

Welcome to ArtWorks!

We are happy that you have chosen to become part of our organization. We look forward to working with you and developing a mutually rewarding relationship.

ArtWorks Organizational Philosophy

Our Vision:

ArtWorks is the creative and economic engine which unites citizens to transform our region.

Our Mission:

ArtWorks empowers and inspires the creative community to transform our everyday environments through employment, apprenticeships, education, community partnerships, and civic engagement.

Our Process:

Youth employment and community partnerships are at the heart of every ArtWorks' project. So is creativity. This is how we transform Cincinnati.

EMPLOY

We employ and train local youth and talent to create art and community impact. ArtWorks is the only Apprentice-model workforce development program for youth in the arts and the largest employer of artists in the Greater Cincinnati region. We hire ArtWorks youth Apprentices, ages 14-21, from diverse educational and socio-economic backgrounds, with 50% from low-income homes and at least 50% of non-white origin.

ENGAGE

We engage community, civic, and neighborhood organizations, health and social service providers, and businesses. Our public art community engagement sessions determine the final designs for murals and other projects. We organize ArtRx art therapy workshops where patients, families and staff co-create art and capes. Our CO.STARTERS program also connects creative entrepreneurs to legal, finance and marketing experts.

CREATE

We create public art that embodies our City's spirit and leaves a lasting legacy. We create smiles by bringing the healing power of art to children with life-threatening illnesses. We create entrepreneurs that have the business savvy to open sustainable small businesses. And by employing local youth to transform their own community, we create our City's future leaders and workforce.

TRANSFORM

We transform more than our City's landscape. We transform the lives of local youth—some ArtWorks youth Apprentices are the primary income earners in their households, others are students at schools where art programs have been cut. We transform the lives of children facing physical, medical and emotional hardships with capes to remind them of their real-world superpowers. We transform the lives of CO.STARTERS graduates by helping them to turn their passions into sustainable small businesses.

Our Programs

Public Art:

ArtWorks believes our city is a gallery. Our Public Art program takes art beyond the boundaries of museum galleries and performance halls and displays it in shared, public spaces to inspire all residents and visitors of our community. Through a revolutionary workforce development program, we hire youth Apprentices and professional artists to create vibrancy and transform our region through creative place-making. ArtWorks Public Art is permanent and temporary, and spans murals, sculpture, one of a kind sculptural bike racks, and the Big Pig Gig and more.

ArtRx

ArtWorks believes the power of art enhances the quality of life. ArtWorks ArtRx program transforms regional healthcare environments for patients, families, and staff to improve their healthcare experience. Additionally, through Hero Design Company—an ArtRx project launched in 2012—ArtWorks youth Apprentices empower children facing emotional, physical and medical hardships through the co-creation of custom superhero insignias and capes.

Creative Enterprise

ArtWorks believes creativity fuels economic growth. We developed our Creative Enterprise program to spur and support local economic development. We train and promote creative entrepreneurs through education, mentorships, access to capital, and community connections. From our 9-week business development program, CO.STARTERS, to recurring thematic Round Tables and the Big Pitch we help make our city more creative and drive economic growth.

ArtWorks Mural Program

History

In 2007, former Mayor Mark Mallory participated in a city exchange in Philadelphia. The Philadelphia Mural Arts Program, which in 30 years has completed over 3,000 murals, both impressed and inspired him. When he returned to Cincinnati, Mallory challenged ArtWorks to create a mural program to beautify the city and create positive employment for teens. Mayor Mallory had a vision to create a mural in each of Cincinnati's 52 neighborhoods. Mentored by the well-established Philadelphia Mural Arts Program (MAP), ArtWorks adopted similar techniques, processes and community engagement strategies to take on this challenge. By 2009, ArtWorks expanded beyond Cincinnati into Northern Kentucky and has stayed committed to adding a mural in Northern Kentucky on a near yearly basis. We're over half way to the Mayor's original goal; 36 Cincinnati neighborhoods and 7 nearby cities have ArtWorks' murals. ArtWorks Public mural benefits the city in a variety of ways including:

- employing youth Apprentices and local professional artists to help transform and beautify the City
- recruiting youth Apprentices from the City and nearby communities
- transforming community walls into a "canvas," displaying a beautiful works of art which are welcoming and create a sense of pride for area residents
- reducing crime, littering, vandalism leading to an increased sense of safety*
- fostering youth development with hands-on learning and mentorship from professional artists

- creating a positive effect on real estate values & retail sales in adjacent corridors of murals and other public art projects*

*Commercial Corridors: A Strategic Investment Frameworks for Philadelphia, Econsult Corporation, March 2009.

ArtWorks' mural program has contributed more to the City than just beautiful art. Because of ArtWorks' mural program, Cincinnati received the US Conference of Mayors Livability Award in 2010.

Selecting a Wall

ArtWorks artists have created 75 murals in 34 neighborhoods and 6 nearby cities as of fall 2014. Typically, a community group or business places a request for a mural and ArtWorks considers the request based on a number of variables including the location, condition of the wall, visibility, and community served. ArtWorks also sometimes approaches a business owner of a wall that would serve a mural project particularly well. Once the wall is approved, the organization and ArtWorks begin developing a community engagement plan to come up with a design and find an appropriate artist. After a series of community engagement meetings, a design is finalized, an artist is hired and ArtWorks begins interviewing and hiring teaching artists and youth Apprentices to create the mural under the direction of the lead artist.

The Apprentice Model

ArtWorks public art program is based on a traditional artist apprenticeship model. Using the apprenticeship model, young artists are paired with a master or lead artist as well as a least one teaching artist who teach the Apprentices valuable skills. When a mural project is requested, a lead artist creates a design proposal based on the feedback from the community partner organization and community engagement meetings. Once the design is approved, the lead artist and teaching artists work with the Apprentices to transfer the design to the wall and create the mural. The lead artist is usually responsible for conceptualizing and creating the original mural design while the Apprentices, under the guidance of the teaching artists, are responsible for reproducing it. On occasion, Apprentices do add their own original design elements to a mural.

Transferring the Mural Design

Before a mural is created, the wall is first cleaned, primed and stabilized. After the wall is prepared, the mural design is typically transferred using the grid method. Using the grid method, the lead artist draws a grid over the original mural design and a grid of an equal ratio is drawn on the wall. The design is then transferred square by square until the entire design is transferred. In addition to the grid method, designs can be transferred by being projected on buildings or drawn to scale and pouncing a pattern on paper and then traced on the wall but ArtWorks artists usually use the grid method. After the mural design is transferred, the artists climb the scaffolding and paint within the lines using the lead artist's design as a guide. Once the mural is completed it is sealed with a clear coat to help preserve it. We predict our murals will last around 20 + years based on the lifespan of murals in Philadelphia, since we use the same paint and process as the Philadelphia Mural Arts Program we believe ours will last around the same amount of time.

Other Public Artworks Downtown

Although the murals are ArtWorks most visible public works of art they are not the only works of art you may encounter downtown while on a mural tour. ArtWorks metro bus shelter designs, bike racks, and Big Pigs are scattered throughout the downtown area and are easily spotted on the streets especially on the Central Business District tour. In addition to the metro bus shelters, bike racks, and Big Pigs, you may see one of ArtWorks painted art cars roll through downtown.

ArtWorks Fun Facts

Since 1996 ArtWorks has:

*Helped new businesses launch 18 new street-level storefronts in OTR, downtown and Northern Kentucky and 32 new businesses in less than 3 years

*Beautified over 136,000 square feet of wall space

*Hired 150 youth annually from 65 local neighborhoods (53% of hired youth are from low-income households) and has hired over 2,500 youth total

*Completed over 30 projects annually

*Impacted over 2,000 patients and their families through Art Rx

*Created over 200 superhero capes for critically ill children

*ArtWorks murals receive over 200 Million mural views annually