



**2017 FRA Awards:**      **Cultural Enhancement**

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- **Project Title:** **CANVAS Outdoor Museum and CANVAS Local Showdown**
- **Project Description:** CANVAS Outdoor Museum was designed to captivate the imagination and enrich public spaces through art in Downtown West Palm Beach and Northwood Village. Over its 10-day run, November 11-20, 2016 CANVAS Outdoor Museum brought together more than 25 of the most innovative contemporary artists from around the world and local artists to transform landscapes into interactive art experiences.
- **Innovation:** This project appeals to a broad audience that resonates with every age, gender, ethnicity and cultural background, creating an authentic sense of place and community. Its first inception occurred in 2015 and has now transformed and gained immense momentum capturing the attention of residents, visitors, and business owners alike.

By displaying various public art we are able to enhance and create a greater sense of community that the public can now express easily. It's teaching us how to make connections.

The concept and project was publicized through various media outlets, social platforms, websites, and blogs. Attendees captured and described the events, artists and art installations that resonated with them the most which extended conversations to those not in attendance but expressing interest to attend in the upcoming year.

- **Impact on the Community:** This project used the visual impact of art to draw the attention of the community. The project put into motion its multi-phase event that transformed vacant, city-owned lots along Flagler Drive into imaginative, interactive, art-filled parks. The first phase includes a Kid's Art Park, Chamber Park, Installation Park, and some world-class murals. By collaborating and expanding the reach of the project, the West Palm Beach Downtown Development Authority and the Community Redevelopment Agency have been able to amplify the visibility of our City as a destination for arts and cultural.
- **Funding:** The project was funded by CANVAS Art Charities, the West Palm Beach Downtown Development Authority, Palm Beach County Chamber of Commerce, Art in Public Places, West Palm Beach Community Redevelopment Agency, and the West Palm Beach Arts and Entertainment District. The total project cost was \$250,000.

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- **Problem Solving:** One of the biggest challenges faced by developing this project was the coordination of execution in the public realm. There are several important aspects of these installation pieces: scale, placement, and uniqueness of the individual elements. In comparison to other projects with similar artwork in the Downtown area, this project was consistent with what works in urban places and many existing street art installations throughout the country. In addition to executing large scale art installations including murals and sculptures, the installations became a catalyst to attract visitors to other areas in Downtown and Northwood Village, and inadvertently deterred inappropriate activities.
- **Applicability to Other Communities:** This project's concept could be utilized in other communities to achieve similar outcomes. Promoting art installations and murals to market a place or district to investors, tourists and residents is a powerful tool which creates the interaction within communities.
- **Other Exemplary Aspects:** This project has beautified the public spaces, inspiring our community and artistic creativity.