

The Alleyway Art Project

Update 1/9/2018

The Project

- Create art installations in participating locations in downtown alleyways
- Work art into the built landscape and unexpected places
- Connect artists with businesses or orgs to collaborate on an installation
- Smartphone-readable QR codes send visitors to a unique web page for each piece

Objectives

- Encourage visitors to circulate downtown
- Highlight local talent and engage visitors
- Increase the "Instagrammability" of Fort Bragg
- Visitors can go on a self-guided tour using the QR codes, learning more about the interconnectedness of our town
- Placemaking

Resources: A true community collaboration

- Property owners volunteer to host art, artists donate portions of time and expertise
- Businesses sponsor installations
- Both Flockworks and I are donating resources and time
- Grants

Guidelines

- No offensive images
- No advertising
- All concepts will be reviewed and approved by the city
- Materials and supplies provided by Flockworks and are approved by city for durability and maintenance (3 - 5 years)

Status: Pilot phase

- Using community network to connect with property owners, businesses, artists
- Website is ready to launch as soon as we get a few in-process images
- We have three projects currently in progress. Specifics pending final approval from involved parties

Ways the city could help this project

- Waive the cost for permit reviews
- Help with right of way / alley closure permitting process, if needed. (Flockworks is a non-profit.)
- Promote launch/ unveiling of artwork

Creating artful spaces increases "the opportunity for social connection and greater feelings of safety."

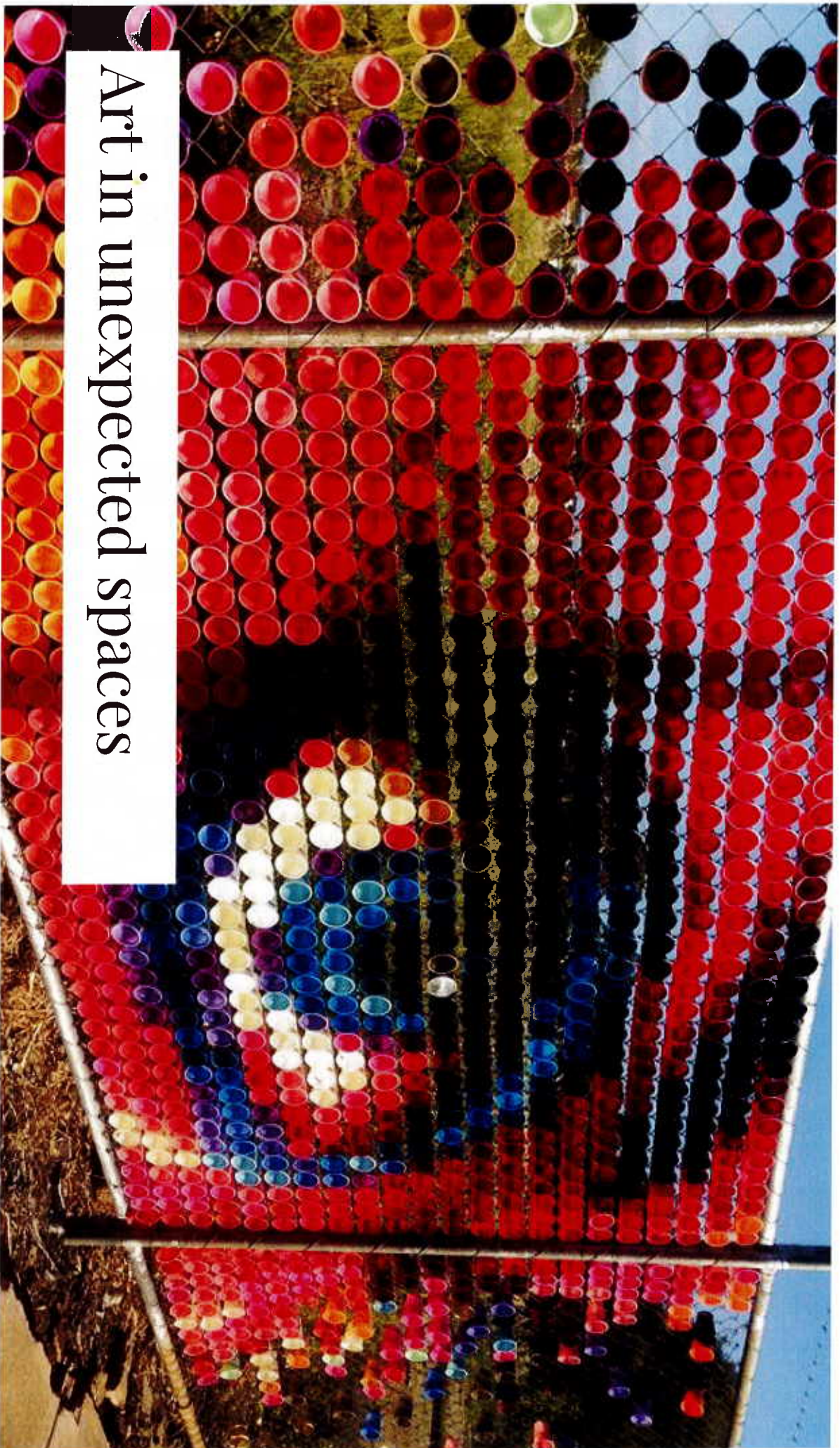
-Marino Bonaiuto, Professor at the University of Rome.

Envisioning

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Art in unexpected spaces



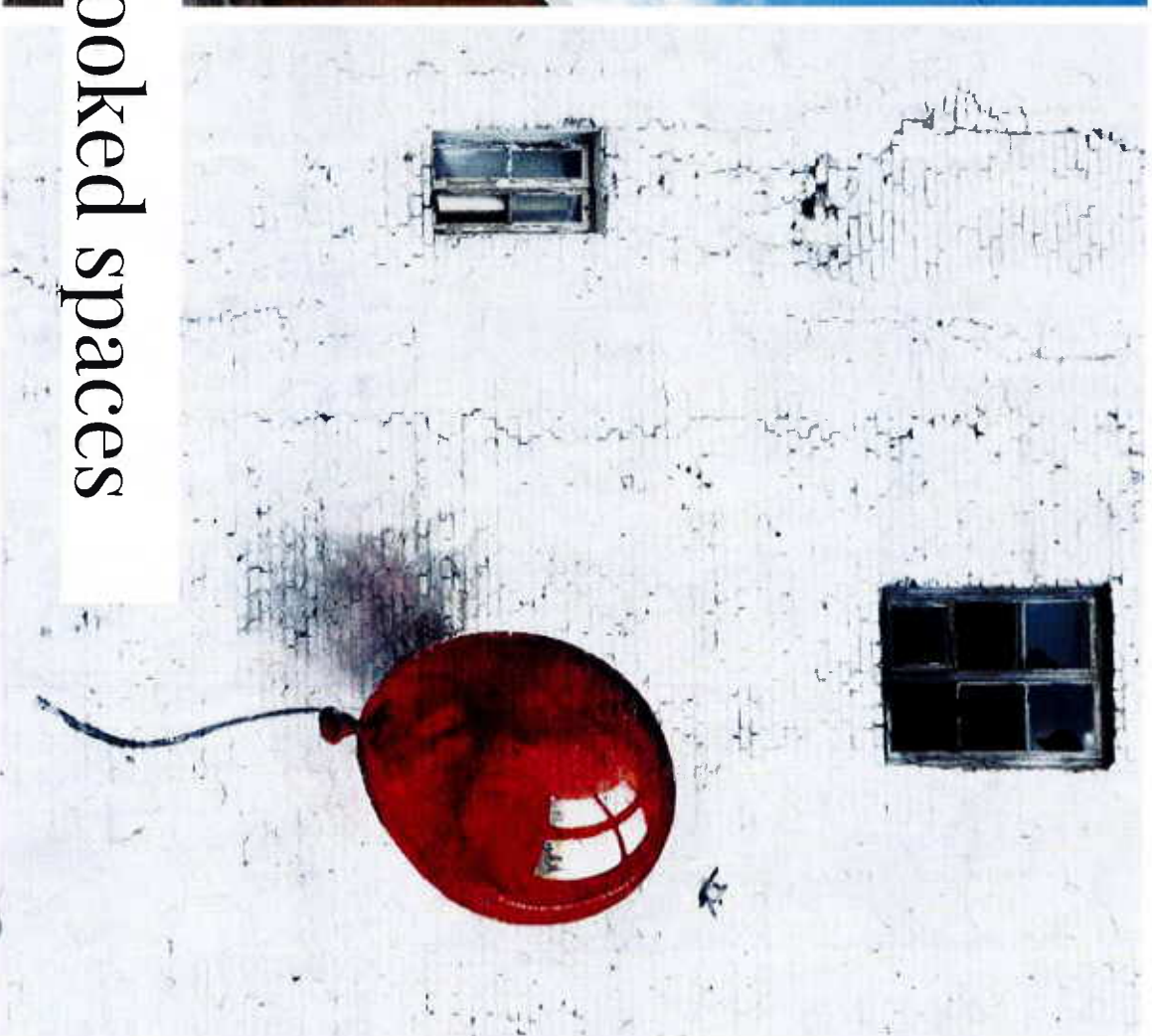


Art integrated into the landscape



Art invites interaction





Art brings life to overlooked spaces