



WHOSE

ART?



WHO DECIDES PUBLIC ART?

WHERE DOES THE MONEY COME FROM?

HOW CAN LOCAL COMMUNITIES CREATE PUBLIC ART IN THEIR NEIGHBORHOODS?

WHO DECIDES WHERE PUBLIC ART GOES?

In the fall of 2018, CUP collaborated with Teaching Artist Ilaria Ortensi and Teacher Lexi Scholes' literacy class at the International Community High School (ICHS) in the Bronx to dig deep into the world of public art. To investigate, students created sculptures, interviewed key decision makers, and surveyed community members about the art they would want to see in their neighborhood.

# Since 1983

New York City has spent over \$41 million on public art through its Percent for Art program. What is public art? Why does the city spend money on it?

WHAT IS PUBLIC ART?

Public art is art in public spaces such as parks, public plazas, streets, and sidewalks. It can be a sculpture or a performance. It can be temporary or permanent.

# WHY IS PUBLIC ART IMPORTANT?

CELEBRATES COMMUNITY

"Public art [represents] the culture of a place -- all of the different activities and history and identity that people have that helps makes a place special."

— Justin Garrett Moore, Executive Director of the New York City Public Design Commission

GIVES PEOPLE A VOICE

"I see public art as a way to give people a different way of saying something or a different voice. It's a visual language that anyone can [understand] just by looking at it."

— Kendal Henry Director, Percent for Art Program at NYC Department of Cultural Affairs



# PUBLIC DESIGN COMMISSION



"[The Public Design] Commission has been around ... since 1898. For the majority of its history the people who have been deciding [public art] have been white men. When you go and look at all the sculptures and statues in this city you think 'Wow, there is a lot of white men.' That's connected to the reason why. There were a lot of white men deciding who puts the sculpture there."

— Justin Garrett Moore



# HOW IS PUBLIC ART MADE IN NYC?

## FUNDERS

"The first person who is deciding on the art is who is paying for it. That could be a lot of different people. It could be a group of people from the community that could get together to decide to do an artwork. It could be the city government."

— Justin Garrett Moore

## ARTISTS

"The artists have a lot of power in the design of the work. They are doing a lot of the work by deciding and determining what it is going to be."

— Justin Garrett Moore

## COMMUNITY MEMBERS

"People who live in a place that is getting a public artwork have the opportunity or the chance to say whether or not they like the project or not. There are community meetings where [artists] meet people in the communities to show them their artwork and they can then tell their opinion about it".

— Justin Garrett Moore

## CITY AGENCIES

"Most of the land in this city is [managed] by two city agencies. One is the Department of Transportation. [The other is] the Department of Parks and Recreation. They both have art programs for temporary art and for permanent art."

— Kendal Henry

## WHO DECIDES?

## THE FINAL DECISION

"[The Public Design Commission] decides 'Yes' or 'No' on whether or not [something] can be built. They have a lot of [decision-making] power. And they actually have that power not only for artwork but [also] for streets, public buildings, for bridges, and a lot of different things."

— Justin Garrett Moore



# WHERE DOES THE MONEY COME FROM?

## TAXPAYERS

Money from local taxes fund city agencies. Some of this money is used to create public art on land owned by the city.

## PRIVATE FUNDING

“The largest way that [public art is paid for] is private funding. These are individuals or organizations or companies that decide to raise money or to provide money to commission or create artwork.”

– Justin Garrett Moore

“The Department of Cultural Affairs [gives] money to arts organizations throughout the city. From the very big ones like the Museum of Modern Art ... to very small ones like what you would see down the street in a local theater company.”

– Kendal Henry

“My program is called Percent for Art. 1% of the money to build [a project on public land] goes towards art. For example, if we are building a school and it costs five million dollars, [Percent for Art] takes 1% of the five million dollars ... to do an art project. That’s where it comes from and that is actually the law.”

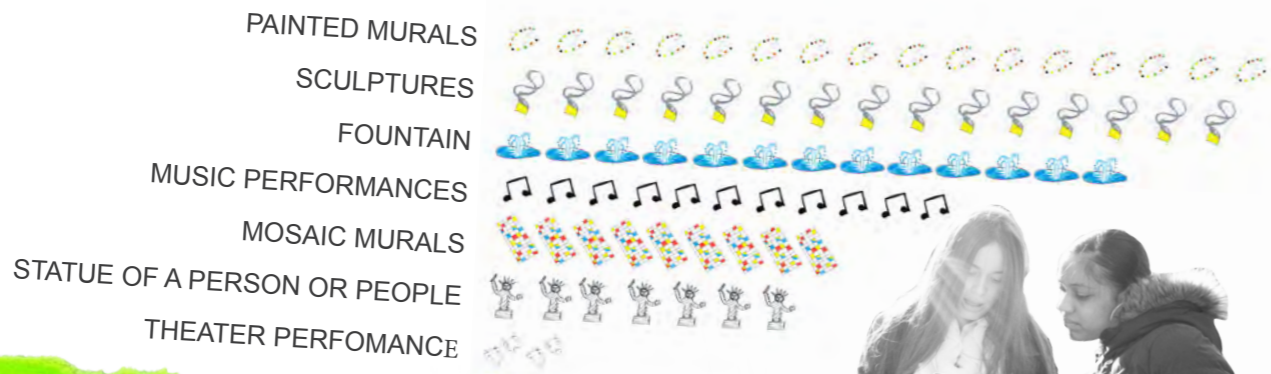
– Kendal Henry





# WHAT KIND OF ART WOULD YOU LIKE TO SEE IN ST. MARY'S PARK?

In the winter of 2018, ICHS students surveyed their community about the public art they would want to see in their neighborhood.



# WHY DO SOME NEIGHBORHOODS HAVE MORE PUBLIC ART THAN OTHERS?



## MORE INFORMATION

"I think some neighborhoods have more public art than others [because] the people know that they could get more [public art.] If you know that the opportunity is there for you then you know you can do it."

- Kendal Henry

## MORE MONEY

"A lot of art happens because private [organizations] or individual people pay for it. This means we tend to see more art in places with people with more money."

- Justin Garrett Moore

# ST. MARY'S PARK VS. CENTRAL PARK?

## St. Mary's Park

is located three blocks from ICHS. Students wanted to know why some parks have more art than others. Students created sculptures and photographed printouts of their artwork in St. Mary's Park.

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"Central Park has a conservancy, which is a group that raises money for the park and programs the park ... St. Mary's Park doesn't have a conservancy."

- Kendal Henry

## LOCATION

"Places that are more important tend to have more public art. What I mean by important is not where a lot of people with money are, but rather it's where a lot of people go. So Central Park, for example, has a lot of art, a lot of sculptures, but a lot of people go to Central Park."

- Justin Garrett Moore

"Central Park is very central to the city so a lot of activities happen there. But it also makes it more difficult to do something in a park like that. It may be easier to do something here [near St. Mary's park] because it's easier to identify who lives here and who wants to make a connection with St. Mary's Park."

- Kendal Henry





# WHAT CAN THE LOCAL COMMUNITY DO?

## CONTACT THE DEPARTMENT OF PARKS AND RECREATION

For more information, visit: [nycgovparks.org/art-and-antiquities/art-in-the-parks](http://nycgovparks.org/art-and-antiquities/art-in-the-parks)

"The parks department has always been open to having the community be influential in doing what they want to do in the park. So if you want to see more art in the park you have to ... say "Let's just do more art in the park."

- Kendal Henry

## WORK WITH COMMUNITY

"[Public art] helps people feel that their communities are special...Developing new artwork can actually be a reason for people to work together."

- Justin Garrett Moore

## CONSIDER THE SURROUNDINGS

"Is it going to be safe? Is it going to last a long time in the outside because of the rain, snow, and cold, and heat? And, what does it actually say? Is it going to be insulting? Or is it inappropriate to any particular group before they put it in?"

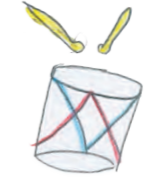
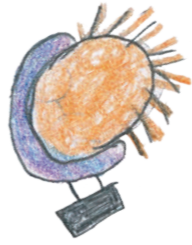
- Kendal Henry

## CONTACT ELECTED OFFICIALS

To find your City Council Member, visit: [council.nyc.gov/districts/](http://council.nyc.gov/districts/)

"Your local City Council Member for [your] neighborhood could also help you promote to get an artwork in your [community]."

- Justin Garrett Moore





WHAT ART DO YOU WANT TO SEE IN YOUR COMMUNITY?

WHAT WILL YOUR ART LOOK LIKE?



WHERE WILL YOU PUT YOUR ART?



HOW WILL YOUR ART REPRESENT YOUR COMMUNITY?



SKETCH YOUR ART HERE!



WHO WILL YOU COLLABORATE WITH?





**The Center for Urban Pedagogy (CUP)** is a nonprofit organization that uses the power of design and art to increase meaningful civic engagement, particularly among historically underrepresented communities.

**City Studies** are CUP's project-based, in-class and afterschool programs that use design and art as tools to research the city. To learn more, visit [welcometoCUP.org](http://welcometoCUP.org).

**The International Community High School (ICHS)** is a progressive public school for English Language learners in the South Bronx. To learn more, visit [ichs.weebly.com](http://ichs.weebly.com).

#### **CUP**

**Teaching Artist:** Ilaria Ortensi

**Project Lead:** Fielding Hong

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**Council on  
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#### **Classroom Teacher:** Lexi Scholes

**Students:** Emely Abreu, Mohammed Alzobidi, Emely Caba Rodriguez, Genesis Camacho Perez, Yulia Castillo, Arielys Colon, Mohammed Doukoure, Hanzel Estevez, Welisabet Familia, Henlly Garcia, Ruddy Garcia, Samuel Garcia Payero, Daniel Hernandez, Yinerolis Hidalgo, Mercedes Jimenez Garcia, Djenaibou Kaba, Ian Laboriel Chavez, Yaniel Lugo, Gumersindo Maximino, Jefferson Mojica, Inmanol Padilla Benitez, Michel Payano, Milennys Pena Caceres, Ashley Perez Pena, Yasneiry Plasencia, Lisanyi Rodriguez, Sulayman Sanyang.

#### **Thanks to our interviewees:**

Kendal Henry, Justin Garrett Moore