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1. *Three Bears* in Philadelphia, Pennsylvania.
2. Art installations can be educational and interactive. *Watermap* shows local waterways.
3. The brick sculpture in Cary, *Arts Alfresco*, provides visual interest while also being interactive.
4. A sound wall in Denver, Co, proves that functional can also be beautiful.

03 | Public Art Is...

Public art has the power to energize public spaces, promote community engagement and transform everyday places into attractive and meaningful environments. In parks and greenways, the town center, and in other destination places, public art has the potential to strengthen civic identity, community character and economic prosperity through cultural expression.

Public art is not new. For thousands of years, people have transformed places through artistic expression, such as wall (cave) murals, monuments, and sculpture. In the early years of the United States, public art was typically in the form of commemorative artworks expressed in cast bronze or carved stone monuments and sculptures of important civic events and people. These works of art were placed around public buildings and parks as a reminder and celebration of the past.

Today, the form, materials and purposes of public art have greatly expanded. Artistic interpretation, technology, new materials, complicated forms and messages all contribute to the current public art lexicon. The placement of art has also evolved. In addition to freestanding artworks, public art is now integrated into infrastructure, such as bridges, retaining walls and walkways, and can take on a functional role such as in the case of benches and bicycle racks.

Public art is most successful when it is connected with the community in some way—through its history, culture, people, values or natural landscape. Whether the references are literal, metaphoric or abstract, the connection of the artwork to Cary promotes a dialogue about the Town’s heritage and cultural values, and reinforces the unique civic identity of the Town.

Public Art Categories

The following is a general representation of the various types of public art. These categories are not mutually exclusive.

1. **Functional:** The primary purpose of this type of art project is functional or utilitarian, and serves a purpose in the public realm. The public art piece could be an embellishment of an object or a functional and artistic piece created entirely by the artist. Examples of functional public art include benches, bicycle racks, bus shelters, fences, and gates.
2. **Object (or sculpture):** A freestanding art project, physically independent of other site elements, is called object (or sculpture) art. Object art can consist of a wide variety of materials, including metals, wood, concrete, fiberglass, landscape, glass, and lighting elements.
3. **Integrated:** Art projects that are fully incorporated into the design of a larger project are referred to as integrated art. The process is always collaborative; artists work with architects, engineers, and other design professionals to create and install a work of art. Examples include bridges, retaining walls, walkways and buildings.
4. **Interpretive:** Public art with the primary purpose of educating the public is referred to as being interpretive. The artwork might be self-explanatory or require a supplemental panel of facts explaining the project.
5. **Monument:** This is the most traditional type of public art. Monuments are typically cast in or sculpted from granite, bronze, or marble. The earliest forms of public art in the United States include monuments depicting war heroes and respected civic and charitable leaders.

6. **Murals:** Murals are painted or applied to walls. While some murals are painted directly on walls, others are prepared in studio and later applied to walls. The oldest murals took the form of etchings and paintings in prehistoric caves. Today's murals are similar to prehistoric paintings in that they both have messages that are unique to the locale.
7. **Sensory Art:** This type of art project can appeal to the visual, auditory, or touch senses, or to a combination of these. The most common example is a water fountain, which has auditory and visual features that enliven a space. More recently, lighting has been popular as a public art form in urban public spaces. Art projects that incorporate sound are also popular in urban public spaces and parks. Sensory public art is often a crowd pleaser and is helpful for drawing people to a particular area.
8. **Digital:** Digital public art is a technologically based public art form. The artist's tool is a computer, or computerized camera or video projector. Examples of digital art include videos projected on the exterior walls of buildings, and augmented reality, which is viewed from an iPhone.
9. **Temporary:** Art projects shown for a specified period of time are temporary projects. Temporary art projects can be in virtually any form. The advantage of temporary art is that it creates possibilities for experimentation without a long-term obligation, and for topics or forms that are contemporary and might not hold up well over time. Temporary projects also allow for revolving pieces of artwork, which creates a dynamic place and encourages return visits with each new installation.
10. **Serial art:** Serial, or series, art projects are a collection of artworks that reflect meaning through their relationship to one other. Series art projects can be installed in succession, delineating paths and borders, or can be presented as an installation of multiple objects.

Cary Public Art Collection

As of December 2011, Cary's public art inventory included 31 art projects located throughout the community. These artworks were either commissioned or donated to the Town through the efforts of the Cary Parks, Recreation and Cultural Resources Department and Cary Visual Art, a non-profit organization and partner. Nearly half of the current public art inventory had been acquired by the time the 2001 Public Art Master Plan was adopted. These were mostly artworks donated to the Town by Cary Visual Art.

Of the 31 art projects installed as of December 2011, fifteen projects were donated in whole (or part) by Cary Visual Art, six were donated by individuals, artists or other organizations, and one was donated by a developer. The remaining ten artworks were commissioned by the Town of Cary, five of which were installed at the Cary Arts Center in 2011.

The majority of Cary's earliest public art projects were abstract steel sculptures, bronze commemorative monuments, sculptures, and benches. As the Program matured, public art took on new forms, materials, and purposes. Art projects like the Windplow (Beverly Precious), the Imaginary Garden (Barbara Grygutis), and Bowstring Vines (Michael Stutz), were site-specific and drew their inspiration from the Town's local heritage. Early examples of integrated art projects include the Overture, as the Main Gate to the Booth Amphitheatre (Jim Gallucci), the N-S Urban Footprint (Eric Beerbower), the Imaginary Garden (Barbara Grygutis), and Shared Histories (Susan Harbage Page), which is a series of etched glass windscreens on bus shelters.

With the opening of the Cary Arts Center, public art has taken on new and exciting dimensions. Artists Norie Sato, Jim Hirschfield and Sonya Ishii, as members of the design team with architects Clearscapes, developed a series of integrated artworks for the renovation of the iconic old school building into Cary's new Arts Center. A variety of materials were employed from glass, steel, visual projections, solar-powered light pavers, and a grand theater curtain. The artists' goal was to inspire creativity, create a sense of energy

emanating from the Center and honor the landmark building's history. These artworks enable a variety of interpretations and their layers of meaning should reveal themselves to the audiences over time.

Future Public Art Projects

Cary has been at the forefront of exploring new and diverse forms of public art. The progression from bronze and steel sculptures and benches, to functional and integrated art, and more recently to new technologies and sophisticated materials, has resulted in an impressive collection of artwork that appeals to people of all ages and backgrounds. Through the public outreach process, Cary citizens have supported the continued use of new and innovative art types, such as sensory and digital art defined above.

These recommendations are further discussed in the Community Outreach and Public Art Opportunities Chapters of this Plan.



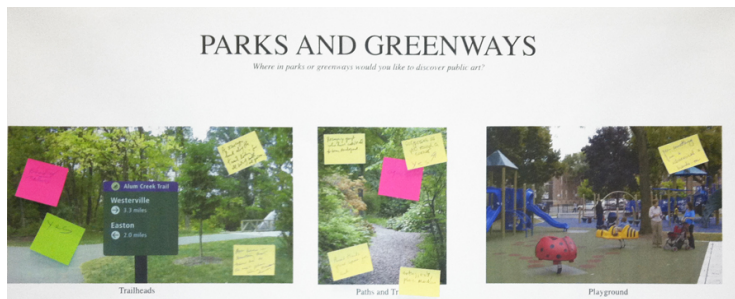
Figure 5, 6 An Inclusive Planning Process: Cary Citizens Share Ideas



7. Participants in the November 2011 workshop were given cards with development options to help them rank their preferences.
8. Project planners presented precedent project images that helped guide the visioning process.



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9. *Public Art contributes to the visual Character of the Town: Workshop packet.*
10. For each of the categories, such as *Corridors + Gateways* and *Parks + Greenways*, participants shared their priorities.
11. A democratic process: participants compare ideas.
12. Sticky notes adorn idea boards and give planners a sense of Cary residents' preferences.
13. Participants were provided with cards that offer suggestions for interventions.