

MARTA, Atlanta, GA



Carrollton, GA



Blue Ridge, GA



Monroe, GA

# Public Art Toolkit

Georgia Municipal Association and Georgia Council for the Arts  
Presentation by Elizabeth Griffin



Thomasville, GA

# Goals



- ❖ Expand the idea of what public art is and can be
- ❖ Compile great resources that already exist
- ❖ Write explanations that explain public art from the local government perspective
- ❖ Provide a resource for local governments who...
  - ❖ Are apprehensive about public art
  - ❖ Are just starting a public art program
  - ❖ Want to improve their public art practices
  - ❖ Want to expand their public art program
- ❖ Celebrate best public art practices in the state



Suwanee, GA

Public art as a  
tool for...

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Economic development

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Community Development

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Placemaking

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General Branding and Marketing

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Tourism

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Historical commemoration

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Education



Hapeville, GA



Thomasville, GA



Newnan, GA



Athens, GA

# Sections

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# Community Input and Engagement

*If private art is reflective of an individual, public art is reflective of a community.*

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**Purposes: Legitimacy, Accountability, Equity, Community Development**

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**Community Research**

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**Scope**

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**Steering Committees**

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**Reacting to unfavorable responses**

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**Community input methods**

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**Community engagement activities**



Woodstock, GA



# Artists

Selection  
Process

Calls for  
Artists

Working with  
an artist on a  
design

Public art  
contracts

Transporting  
3D Artwork

Where to find  
an artist

Shellman, GA



Augusta, GA

# Legal Issues

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Public Art Ordinances

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Zoning and Land Use

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Insurance and Risk Management

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Copyright

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Accessibility

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Identifying and Securing Property Rights



# Policy Issues

Partners and Stakeholders

Research

Mission, Vision, and Value Statements

Site Selection

Cost-Benefit Analysis

Public and Media Relations

Program Evaluation



Madison, GA



# Other Sections

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Conservation and Maintenance

Funding

Public Art Commissions and Public Art Master Plans

Historical Preservation

Case Studies



Hapeville, GA

# Final format

Right now the toolkit looks like this...

## Community Input and Engagement

*“The public comes first in public art.” -Patricia Walsh, Americans for the Arts*

### Introduction: What is community input and community engagement?

When starting and implementing a new public art project, it is vital to create opportunities to gauge public reactions and opinions and even garner public participation in the design and implementation of the art. This is referred to as *collecting community input*. Collecting community input helps ensure that the art or art program that you commission for your community is reflective of the public and has investment from the public.

Throughout the commission of a public art project or program, as well as long after the project is finished, it is also important to consider how you will continue to engage the public. The art will be made a more integral part of your community if the community continues to participate in the program and makes use of public spaces. *Community engagement* helps to make sure the art creates the dialogue and spaces for which it was intended and helps to “extend the life of the project” ([Community Rejuvenation Project](#)). If public art is not maintained in the community through programming and information, the community will lose their close relationship to the public art.

Importantly, public art planning creates an opportunity for the local government and other involved stakeholders to consider who is in the community, the different cultures and collective culture of your city, and how art might best be used to celebrate that culture. This means not only collecting input and engaging the members of the community who are interested in public art but considering the *entire* community’s voice throughout the process.

The following sections explain the purpose of investing in community input and engagement initiatives, consider the timing and scope of those initiatives, and provide definitions and resources of some different methods for best practices.

## Purposes of Community Input and Engagement

### I. Legitimacy and Accountability

If the artist and community leader do not work in collaboration with the community,

But hopefully it will end up looking like this...

- <https://playbook.cityofnewyork.us/>
- <https://makercitybook.com/>

# Questions?



Augusta, GA



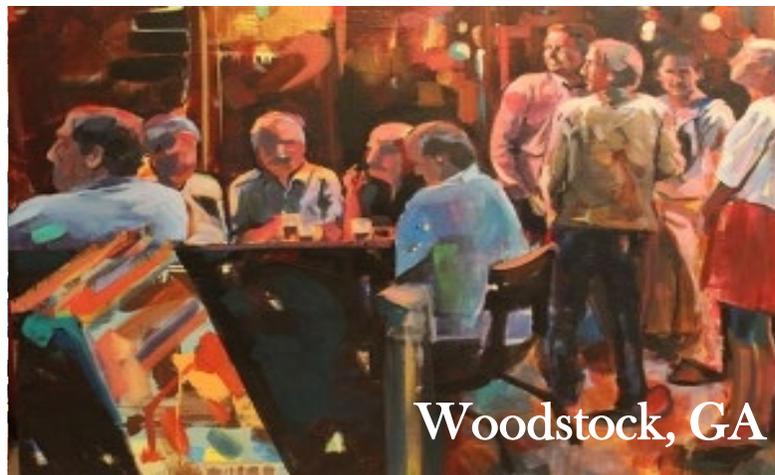
Fitzgerald, GA



Carrollton, GA



Macon, GA



Woodstock, GA



Suwanee, GA