

# Honoring the Past, Envisioning the Future



## WEST DOMINICK STREET ART WALK PROJECT



This presentation was prepared with funding provided by the New York State Department of State under the Brownfield Opportunity Areas Program



# Rome Downtown Revitalization Initiative

VISION

WELCOMING

WALKABLE

ARTS, CULTURE, ENTREPRENEURISM

BUSINESS

THRIVE & GROW

LIVE, WORK, PLAY & STAY

Check it Out! <https://www.romerises.com/downtown-revitalization-initiative>

# Art Walk District

NORTH & SOUTH MADISON STREET TO N. JAMES STREET



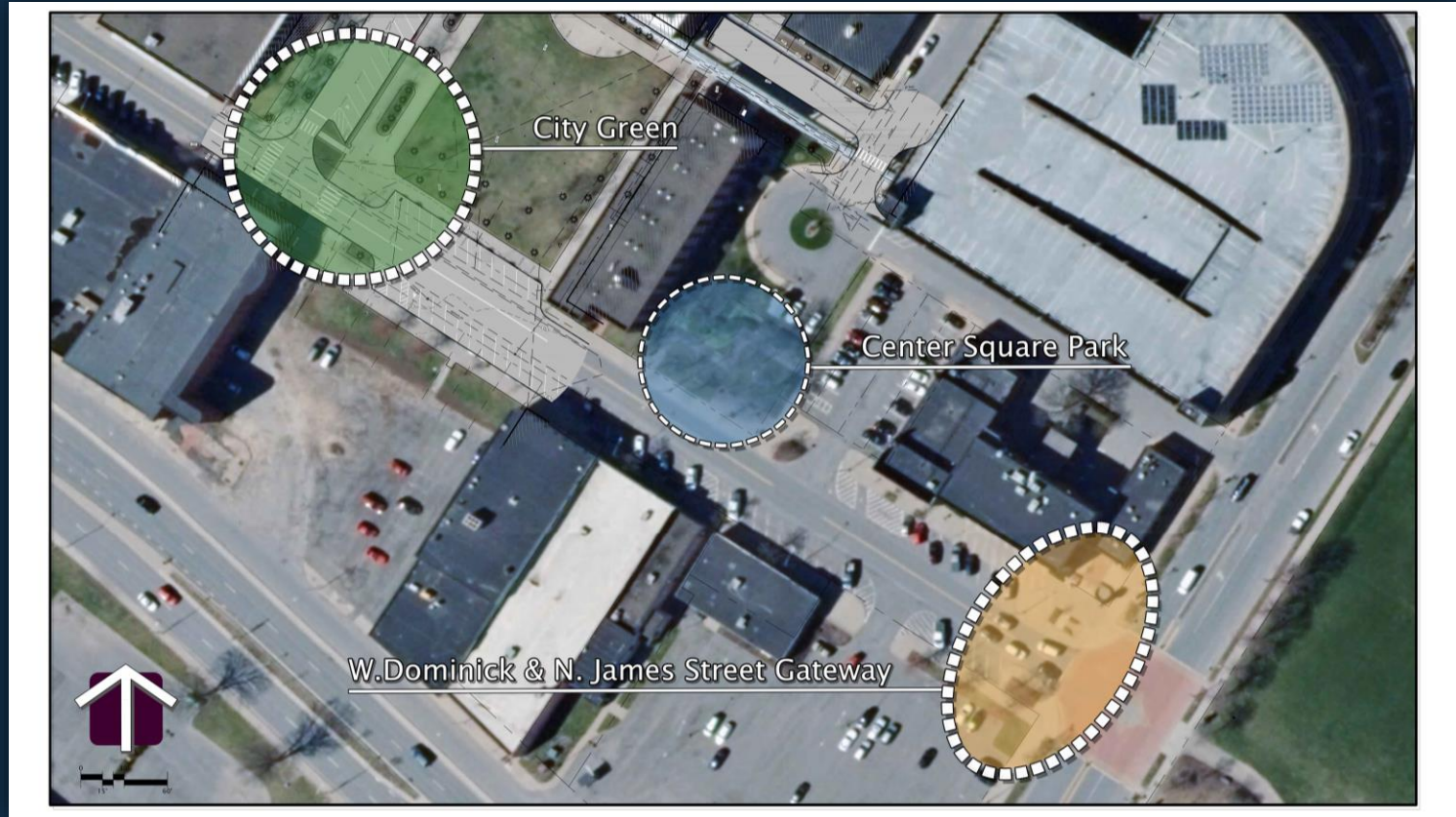
# “The Great Carry” Art Plaza

300 BLOCK – WEST DOMINICK STREET ANCHOR



# Potential Designated Art Areas

CITY GREEN – CENTER SQUARE PARK – INTERSECTION N. JAMES & W. DOMINICK



# PUBLIC ART

PUBLIC ART HAS THE CAPACITY TO INVOKE A GREAT VARIETY OF MEANINGS AND EXPERIENCES



Adding cultural, aesthetic and economic value to the community.

An opportunity to strengthen the community's identity and foster engagement and interactive activities while creating a sense of place.

# 1. IDENTITY & SYMBOLISM



Work hand and hand to Represent place.

Identity is a key defining factor in what makes a place or a person who they are. It's how they choose to be seen by an outside source, how that person or place presents itself to the world.

Symbolism is a physical code in the landscape that marks or represents a person or place.

Statue of Liberty, NY, NY

"Anonymous Pedestrians" –one of numerous such installations in Wroclaw, Poland.



Identity and Symbolism can take many forms in the landscape and community.





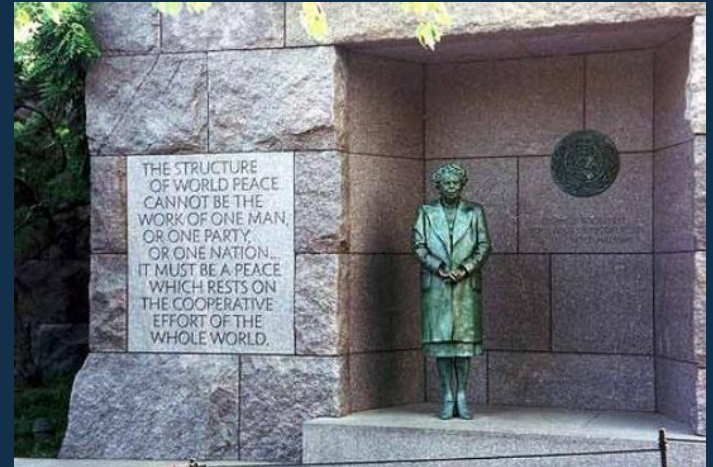
## 2. NARRATIVE / COMMUNICATION



Unknown artists- Various installations created from car parts involved in fatal accidents. Bogota, Columbia



Illustrate well-known historical, religious, legendary, or mythic stories. Sometimes artists invent their own stories, leaving the viewer to imagine the narrative. Narrative can indicate personal, political and social issues.



Franklin Delano Roosevelt Memorial, Washington D.C.  
Lawrence Halprin- installation laid out with four “rooms” that represent each of his four terms as president.

Union Canal,  
Fountainbridge,  
Scotland



Fort Stanwix –  
Battle Scene

### 3. LANDMARKS

“An object or feature of a landscape or Town that is easily seen and recognized from a distance, especially one that enables someone to establish their location.”



Spirit of Belfast, Dan George. Corn Market, Arthur Square, Belfast

Flamingo, Alexander Calder's 53-foot-tall Sculpture, Federal Plaza, Chicago



# 4. WAYFINDING

“The process or activity of ascertaining one’s position and planning and following a route.”  
Public art can include details and insights into the surrounding landscape, guiding users while displaying cultural, social or political aspects along the way.

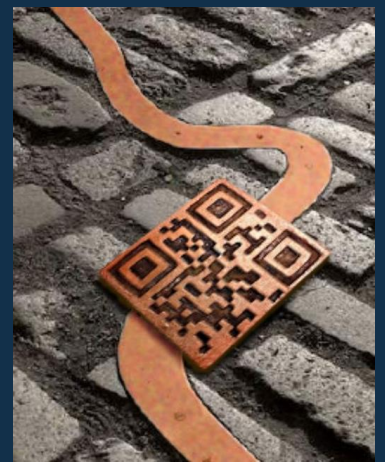


Freedom Trail, Boston, MA-  
Physical line in the landscape leads visitors to historic landmarks.



Pamlico Wayfinding, Baltimore, MD-  
Butterfly art connects students to a recreation center and arboretum.

Tie the neighborhood together with strategic placement of secondary installations, such as pavement inserts, hanging sculptures and banners.



Embedded QR codes to link to maps and community information for virtual wayfinding resources

## 5. INTERACTIVE ART

Aims to engage viewers in multiple ways, whether it be physically, mentally, or both. This category of art inherently offers an invitation for the public to become involved in a discussion that can have varying levels of depth and intensity.



Lighted art installations, Seaport, Boston, MA



The Crown Fountain, Chicago. Two large screens show 75 different faces collected from people of different races while people interact with fountain.



Highly interactive, universally designed, inclusive art pieces that are kid-friendly and create a sense of community pride. Creates a space that is visual, audible, hands-on and functional for everyday visitors.



River's Edge Park, Council Bluffs, Iowa- Interactive lighting games



## 6. FUNCTIONAL ART

Can replace typical functional items in the landscape, offering a new take on traditional solutions.



Public Bench, Alberta, CA



Examples  
of bike racks  
as public art.





Incorporate key elements into everyday functional objects to display Rome's architectural heritage for the enjoyment and celebration of today's residents.



## 6. RECLAMATION / REVITALIZATION

The transformation of a space from current conditions to new or enhanced. This refers to materials, space, or something symbolic being replaced or reimagined, reclaimed and revitalized space generally have some form of symbolism in reference to their surrounding spaces. Can be a reference towards some historical aspect, celebrating the past, or symbolizing growth and progress from the past.

Rail Park, Philadelphia, PA



World Trade Center Memorial, NY, NY



## 7. MEMORIALS

Memorials are a Powerful entity that invokes a great deal of emotions to viewers. Memorials can also be utilized for the remembrance of celebratory historical happenings.

9/11 Pentagon Memorial



WWII Memorial, Washington D.C.



## 7. TEMPORARY / CHANGING ART

Temporary public art is vital to placemaking and civic identity. Its impermanence lends the flexibility to address topical, timely issues, promote diverse artists & styles, spark debate & engagement, and initiate community bonding. It also frees a community to host art in unexpected places, experiment with media, encourage greater collaboration, and spend less money.



Interactive  
entertainment art,  
NYC



Vancouver, BC

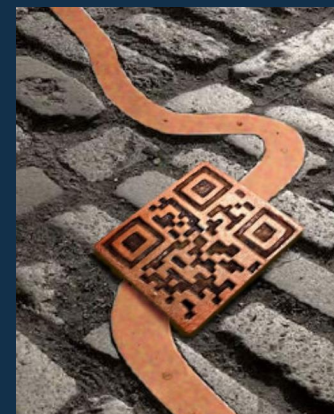


Blood Swept Lands of Seas of Red,  
Tower of London, England- temporary  
art fundraiser

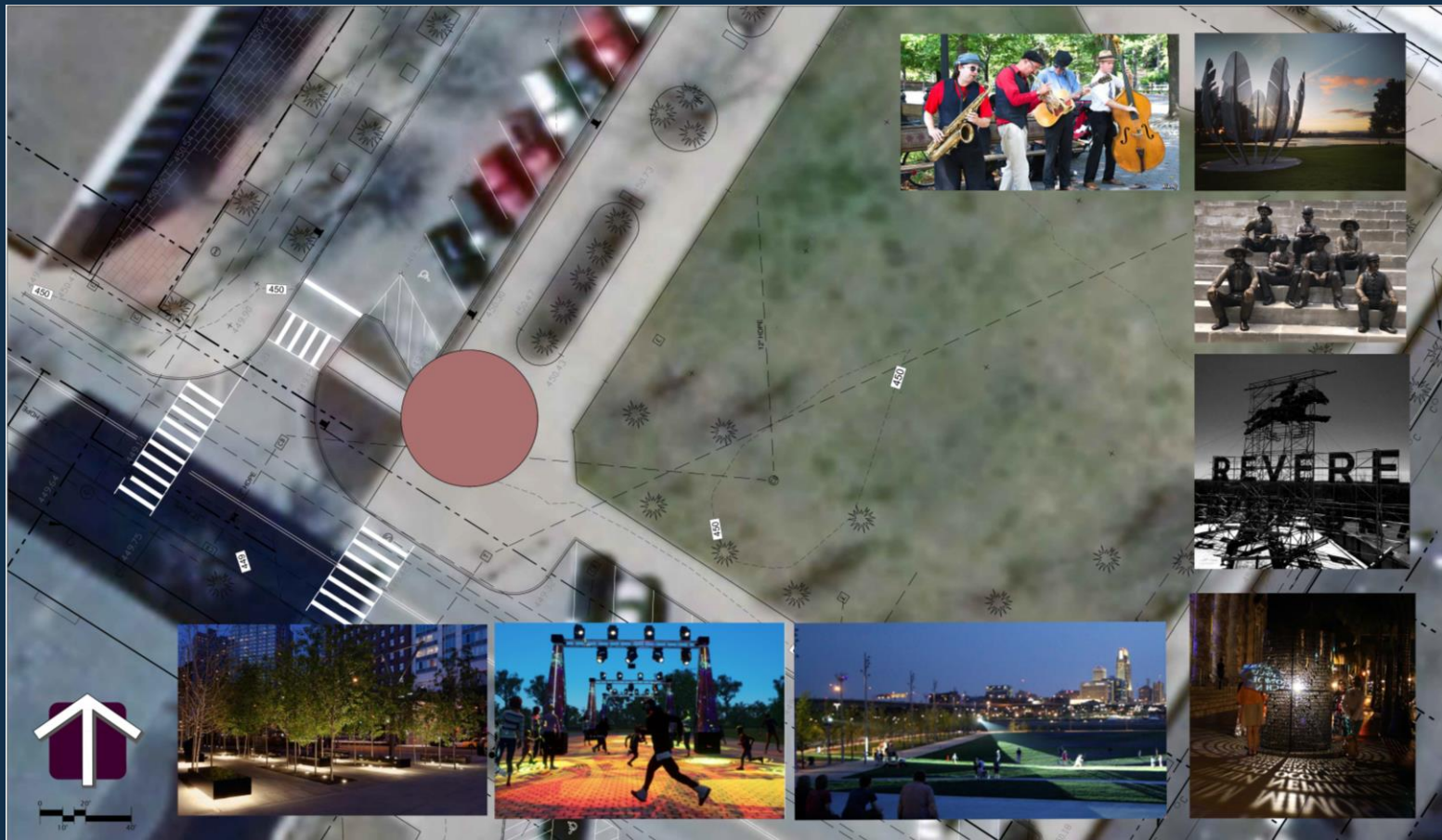


Long Island City,  
ever-changing graffiti  
walls

Changing virtual displays are less costly and encourage active involvement and use. Embedded QR codes can link to community calendars, local businesses, virtual art galleries, information, etc.

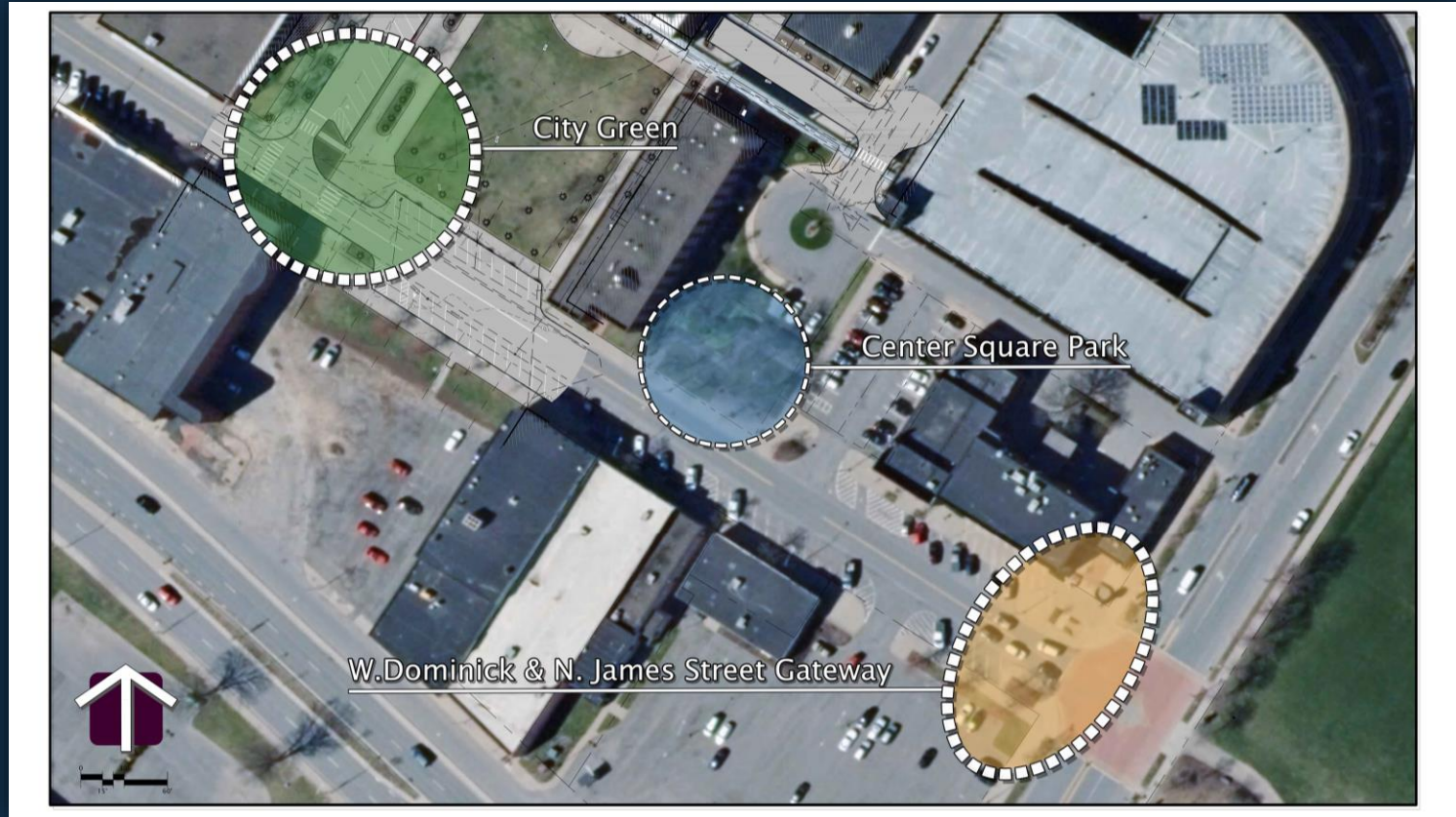


# CITY GREEN



# Potential Designated Art Areas

CITY GREEN – CENTER SQUARE PARK – INTERSECTION N. JAMES & W. DOMINICK

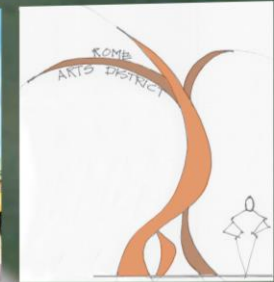


# CENTER SQUARE PARK





# W. DOMINICK AND N. JAMES GATEWAY





QUESTIONS,  
COMMENTS  
and  
YOUR INPUT!



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**THANK YOU FOR YOUR  
PARTICIPATION AND SUPPORT**



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