



ArtWorks

Employing Creatives. Transforming Our City.

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February 25, 2016

Dear Ohio Arts Council Members,

As we enter another ambitious year of Public Art programming at ArtWorks, we look forward to working closely with our partners, including Keep Cincinnati Beautiful (KCB), who will help make 2016 a huge success! Thanks to the outstanding commitment and generosity of supporters such as the Ohio Arts Council, KCB and ArtWorks look forward to expanding our impact in Cincinnati's urban core.

ArtWorks empowers and inspires the creative community to transform our everyday environments through employment, apprenticeships, education, partnerships, and civic engagement. This year, we are thrilled to partner with our neighbors at KCB to launch a series of place-based initiatives in the alleyway system east of Main Street in Over-the-Rhine. The goals of this project are to minimize blight, to create an environment that will encourage community engagement, and to employ artists and youth Apprentices to execute inspiring and visually stimulating public art. KCB couldn't be a more suitable project partner for Artworks, as they excel in igniting community activism to spearhead physical improvements that ensure that the infrastructure and canvases for their site-based art projects are safe, secure, and walkable.

The first exciting iteration of the Alleyway Network Beautification Project is a fun, playful, and brightly colored mural managed by ArtWorks and executed by KCB with two youth Apprentices in February 2016. The mural will feature new site-specific work by contemporary visiting artist Yoyo Ferro from Atlanta, GA—Yoyo was attracted to ArtWorks and KCB's reputation for employing locals to produce high-quality works of public art. The strategic location of this eye-catching composition at the corner of Goetz and Plough Alleys, just off Liberty Street, will inevitably spark the curiosity of drivers and pedestrians, inviting them to explore and engage with the alleyway system and improve their existing perception of the alleys.

Once physical improvements such as signage and trash/graffiti clean-up have been established, local business patrons and residents will feel heightened ownership of the spaces, which will enable KCB and ArtWorks to reach their full potential through whimsical site-specific art installations. The final phase of alleyway improvements will include "plug-and-play" spaces to host block parties, pop-up exhibitions, and performances in conjunction with existing activations and events (such as Second Sunday on Main). As the community begins to consider the alleyways as a forum for creative expression, the possibilities for partnership and collaboration will be endless!

The camaraderie, talent, and dedication of Keep Cincinnati Beautiful inspire us, and we thank you in advance for your commitment and continued belief in their programming.

Warm regards,
Cori Wolff
Cori Wolff
Director of Public Art
ArtWorks

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