

January 23, 2023

2023 VPAC Proposal

**Vienna Public Art
Commission, supported by
the Vienna Public Art Foundation**



Today's Objectives

Understand the Vienna Public Art Foundation's funding strategy, including a community art experience for 2023

Submit three additional projects for the Town Council's consideration

Funding Strategy

Show Up, Take Part – Be a Part of Public Art

- Art activities at Viva! Vienna!, Cookies with Santa, etc.
- Outreach to wide range of community groups to inform and recruit

“New Day” Project

- Donations from Community participation
- Local Business Match to donations
- Grant matching funds

The background of the slide is a watercolor-style gradient. On the left side, there is a circular cutout that reveals a white background. The watercolor colors transition from purple and blue at the top, through yellow and orange in the middle, to red and pink at the bottom. The text is positioned on the white circular area.

Community Art Experience
“A New Day”
Mural

“A New Day” Overview

- On the South wall of the Vienna Community Center create “A New Day” mural of a sunrise, commemorating community involvement through COVID-19.
- We will commission an artist to create the sunrise, then “grid” the painting and transfer it to the brick wall by paint-by-number.
- The community will be invited to Be a Part of Public Art by painting a brick in the mural.
- Close to the wall, one would see individual bricks. The full picture would appear as you step away.
- **Vienna as individuals will paint the wall, Vienna as a community will create the mural.**

“A New Day” Visual Concept



Criteria:

Town Controlled

Important and Permanent

Supports purpose, a statement of our values

Visible for Vienna community and visitors

Accessible so all can participate

Viable Structure: Single surface brick wall



Revenue and Costs

- Revenue: At \$5+ per brick donation x 1200 estimated bricks = \$6,000-\$20,000 in donations.
 - Bricks requiring scaffolding or other support are reserved for town or county employees.
- Costs
 - Artist design and rendering cost TBD
 - Paint supplies and pixel translation (likely Sherwin Williams donated)
 - Misc. costs TBD
 - Total costs estimated to be under \$10,000
- Initial Outcome: **~minimum \$10,000**
- Leveraging New Day Income
 - Paint Day Match – Local Businesses
 - Matching Grants – Requires grant expertise

Goals

- To create a community focal point – an artistic mural that becomes part of the Vienna landscape
- To create awareness of VPAC and excitement about what public art can bring to our community, including significant social media presence the Town can leverage
- To raise significant funding (\$20,000 goal) to fund further VPAC projects as endorsed and approved by the Mayor and Town Council
- To use the project to jumpstart work with business owners and builders, highly visible proof that Vienna values contributions to our artistic landscape, with the goal of three larger scale projects with substantial public private funding over the next 3-4 years

Governance

- New Day will be managed through the Vienna Public Arts Foundation (VPAF), the foundation created to fund VPAC projects.
- The Vienna Public Arts Commission (VPAC) will review and revise the proposal to recommend it to the Town Council.
- The Town Council must approve the project including use of the Community Center wall.
- The project management and Town staff will work together to comply with zoning and other requirements, i.e., Board of Architectural Review, Public Works department.
- VPAC will work with the Town staff to develop and implement a maintenance plan.

Resources

The project will need many volunteers. We plan to reach out across Vienna to promote public art in general and recruit help.

We have 10 workstreams to manage:

1. Town review and compliance
2. Artist contact and original art creation
3. Art to wall paint-by-number translation
4. Wall prep and management (labeling bricks, scaffolding, etc.)
5. Publicity
6. Relationship with Sherwin Williams
7. Volunteer recruitment
8. Paint day scheduling
9. Local business matching program
10. Grants

We also need project coordination and documentation



Moving forward with more public art

*Making a space
you know
a place to go.*

Additional Art in 2023

From a featured art experience to further art throughout town...

Beautifying our spaces:

- Cherry Street Wall
- Freenotes Harmony Park
- Town Hall Utility Pipes

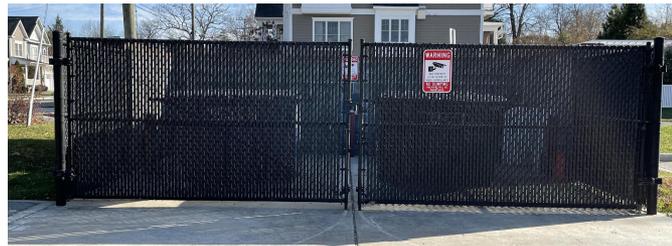
Cherry Street Wall Community Center



Parallel to front of Community Center



Faces Park Street



Faces Community Center parking lot



Faces Fire Station

- Will consider several mediums – paint, stainless text or image, etc.
- Seeking approval to develop options
- As with all VPAC projects, is subject to Council approval to proceed

Harmony Park at Centennial Park

- We will start with the four flowers instruments
- If they are well used we can work with local music-oriented businesses to add to the park
- NOVA parks has approved use of the land behind the caboose for this purpose
- Anodized aluminum resists corrosion and wear
- Cost: \$6,300 uninstalled



Bell sound:

- 4 notes per flower (C Major Scale)
- Includes 1 mallet per flower

Sound range:

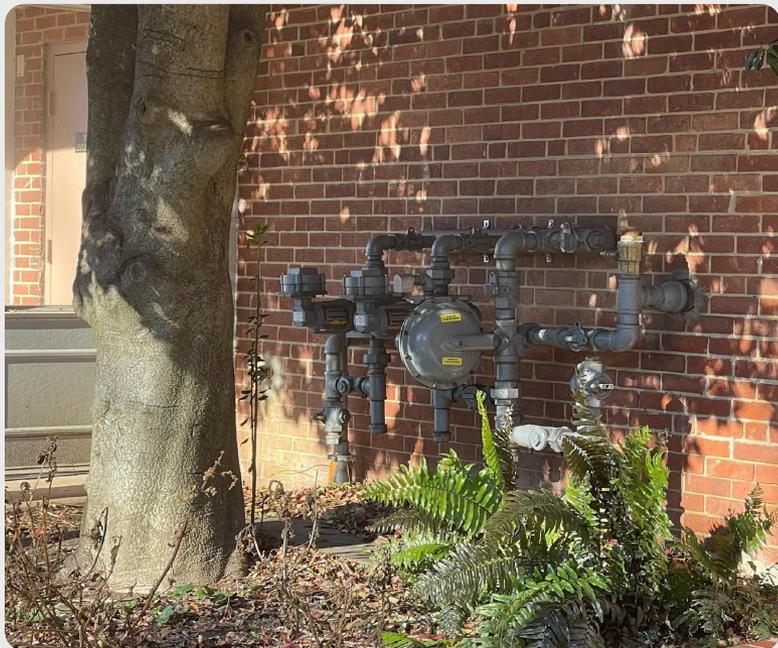
40-60 decibels standing next to instrument

- Less than 50 decibels at 50 feet away
- *30-50 decibels – average room noise**
- *60 decibels – background music**
- Park is bounded by one street and two parking areas with higher decibel levels

* Hearing Health Foundation



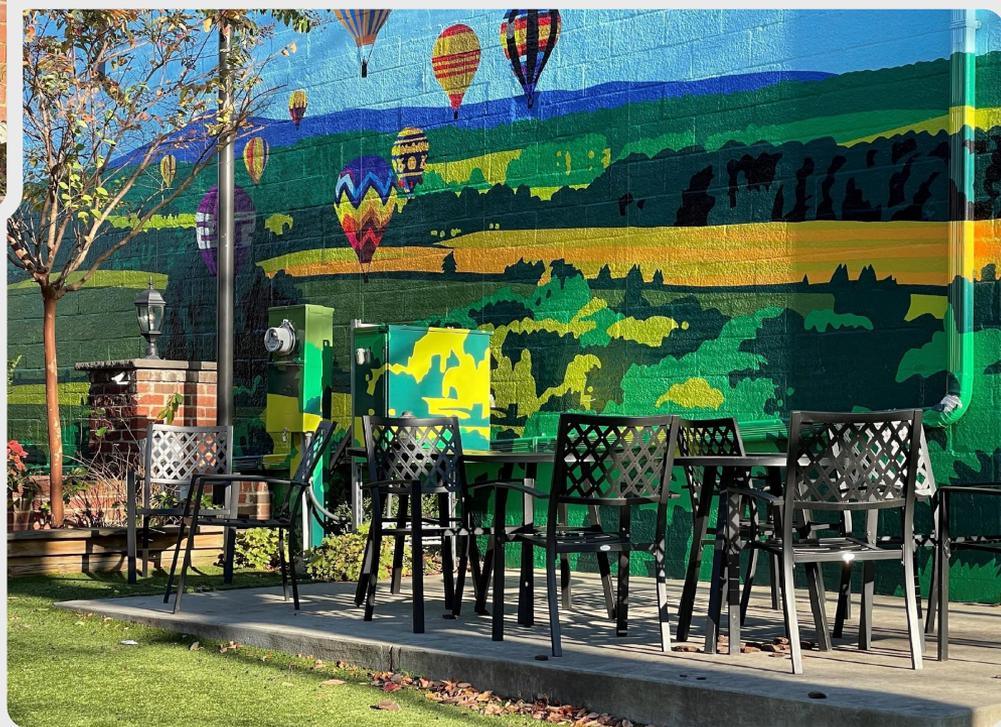
Town Hall Utility Pipes



Possible paint options:

- Blend into the brick with brick colors
- Paint brick with brick red base and green “ivy” vines
- Enhance planting around tree and mirror that on pipes

Café Seating in
Falls Church
*Can you see
the utility box?*





Working Together

- Building our presence around town – Cookies with Santa, Viva! Vienna!, Walk on the Hill
- Building community digitally and physically
- Creating big and small art experiences
- Partnering with organizations and businesses around Vienna
- Getting involved with Town projects early – How can we help the Town? Are there any projects underway that could benefit from VPAC and VPAF involvement?
- Assisting with zoning vision as needed



We're seeking discussion and general agreement that we may proceed with

- **New Day** project, specifically the wall and recruiting volunteers
- Developing plans for **Cherry Street Wall**

Both subject to your further approval

- Purchase of proposed Freenotes "**flower**" structure
- Painting the Town Hall **utility pipes**

What information do you need to help us move forward with approval at your next meeting?

Backup

Community Center: Front and Field Sides



Funding and Fundraising

- We will ask for voluntary donations to paint the blocks. Anyone can paint, but many Vienna Residents will be happy to contribute to support this project and others. Rustic Love has proven that Vienna is generous if funds go to a very visible cause in Vienna they support, especially if there's some fun involved.
- The mural celebrates our community, our COVID experience and supporting local art. These make it an ideal project for several types of grant funding. We intend to pursue that aggressively.
- Many grants require matching funds from local government. The Town can set an overall ceiling.
- Support and excitement over the project will be a significant selling point for business and builders. We are investing in Vienna's economic environment
- We plan to create a winner that everyone wants to get behind, participate in and support.