

Annual Public Art Plan Fiscal Year 2022

Presented:

Goodyear Arts & Culture Commission
April 26, 2021

Fran Fee
Arts & Culture Commission Chairman

Jennifer Barnes
Public Art Committee Chairman

Guylene Ozlanski
Arts & Culture Administrator



Ewa Bugala: Traffic Cabinet 2020
Pebble Creek Pkwy



Annual Public Art Plan

- Goodyear Arts & Culture Commission
- Highlights of FY21
- Recommendations for public art projects



heART of Goodyear



Shakespeare in the Park 2021

Arts & Culture Commission

- Mission
- Engage and support community through art
- Creating a sense of place that enhances quality of life



Ballet Under the Virtual Stars: Ballet AZ Live Panel Discussion



Paint and Yoga



Chalk on the Walk

Arts & Culture Highlights FY21



Goodyear Rocks 2020



Station 186



Station 181



Virtual Vision & Sound Program Exhibit

- **Public Art**
 - 6 Projects Completed
 - 25 Sites
- **Events**
 - 4 New Events
 - Signature Event Adaptations
- **Programs**
 - Virtual Experiences



heART of Goodyear: Social Media Engagement

Goodyear Public Art



Public Art Telling the Story of Goodyear



Largest Permanent Human Powered Kinetic Sculpture in the World



Goodyear Artists Defining the "Culture of Art in Goodyear"

- Creates a sense of place
- Enhances and beautifies the built environment
- Instills community pride
- Provides cultural and social value
- Increases economic attractiveness and promotes development
- Establishes a "Culture of Art"

Public Art Program Goals



Commission
Engagement



Deliver New
Arts Experiences



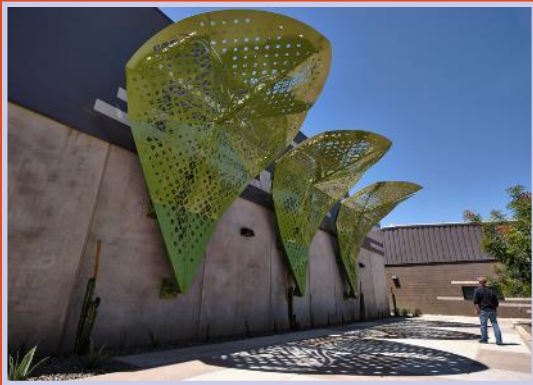
Connect
Local Artists

- Meet recommendations of Goodyear 2025 General Plan
 - Integrate public art throughout the community
 - Incorporate public art in city planning
- Utilize local artists and involve Goodyear businesses to enhance Goodyear's economic vitality
- Ensure community participation in the public art process

Current Public Art Projects



Artist Rendering: Public Art at Goodyear Civic Square Park



Conceptual Image: Architecturally Integrated Public Art

Project	Description	Approved Funding Level
Fire Station 188 Public Artwork	- Architecturally integrated - Responsive to the community and geographic location - Project completion aligned with construction	\$100,000
Goodyear Civic Square Public Artwork	- Destination appeal - Complement overall site design and aesthetic - Public art design is complete - Currently engaged in community outreach activities - Project completion aligned with construction.	\$470,000

Public Art Project Recommendations

Project	Fiscal Year	Description	Project Goal	Recommended Funding Level
Traffic Cabinets	2022	- Engage local artists to utilize applied artwork to embellish traffic cabinets - Work with the immediate community to identify cabinet design theme	- Encourage civic pride - Beautify the city through embellished cabinets	\$2,500-\$4,000 per cabinet
Gallery 37: Youth Public Art Program	2022	- Partnership with West Valley Arts Council - Teen mentorship program to install community-centered public artwork	- Installation in area without permanent public artwork - Community building and placemaking	\$30,000
Bullard Wash Park adjacent to Civic Square	2023	Sculptural panels to activate the linear park and engage visitors in a unique experience	Instill civic pride and celebrate our shared history	\$250,000



Conceptual Image:
Sculptural Panels



Conceptual Image:
Community
Engaged Artwork



Goodyear Traffic
Signal Cabinets

Future Forecast



Conceptual Public Art:
Stop Sign



Conceptual Public Art:
Elevated Artwork



Conceptual Public Art:
ROW Installation



Conceptual Public Art:
Shade Structure

Recommended Project	Description	Project Goal
Ballpark Village Corridor	Artistic enhancements to infrastructure and free-standing works in ROW	Develop a sense of place and unique identity for the area
Parque de Paz	Public art installation that involves the surrounding community in the design and creation	Community building and placemaking
Public Art Installation: South and West Goodyear	- To address growth, explore unique public art opportunities - Potential artworks installed in city ROW, shade structures, pathways and elevated artwork	- Area without permanent public artwork - Create a sense of arrival

Summary

- Impact of Goodyear Arts & Culture
- Project Recommendations
- Approval of Annual Art Plan



Goodyear Artist, Maria Bueno
Traffic Signal Cabinet



Goodyear Artist, Lee Hendrickson
Virtual Hot Coffee Lecture