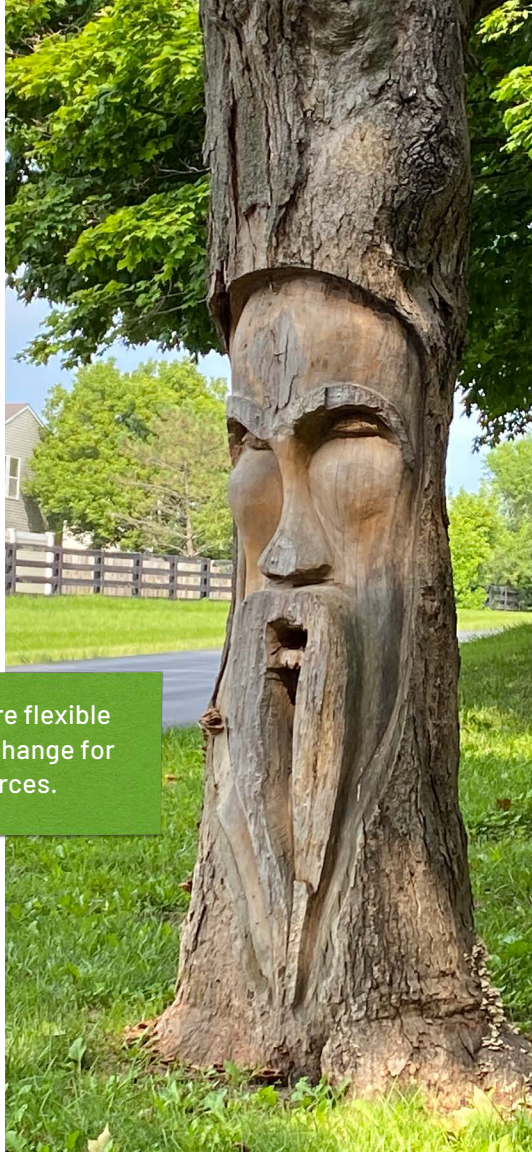
For five minutes without pausing, write ideas and furnish them with detail. Evaluate them only once the time is up.

## ESTABLISHING NEW ARTWORKS cont.

### 2 Do you want this to be a community project?

If you decide yes, invite  
helpers from your network.

Teamwork often means being more flexible  
about the precise outcome, in exchange for  
greater access to skills and resources.





## **ESTABLISHING NEW ARTWORKS** cont.

### **3 Will your project be located...**

#### **ON PROPERTY YOU OWN?**

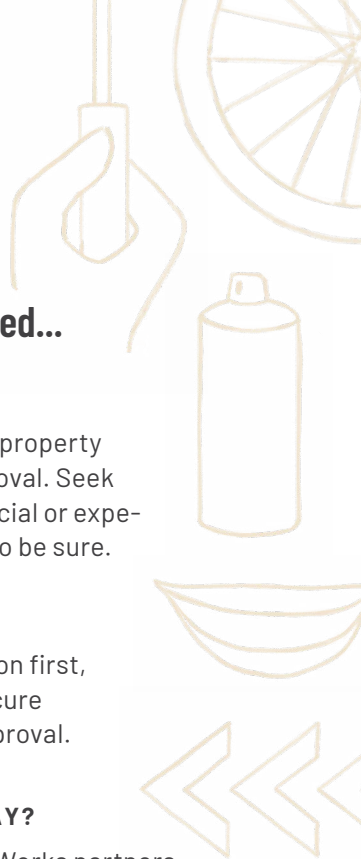
Most projects on your own property won't require outside approval. Seek out the advice of a city official or experienced arts organization to be sure.

#### **ON ANOTHER'S PROPERTY?**

Seek the owner's permission first, then work with them to secure any additional required approval.

#### **ON THE PUBLIC RIGHT-OF-WAY?**

The Department of Public Works partners with you in this case. You can call them at (317) 327-4000, and request the application for Art in the Public Right of Way.





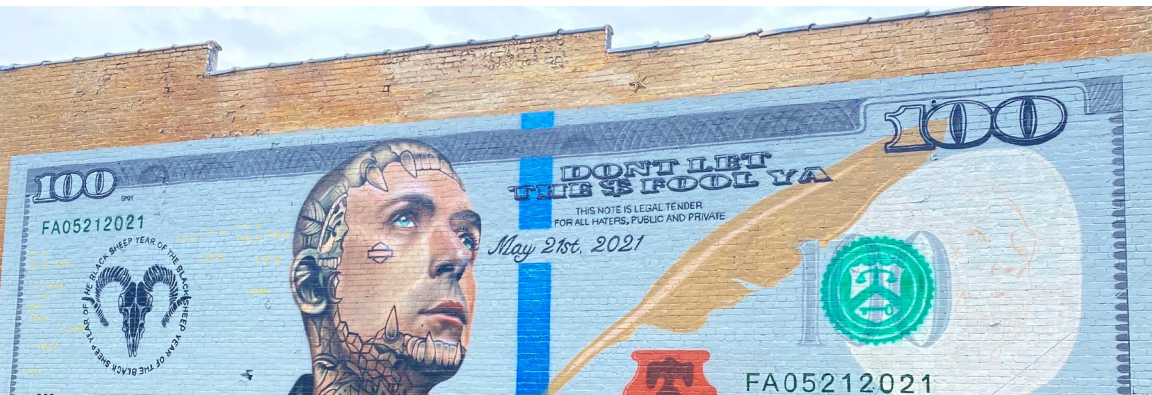
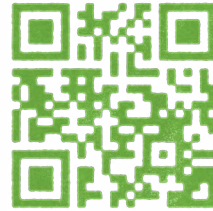
## ESTABLISHING NEW ARTWORKS *cont.*

### 4 Will you need a permit?

Permits are a necessary hurdle in some projects to ensure the safety and viability of the artwork in the city's greater context. Don't let legal and technical requirements discourage you – experienced organizations like the Indy Arts Council can assist greatly in navigating these processes.

**An art lawyer discusses what the permitting process can entail.**

*ARTDISTRICTS Magazine*





## 5 Need materials, support, or financial help?

That's normal, and help is out there! The first step is to make a document that communicates your idea. Write out as many details as you can think of. Include any visuals that might help with comprehension.

Start conversations with nearby businesses and community organizations, presenting your plan to them.

**AND/OR**

Send your plan to the Indy Arts Council. They exist to connect artists with resources and opportunities all over the city.

**Indy Arts Council**





# MORE WAYS TO SUPPORT PUBLIC ART!

Congresswoman Barbara Lee has proposed legislation that would establish powerful grants for artists and communities of color.



HR 7627

## Equity Through the Arts and Humanities Act

**Press Release**  
*Americans for the Arts*

---

If you represent an organization, show your support for the bill via this simple form:



**HR 7627**  
**Organizational  
Endorsement**  
*Google Form*

## MORE WAYS TO SUPPORT cont.



EXPLORE THE  
WORLD OF  
**ARTIST  
SOLIDARITY  
AND ACTIVISM**



### The Art of Equal Pay

This initiative  
by artist  
Michele Pred

shines a light on, and works to  
close, gender and racial pay gaps in  
the arts, in part by inviting affected  
artists to raise their prices.



### W.A.G.E (Working Artists and the Greater Economy)

W.A.G.E calls for the  
remuneration of cultural  
value in capital value.

The organization has

developed a number of ways to combat artist  
exploitation in an unregulated economic  
landscape. You can advocate for your local arts  
organizations to become W.A.G.E. Certified –  
publically committing to paying artists fair fees.



**THEN GET  
INVOLVED**





SEND YOUR  
CREATIVITY AND  
CARE INTO YOUR  
SURROUNDINGS

**ROKH**

 **IndyArts**  
COUNCIL

**PUBLICART  
FORALL.COM**