

Public Art Advisory Committee Meeting

February 25, 2025

12:00 p.m.

Council Chambers, 305 SW A Street

Contact skerr@bentonvillear.com to request participation via Zoom.

THE CITY OF BENTONVILLE



PUBLIC ART ADVISORY COMMITTEE

AGENDA

Members

- 1 Elizabeth Miller
- 2 Allan Paulose
- 3 Chad Nicholson, Chairperson
- 4 Kate Schaffer
- 5 Anne Jackson, Vice Chairperson
- 6 Clint Schaff
- 7 Tom Hoehn

Ex Officio

- Beckie Seba, City Council
Kalene Griffith, Visit Bentonville
Alison Nation, Visit Bentonville
Cynthia Post-Hunt, Crystal Bridges/The Momentary
Melisa Durkee, OZ Art

Staff

- Shelli Kerr, Comprehensive Planning Manager
Josh Stacey, Deputy Director of Parks

CALL TO ORDER

ADMINISTRATIVE ITEMS

1. **Approval of Minutes** – Jan. 28, 2025 *
2. **Project Advisors** *
3. **2025 Strategic Plan** * - Vote

CURRENT PROJECTS

4. ***Singing Kites* New Proposal** – Vote
 - a. **Assign Project Advisor** - Vote
5. **J and John DeShields Roundabout**
 - a. **Assign Project Advisor** - Vote
6. **Final Condition Assessment - Maintenance Planning**
 - a. **PacMan Repair Cost Estimate** *
7. **Bus Shelter/Storm Wood Repurpose**

UPDATES

8. **Sewer Main at Town Branch**
9. ***Bentonville Bat***
10. ***Physics of Being* (You are Here)**

PROPOSALS

11. **The PAAC Race** *
12. **Make Music** *
13. **Welcome to Northwest Arkansas** * - Vote on Funding
14. **Bentonville Nature Seek and Find***
15. ***Vivid Uplift* by Milan Kovacevic*** - *Unsolicited Proposal* - Vote

OTHER BUSINESS

16. **Announcements**

ADJOURNMENT

*Attachment

Public Art Advisory Committee Meeting

January 28, 2025

12:00 p.m.

Council Chambers, 305 SW A Street

Contact skerr@bentonvillear.com to request participation via Zoom.



MINUTES

Members

- 1 Elizabeth Miller ✓
- 2 Allan Paulose ✓
- 3 Chad Nicholson ✓
- 4 Kate Schaffer, Vice Chair ✓-V
- 5 Anne Jackson ✓
- 6 Clint Schaff ✓-V
- 7 Tom Hoehn, Chairperson ✓

Ex Officio

- Beckie Seba, City Council ✓
- Kalene Griffith, Visit Bentonville
- Alison Nation, Visit Bentonville ✓ - V
- Cynthia Post-Hunt, Crystal Bridges/The Momentary ✓
- Melisa Durkee, OZ Art ✓

Staff

- Shelli Kerr, Comprehensive Planning Manager ✓
- Josh Stacey, Deputy Director of Parks

V = Attended virtually

Call to Order Tom Hoehn called the meeting to order at 12:01 pm.

Approval of Minutes – December 10, 2024

Chad made a motion to approve the December 10, 2024, minutes, Elizabeth seconded. All in favor; motion passed 6-0. (Anne had not yet arrived.)

1. **Welcome new members** – Elizabeth Miller and Allan Paulose – Introduce and tell us a little bit about your background.

PROPOSALS

2. **Sewer Mains at Town Branch.** Received two proposals: (1) Arkansas fish, (2) house facing a pool.

Chad made a motion to approve the fish design and work with artist on paint and instructions for the sign. Elizabeth seconded. All in favor; motion passed 7-0.

Further discussion suggested a meeting with the artists to review paint and material options and discuss process for installation as well as a suggestion to provide more details within the RFP.

3. **A Novel Idea (unsolicited).** Proposal is a granite bench, available for lease and ready for install except engraving of book titles. \$3,500 annual lease. Shelli did reach out to the library, and they are not interested as it does not meet the aesthetic of the recent remodel.

Anne made a motion to take no action on the proposal at this time, but to maintain the proposal should a location or opportunity arise in the future. Chad seconded. All in favor; motion passed 7-0.

4. **SHIFT (unsolicited).** Existing piece that the artist would like to donate. Costs associated with installation only. Artist has discussed the project with OZ Art and Northwest Arkansas Land Trust. Committee is concerned about maintenance of the neon, which could be a challenge. There are also safety concerns about QR codes that could be replaced with inappropriate links. As the city, it is also recommended to be cautious with any artwork that has a very specific message.

Elizabeth made a motion to take no action on the proposal at this time, but to maintain the proposal should a location or opportunity arise in the future. Chad seconded. All in favor; motion passed 7-0.

5. **Bronze Sculpture (unsolicited).** Committee feels like this is a very specific project only good for a location near Compton Gardens. Compton Gardens has seen the proposal and has not taken any action. The cost of the project is also significantly beyond the committee budget. The committee felt that this project is not the right fit for the PAAC.

Anne made a motion to take no action on the proposal. Elizabeth seconded. All in favor; motion passed 7-0.

PROJECT PLANNING

6. **Singing Kites Discussion** – Shelli shared the background on the *Singing Kites* project. The original agreement was with two artists. One of the artists had to remove herself from the project due to health reasons. The remaining artists, Simone Cottrell, had set up an agreement with two other artists. She has determined they were not the right fit and has since rescinded that agreement. She is now talking with an artist from Memphis who feels the engineering of the artwork cannot be completed with the approved budget. They would like to re-scale the project so that it is more structurally sound and as close to the budget as possible. Shelli recommended they resubmit the project with the new design and detailed budget. This would likely require going through the full approval process again and a new agreement with both artists.

Anne made a motion to dissolve the contract with Simone for Singing Kites and request she resubmit a new proposal and budget. Chad seconded. All in favor; motion passed 7-0.

7. **Condition Assessment.** The draft condition assessment has been submitted, and the consultants intend to finalize with cost estimates by mid-February. Craig Gray, artists for PacMan has already agreed to provide a cost estimate for repairs to PacMan plus costs to upgrade to match his other PacMan's in other locations. Discussed a need to build maintenance manual into the agreements with a warranty, that indicate how to and who can do maintenance. Anne has some language along these lines that she will share out. Allan asked if the city has anyone dedicated to art maintenance and if not, it might be a good idea to get someone. Once we have budgetary numbers, we can start to prioritize, budget, and discuss next steps for repairs and maintenance. Consider bidding out maintenance for those where the artist does not want to conduct repairs themselves.
8. **Asphalt Art Grant.** Shelli explained the city is submitting an Asphalt Art Grant application for three side-streets that intersect with E. Central, just this side of I-49. This would be a community-engaged project and we are working with the Boys and Girls Club and 21c Museum Hotel has already said they would help us host an artist talk.
Elizabeth made a motion in support of the grant application. Chad seconded. Chad seconded. All in favor; motion passed 7-0.
9. **Bus Shelter/Storm Wood Repurpose.** Parks indicated the artist can come take a look at the wood. Continue to check with Northwest Arkansas Regional Planning Commission on the bus shelter grant.
10. **2025 Work Plan.** Shelli shared a summary of projects in progress and planned for 2025. Tom suggested a theme of ART: A = Add, R = Refresh, T – Together. The committee liked the proposed theme.

UPDATES

11. **J and John DeShields Roundabout** –Alejo has been out of the office on paternity leave but should be back soon. Still working through an agreement as they take up their chain of command.
12. **Physics of Being (You are Here)** – Josh had shared with Shelli that this art begin in Creekside Park in March.
13. **Bentonville Bat.** Bat is complete with install expected in May.

OTHER BUSINESS

- 14. Officer Elections** – Currently one year terms and you can serve two terms. Need nomination **and votes for** Chairperson and Vice Chairperson. Both Tom and Kate have served their two terms in their positions – however they can serve another year in a different position.

Elizabeth made a motion to nominate Chad for Chairperson. Clint seconded. All in favor; motion passed 7-0.

Elizabeth made a motion to nominate Anne for Vice Chairperson. Clint seconded. All in favor; motion passed 7-0.

- 15. Sculpture Artist Collective.** General information shared in the agenda packet.

- 16. Letter from Arts One.** Letter shared in the agenda packet.

- 17. Arkansas Arts Council.** Power point with Arkansas Arts Council programs shared in the agenda packet.

- 18. Roundtable Discussion.**

- Allen requested information on parliamentary procedures and meeting processes.

ADJOURNMENT

Anne made a motion to adjourn, Chad seconded. All in favor; motion passed 7-0.

Meeting adjourned at 1:26 pm.

Memo



To: Public Art Advisory Committee
From: Shelli Kerr, AICP, Comprehensive Planning Manager, PAAC Staff Liaison
Date: Feb. 20, 2025
Re: Project Advisors

I would like to request that the Public Art Advisory Committee (PAAC) consider assigning an individual member as the project advisor for each project. A project advisor would:

- Be the primary advisor on the assigned project,
- Attend project meetings, and
- Motivate for project implementation.

Assigning project advisors clearly identifies responsibilities, enhances project momentum, and offers meaningful engagement for members.

The recommendation is supported by this Public Art Advisory Committee bylaw statement:

***“Communications outside committee.** The committee may give individual members the authority to speak on behalf of the committee as needs arise. Individuals shall not speak for the committee without the committee’s authorization and shall not make commitments on behalf of the committee unless the committee has formally approved such a commitment.”*

It is suggested that when a project is approved either for implementation or further study, the committee formally assign a member as the Project Advisor. The PAAC would vote to give that member the authority to speak on behalf of the committee in relation to the assigned project. The suggested motion is *“A motion authorizing [member name] to speak on behalf of the committee for [project name].”*

Thank you for your consideration.

Strategic Plan 2025



The PAAC envisions Bentonville with successful and engaging public spaces of distinctive character where residents and visitors will encounter works of public art that will surprise and delight with artwork that celebrates the city's history, its entrepreneurial spirit, and growing diversity.

PROJECT ZONES

Parks
Trails
Arts District
City Gateways
North Walton Corridor

SUMMARY

The Bentonville Public Art Strategic Plan will be used as a roadmap to help city leadership and citizens understand the long-term value and direction of public art in Bentonville. It provides the Public Art Advisory Committee with a framework to make public art a reality. The PAAC is responsible for creating the plan then recommending it to the mayor and city council to ensure its implementation by encouraging city staff, other city commissions and boards and future councils in continued development of our public art program.



OUR PLAN

- Establish a vision for public art embracing Bentonville's entrepreneurial spirit.
- Identify geographic priorities for focusing resources.
- Recommend the planning, funding, and decision-making processes necessary to achieve the vision.



CORE PRINCIPLES

- Foster inclusion and engagement
- Enhance the community's visual environment
- Promote awareness of the city's social, cultural, and historical composition
- Increase excitement and access with public art



PUBLIC ART...

- Has the power to energize our public spaces and transform the places where we live, work and play.
- Helps green spaces thrive and enhances roadsides, pedestrian corridors and community gateways.
- Serves as a powerful economic force, attracting businesses and qualified workforces.
- Enhances public spaces and creates destinations in a community.
- Encourages people to fully appreciate and utilize public areas.
- Is an essential component of a community that strives to be distinctive.

The PAAC Team – *Serving our community*

Public Arts Advisory Committee

The Bentonville City Council first established a public art policy and the Public Art Advisory Committee (PAAC) on February 13, 2007, with Ordinance No. 2007-24. On August 20, 2012, Mayor Bob McCaslin appointed four members to establish the first active PAAC, which began meeting in October that year.

These founding members established a mission statement and core principles, created an application process and application form, and drafted an amendment to the public art policy. The amended ordinance was adopted on May 14, 2013, with Ordinance No. 2013-40.

2025 PAAC Members

Citizens – Tom Hoehn, Anne Jackson (Vice Chair), Elizabeth Miller, Chad Nicholson (Chair), Allan Paulose, Kate Schaffer, Clint Schaff

City of Bentonville - Comprehensive Planning Manager: Shelli Kerr

Ex Officio - Visit Bentonville: Kalene Griffith, Alison Nation, City Council: Beckie Seba, OZ Art NWA: Melisa Durkee, CBMAA/Momentary: Cynthia Post-Hunt



Community engagement activity at First Friday.

Creative Economy in Arkansas – BY THE NUMBERS

In addition to quality-of-life benefits, public art, as part of the creative economy, has an economic impact.



The U.S. Bureau of Economic Analysis reports that arts and cultural production accounts for **\$3B** and **2.0%** of the Arkansas economy, contributing **30,893** jobs.¹

- The creative industry in Arkansas generates **\$927** million in personal income for Arkansas citizens.²
- The creative economy in the State of Arkansas is the **third largest** employer statewide, after logistics and perishable and processed foods.³
- More than two-thirds of travelers included a cultural, arts, heritage, or historic activity or event while on a trip — this equates to **116** million cultural travelers.⁴
- Crystal Bridges welcomed **5.6 million** visitors from all fifty states and abroad in its first 10 years. Another 4 million visitors enjoyed the surrounding grounds and public art.⁵



1. National Assembly of State Arts Agencies, "Creative Economy State Profiles - State Arts and Cultural Production 2021: Arkansas (https://nasaa-arts.org/nasaa_research/creative-economy-state-profiles/)
2. National Governors Association Center for Best Practices, "Arts & the Economy: Using Arts and Culture to Stimulate State Economic Development," (<https://www.nga.org/>)
3. Ibid, (https://www.nga.org/wp-content/uploads/2020/08/0901arts_economy_nga.pdf)
4. Americans for the Arts, "Arts & Economic Prosperity 5: The Economic Impact of Nonprofit Arts & Cultural Organizations & their Audiences," https://www.americansforthearts.org/sites/default/files/aep5/PDF_Files/ARTS_AEPsummary_loRes.pdf)
5. Crystal Bridges, "10 Years of Meaningful Memories," (<https://crystalbridges.org/10-years-of-meaningful-memories/>)

2025 FOCUS – Theme: **A-R-T**



A – ADD to our body of work

R – REFRESH existing works that need maintenance

T – TOGETHER with the community and our partners

Goals and Strategies

GOAL 1

Build a public art collection of the highest quality to enhance Bentonville's growing art and cultural offerings

- Install *Singing Kites* at Water Tower Rd and 8th St
- Install Natasha Bowdoin artwork at John DeShields an J St
- Establish and fund a maintenance program
- Install artwork on two sewer mains in Town Branch Park
- Assist Bentonville Public Library with developing rotating art installations
- Initiate preparation of a Master Art Plan. (*Our Town Grant*)
- Initiate an asphalt art program (*Bloomberg Grant*)
- Advocate for full time City position to support and care for public art

GOAL 2

Support Local Artists

Training/video on how to submit a proposal

Identify a collaborative project that includes multiple local artists



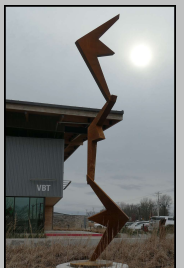
Thaden School students – Public art project

Partnership and/or Temporary Installations



NuPenny's Last Stand, Randy Regier
Ozark Topography, Ed Pennebaker
Liquid Shard Inspired, Napoleon Dezaldivar
Truth Booth, Cause Collective In Search of the Truth
Grow with this Tree, Tree & Landscape Committee
Story Walk, Bentonville Public Library

Universal Inseparability, Ben Pierce
Guide These My Hands, D. Hatch T. Manos
Flight, Bob Doster
Art Feeds, Sunshine School
Box Turtle, Private Commission
Double Slit Skyline, Dewane Hughes
Canoe Canoe, Jeff Zischke
Mull It Over, Nina Chanel Abney



PAAC – Infusing art into our community

Art on Public Property

THE CITY OF BENTONVILLE PAAC PUBLIC ART ADVISORY COMMITTEE



Permanent

- 1 SunKissed*
- 2 Pac Man*
- 3 Found*
- 4 Goldfish
- 5 Keep it Clean
- 6 Decommissioned
- 7 Aura Activity*
- 8 Triumph
- 9 Open Heart*
- 10 Hello*
- 11 Green Bike Tower (north)*
- 12 Orange Bike Tower (south)*
- 13 Basketball Court Murals
- 14 Monarch & Dandelion*
- 15 Natural Skate
- 16 Arvest Bike Pavilion
- 17 Hole in the Wall*
- 18 Sassy*
- 19 Blue Bike Tower (west)*
- 20 Red Bike Tower (east)*
- 21 Bubble
- 22 Upper Cut*
- 23 Flight
- 24 Sunshine School Art Feeds
- 25 A Tribute to the Almost
- 26 Forgotten Osage Prairie*
- 27 Box Turtle
- 28 ColorFULL
- 29 Muff It Over
- 30 Canoe Canoe
- 31 This is Your Library
- 32 LIT Library in the Park
- 33 Surfing Frog
- 34 New Growth
- 35 Cozy Apple*
- 36 Seeds of Bentonville*
- 37 Double Sitt Skyline*

Art Feeds

- 38 Sunshine School Students

Temporary

- 39 Double Sitt Skyline*

*PAAC/Vol Bentonville Funded



Bubble
Hou de Sousa



Art Feeds
Sunshine School Students



ColorFULL
Sugar Creek
Elementary Art Club



This is Your Public Library
Ziba Rajabi & Bentonville
Public Library Patrons



New Growth
Napoleon Dezaldivar



Double Sitt Skyline
Dewane Hughes



Red Bike Tower
Tylor French



Flight
Bob Doster



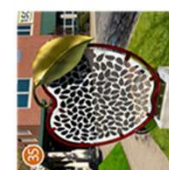
Box Turtle
Stephen Feilbach



Canoe Canoe
Jeff Zischke



Surfing Frog
Katy Kane



Seeds of Bentonville
Justin Deisler



Blue Bike Tower
Tylor French



Upper Cut
Alvaro Bonfiglio



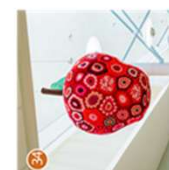
A Tribute to the Almost Forgotten Osage Prairie
Jonathan Perrodin



Muff It Over
Nina Chanel Abney



LIT Library in the Park
Randy Townsend



Cozy Apple
Gina Galina



Found
Timothy Jorgensen



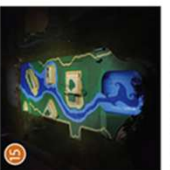
Always a Pupil
Amanda Willshire
Decommissioned



Open Heart
Matthew Duffy



Orange Bike Tower
Tylor French



Natural Skate
The Moss Agency



Sassy
Amanda Willshire



PacMan
Craig Gray



Keep it Clean
Laura Neill



Triumph
Hunter Brown



Green Bike Tower
Tylor French



Monarch & Dandelions
Amanda Willshire



Hole in the Wall
Joann Lacey & P.O. Box 14100



Sunkissed
Nathan Pierce



Goldfish
Kate Dickinson



Aura Activity
Joann Lacey & Eric Williams



Hello
Kenneth Siemens



Basketball Courts
Ignite Students



Arvest Bike Pavilion
Hight-Jackson

SEPTEMBER 2024

#BentonvillePublicArt



VISIT
Bentonville



February 18, 2025

Shelli Kerr
Comprehensive Planning Manager
RE: Sculpture restoration "PAC-Man"
305 SW A Street
Bentonville, AR 72712

Greeting Ms. Kerr,

Attached you will find a comprehensive quote for the restoration of the "PAC-man" stone sculpture and upgrade of the backpack.

Since the artwork was purchased in 2015, I have placed or sold this sculpture series to addition communities. They are now works located in Safety Harbor Florida, Coral Springs Florida, Woodstock Virginia, and Pflugerville Texas. The most recent 2023 "PAC-man" was placed in Texas and purchased for over \$24,500.00 Because you work is older and number four (#4) of the series, it is most likely worth substantially more when fully restored and upgraded.

included is a Certificate of Origin and Bill of Sale. It would be recommended that you have the sculpture restored by the original artist so it will not effect the value.

If you have any question feel free to reach out.

Signed,

Craig



Making Light Work of Public Art

February 18, 2025

Quote 25-19

RE: Sculpture restoration "PAC-Man"
305 SW A Street
Bentonville, AR 72712

Title: Repair/Restoration of "PAC- Man Sculpture

Details Outlined:

1. Deep clean deposits of dirt, ink, paint, and or other material caked on the surfaces and joints.
2. Repair/refinish and or replace steel walking stick if needed with like piece.
3. Inspect all attachment points of the rocks to one another and repair/replace any mortar as needed (using artist's original materials).
4. Replace and upgrade "Pack" with steel unit that will be built from pieces collected and inspired by Bentonville. Maybe include farm tools, license plates, and other metal which will have a local connection.

Artist Craig Gray will come to site and personally do all work on site. Expected site time 2-3 days. The "Pack will be fabricated at Key West studio delivered. And installed by artist. Shoulder dimensions of sculpture left to right, torso length, and stone head size will need to be provided for fabrication of pack.

Total Cost = \$8447.00

Long term maintenance plan will be provided and details of how it can be implemented by local parks staff.

Quote is good for 60 days from the above date. Expected schedule -work could be completed within 120 days of award. Terms 50% deposit, balance paid upon site review completion and images. Owner representative will need to be on site at end of final day for review and sign off.

Signed

Craig Gray



Making Light Work of Public Art

Steel Pack rear example along with front steel straps



C.R.Gray LLC

10 1st Street
Key West, Florida 33040
USA305-432-6856
craig@crgray.com

February 18, 2025

Certificate of Origin and Ownership 2025-05

City of Bentonville, AR

RE: Ownership, Authenticity, Appraised Value

305 SW A Street

Bentonville, Arkansas 72712

This document reaffirms ownership and authenticity of the sculpture "PAC-man" placed in the City of Bentonville, Arkansas. This sculpture made of boulders and steel was created in the spring of 2015 and purchased and paid in full in 2015. It is number #4 of a series of "Rock-man" sculptures placed across the United States.

This series has only gained in value over time. Based on the most recent sale of the "Rock-man" series #7 of \$24,500.00, your earlier work would be of equal or more value.

The artist CR Gray LLC (Artist- CR Gray Sculptor, Craig Gray and Craig Berube- Gray) certifies that this is original work created by him.

Signed on this day 18th of February, 2025



Craig Gray

From: [Allan Paulose](#)
To: [Shelli Kerr](#)
Subject: Inaugural Public Art Annual Championship Race | The PAAC Race - Proposal
Date: Thursday, February 6, 2025 8:00:50 AM

Hi Shelli,

I have a proposal to increase community engagement with our public art this year (the T in the A.R.T theme this year that Tom mentioned about - the Together part)

Outcome - Engage our citizens to learn about our public art in a fun new way

Budget - Maybe \$5000 - Potentially funded by a GORP grant or Maybe \$1000 or more from our annual budget. or sponsored by local businesses

The How:

Ever seen the Amazing Race? (<https://www.theamazingracecasting.com/home>) I'm thinking we do a modified scaled down version for our Public Art. Hear me out:

Public Art Annual Championship Race/Dash

- It's like a **4 hour slow marathon with 100 or more teams**(ideally families) competing for the grand price of \$1000 or more(how much ever we can get sponsored or funded)
- Race/Dash starts and ends in Downtown Bentonville Square
- All participants get a map of where all our public art is installed at or geo location tags
- The first 3 families/teams to visit and complete a task in 20 or more pieces of public art wins
- they can walk, bike, e-bike, drive or a combination of all in a safe manner
- The task can be as simple or a little challenging - Maybe even write something down that is clearly visible box near the public art in an envelope and they complete the task or even get a passport sticker from the volunteer at or near the public art
- The race is not over until all registered teams have reported back or respond their status as to whether they only want to finish visiting a few pieces instead of 20 or more pieces
- Each of our public art artists can put up a booth near their own public art or we have a local business to sponsor booth that particular place and they volunteer to teach something about the particular piece of art

Resources Needed:

- Championship Prize Money
- One dedicated personnel - Creative Producer or Race Director-(Me? I've organized a campus wide students race in collaboration with 21 different offices in the city wide University of Delaware campus, to increase student engagement with all the available campus resources)
- Volunteers/Businesses(74 volunteers at a minimum besides the PAAC team, so each public art will have two people)

Timeline:

Potential Date - Mid October?

Benefits:

- Increase awareness of our public art
- get feedback on what the public feels about our public art
- use feedback for improvements in how we accept proposals in future
- another fun activity for our citizens and community members

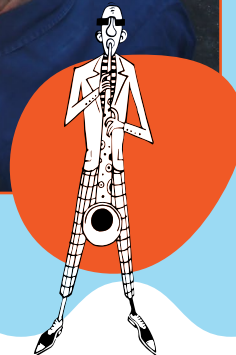
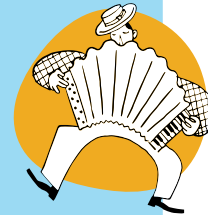
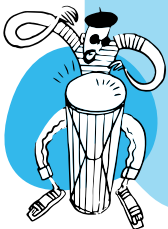
- Avenue for public-private partnership
- In future we can potentially partner with other nearby cities to expand the race and prize money (or not)

Other details can be discussed if approved by PAAC. No pressure to approve this year if it doesn't fit the overall priorities of our PAAC. I plan to do this on a smaller scale involving local galleries/studios but thought it would be a mutual benefit if we can increase the impact, engagement and relevance of the work we do at PAAC.

Thanks in advance,
Allan Paulose
Curator/Creative Producer
www.artdecentrale.org

MAKE MUSIC

JUNE 21



Exuberant overkill... more than 1,000 concerts in a single eleven-hour day.
- **New York Magazine**

Make Music New York is **one of the best things** that have happened to New York musical life in the past decade.

- **Alex Ross (The New Yorker)**

The day literally **exploded** with live music, it could be heard emanating from each and every street corner.

- **Spin Magazine**

Hundreds of outdoor performances crisscrossing the five boroughs, putting on stage in one music-packed day the city's rich mixture of cultures and tastes.

- **New York Times**

A **sonic street party** thrown on a totally outsize scale.

- **National Public Radio**

Presented by

NAMM
Foundation

It all started 42 years ago in France.

In 1982, Jack Lang and his staff at the Ministry of Culture dreamed up an idea for a new kind of musical holiday. They imagined a day where free music would be everywhere, all around each city: street corners, parks, rooftops, gardens, and store fronts.

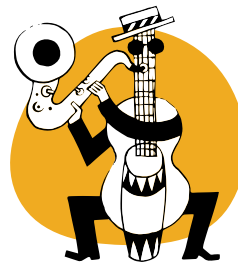
And, unlike a typical music festival, anyone and everyone would be invited to join and play music, or host performances. The event would take place on the summer solstice, June 21, and would be called Fête de la Musique. (In French, the name means both “festival of music” and “make music”.)

Amazingly enough, this dream has come true. The Fête has turned into a true national holiday: the country shuts down on the summer solstice and musicians take over. Almost 11% of French people (7 million people) have played an instrument or sung in public for the Fête de la Musique, and 64% of the country (43 million people) comes out each year to listen.

Four decades later, the holiday has spread throughout the world and is now celebrated in more than 2,000 global cities.



Fête de la
MUSIQUE
21 JUIN





Make Music in the U.S.

Seventeen years ago, the *Fête de la Musique* crossed the Atlantic with the debut of Make Music New York.

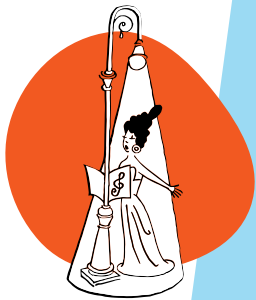
Starting as a grassroots initiative by a team of volunteers, the event quickly became a critical and popular success. Today, thousands of New York musicians perform in hundreds of free, outdoor concerts each June 21, earning praise for their “inspiring” (*New York Times*) and “thrilling” (*New Yorker*) performances.

In recent years, cities across the country have launched their own Make Music celebrations on June 21, making this musical holiday a truly national phenomenon.

On June 21, 2024, **141 U.S. cities** organized **5,304 free concerts**, attended by **over 500,000 music fans**.

Concerts took place on street corners, parking lots, rooftops, and porches, performed by every imaginable kind of musician, from mariachi bands to jazz combos to chamber ensembles – the only requirement being that each event is free and open to the public.

Make Music Day in the U.S. is presented by the NAMM Foundation.



Behind the Scenes: the Make Music Alliance

Each Make Music chapter is independently organized. Often it's a local community group, music institution, or civic leader who champions the musical holiday in their hometown.

What ties everything together is the nonprofit Make Music Alliance.

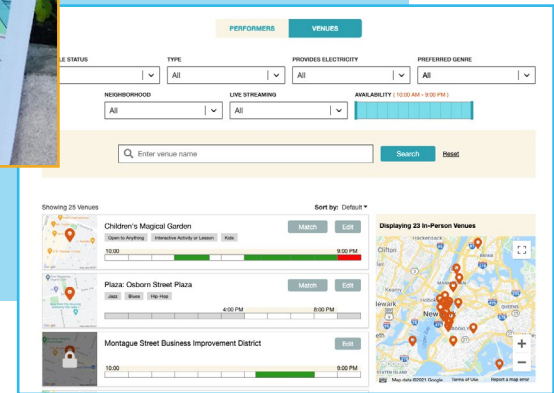
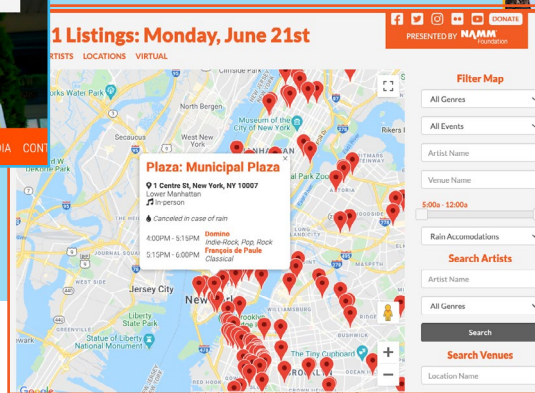
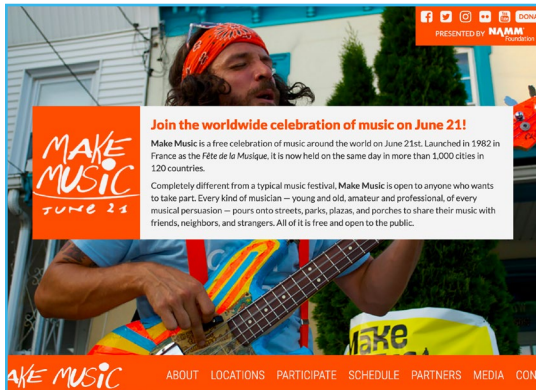
When musicians and locations join Make Music, they go to their local city's website and register using customized matchmaking software, provided by the Alliance to each member city.

Using these tools, any musician can sign up, describe their music, and request performance space; stores, buildings, gardens, and other locations register to host these musicians, providing electricity, equipment, and promotion. Like an internet dating site, musicians and venues search through the listings to find each other and make arrangements for June 21st concerts.

The software then creates an interactive map with searchable listings and dynamically generated digital marketing materials for each city, displayed on each local site.

The Alliance also brokers sponsorship arrangements with national partners – such as Alfred, Elixir Strings, Hohner, MPTF, RBI, and Vic Firth – to provide benefits for each city, and coordinates creative national programs like Mass Appeal and Sousapalooza.

Finally, the Alliance spearheads the overall PR effort for Make Music Day, and leads the charge in expanding Make Music to new markets.



International Expansion

The Make Music Alliance also partners with organizers in other countries to launch new celebrations around the world. Here are three examples.



Make Music China

Led by the China Musical Instruments Association, Make Music China grew to 15,000 events in 200 cities in 2023. Highlights included a grand opening ceremony in Huangqiao with an ensemble of thousands of musicians, a “Lang Lang Music Bus” on Shenzhen’s main bus lines in honor of the famous pianist, and 27 provinces feature performances with hundreds playing the Electronic Wind Instrument.



Make Music Day UK

First launched by the nonprofit organizations Making Music and Music For All, Make Music Day UK has been active across the United Kingdom since 2017. On June 21, 2023, Make Music Day UK coordinated 36,743 performers at 450 events, ranging from large scale singing events for children to a 24 hour Bach-a-thon.



Make Music Lagos (Nigeria)

Music retailer Showgear organizes dozens of events around Lagos for Make Music Day each year, including a music business conference, pop-up worship music, “learn to DJ” classes, play-along drumming events, and a “Shutdown” concert finale with Nigerian superstars. Meanwhile, they have led the expansion of Make Music Day to five other cities around the country.



makemusicday.org
Aaron Friedman
aaron@makemusicday.org
646-283-4154 m

MAKE MUSIC

JUNE 21

Why Make Music



Economic Impact

Make Music Day brings economic activity to cities and towns. In 2014, New York's Myrtle Avenue Brooklyn Partnership surveyed local businesses and found an increase in sales of 10% on Make Music Day, due to the increased foot traffic to the Avenue that MMD programming brings.

Aware of this impact, business associations lead many Make Music Day chapters, including the Downtown Middleton Business Association (WI), Downtown Issaquah Association (WA), Monmouth-Independence Chamber of Commerce (OR), and Monona East Side Business Alliance (WI).



Community Impact

For neighbors, Make Music Day is a chance to turn ordinary sidewalks and streets into impromptu stages, dance floors, and social meeting points, and bring their community together.

Those who are performing feel part of a larger musical family, with the freedom to wander around and jam with each other. Because Make Music Day is open to all genres and levels, everyone can experience the joy of performing, even those without the skills or connections to find gigs in regular venues.



Audience Impact

Listeners come out from under their headphones and experience live music up close. Audiences feel no pressure to stay if they don't like a particular band; they can wander around to discover unfamiliar music risk-free. And just hearing about the dozens (or hundreds) of Make Music Day events in their community raises awareness of the local musical scene.



How to Make Music

1. Identify a local champion for the event.

In Chicago it's a nonprofit music presenter; in Milwaukee, it's a local musical instrument retailer; in San Jose, it's the city's Office of Cultural Affairs. In cities like New York, Nashville, and Madison, individual civic leaders have formed new nonprofits to manage Make Music.

2. Raise funds for basic expenses, or round up volunteers.

Budgets for Make Music can be much smaller than for traditional festivals. Since musicians and locations collaborate on their own concerts, you don't need a production team to run around with extension cords and banners – people will do it all themselves. That said, there must be either a budget for coordination and marketing, or significant in-kind and volunteer contributions, especially early on when the concept is still unfamiliar.



3. Make the permits as easy as possible.

This is the key to encourage spontaneous outdoor participation. Every city has a different permitting situation, but we've found a way to make this work everywhere. In no case should individual musicians or venues need to cover permit costs.

4. Promote the holiday.

Public awareness drives this event. Businesses, media partners, music schools, associations, respected local artists, and elected officials can all spread the word. City Halls have held press events; promoted Make Music on city-owned websites and bus shelters; and invited public schools, block associations, community boards, and senior center choirs to sign up.





MAKE MUSIC

JUNE 21

makemusicday.org

Contact: Aaron Friedman
aaron@makemusicday.org
646-283-4154 m

Welcome to Northwest Arkansas is a community-driven art project designed to celebrate the rich diversity, creativity, and shared experiences of Bentonville's residents. This initiative will pair local artists with community members to create unique, personalized portraits that reflect each individual's identity and story through the artist's distinct style. A scheduled session for these pairings will allow artists to get to know the community members to be able to create a portrait of them that accurately reflects their personality, as well as provide an additional opportunity for fostering community.

These portraits will be digitally printed on acrylic panels and displayed as a large-scale installation, transforming public spaces into vibrant showcases of Bentonville's voices and talents. For stage one of this project, we would like to execute this installation in the Bentonville Public Library, with considerations down the road for modular versions that could exist outside of the library space.

Each community member featured in the project will record a short personal narrative, reflecting on their life, experiences, and what "community" means to them. These audio stories will be accessible through an interactive installation using pay phones or era-specific phones, tailored to reflect each individual's background and personal history. Accessibility features will be included to ensure all visitors, including those who are hearing impaired, can engage fully with the exhibit.

We will be applying for \$15,000 in grant funding from the **Mid-America Arts Alliance's Artistic Innovations Grant** to support this project's development and implementation, but need to secure matching funds to be eligible.

Welcome to Northwest Arkansas will also extend its reach through a potential partnership with **KUAF**, whose interest in airing these stories could expand the project's impact to regional—and possibly national—audiences through NPR syndication. This collaboration aligns with KUAF's mission to amplify local voices and foster meaningful connections through storytelling. We would include funding in the budget for their technical expertise and time.

By combining visual art, personal narratives, and interactive technology, this project will foster empathy, celebrate the many voices of our town, engage community members, and strengthen the bonds within our growing community.

Proposal Summary: Bentonville Nature Seek-and-Find

The *Bentonville Nature Seek-and-Find* is an interactive community art and education project designed to engage residents and visitors with the natural beauty of Northwest Arkansas through a playful, community-wide scavenger hunt. Centered at the **Bentonville Public Library**, this initiative will feature a large, artist-designed key showcasing flora and fauna native to our region—highlighting local insects, plants, and animals in an imaginative and visually engaging way. The key will also include educational information sharing facts about the species' role in the local ecosystem.

Participants will use this key to search for hidden representations of these species (illustrated by a local artist) both inside and outside the library. We will partner with a local **Master Naturalist** who will help curate the species featured in the project.

Expanding beyond the library, local businesses will have the opportunity to participate by “hosting” species in their spaces for a period of time. For example, a butterfly or beetle that was previously “spotted” at the library might “fly” to a local café or bookstore, encouraging movement and exploration around town. Businesses that join the initiative could receive window stickers signaling their involvement, along with promotional materials to help drive foot traffic and foster community pride.

A portion of the budget will cover ongoing maintenance, rotating the installations, and facilitating the movement of species between locations. This dynamic aspect of the project will keep the experience fresh and encourage repeat participation. A thoughtful marketing strategy will be developed to ensure participating businesses benefit from increased visibility and community engagement.

The *Bentonville Nature Seek-and-Find* will cultivate curiosity, foster environmental awareness, and strengthen connections between local businesses, the library, and the wider Bentonville community—turning the city into a living, breathing celebration of the region’s biodiversity.

From: noreply@civicplus.com
To: [Shelli Kerr](#)
Subject: Online Form Submittal: Public Art Proposal
Date: Wednesday, February 19, 2025 4:35:42 AM

Public Art Proposal

Proposal for Public Art

Type of Proposal	Field not completed.
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Date	2/19/2025
------	-----------

Is the project a collaboration among multiple artists?	No
--	----

Is the project curated by someone or an organization other than the artist?	No
---	----

1) ARTIST INFORMATION

Complete this section with the primary artist's information. If this is a collaborative project with multiple artists, we will reach out for additional information on the other artists.

Name	Milan Kovacevic
------	-----------------

Address	Cara Dusana 14
---------	----------------

City	Ugljevik
------	----------

State	Bosnia and Herzegovina
-------	------------------------

Zip Code	76330
----------	-------

Email Address	
---------------	--

Phone Number	
--------------	--

Upload artist resume / CV	Milan Kovacevic-CV.pdf
---------------------------	--

Artist portfolio	Milan Kovacevic-Portfolio.pdf
------------------	---

Artist website	Field not completed.
----------------	----------------------

2) CURATOR CONTACT INFORMATION

Complete this section with the primary contact of the curator of this project, if applicable. If the project is being submitted by the artist, proceed to Section 3) Artwork Details.

Name	<i>Field not completed.</i>
Title	<i>Field not completed.</i>
Organization Name	<i>Field not completed.</i>
Street Address	<i>Field not completed.</i>
City	<i>Field not completed.</i>
State	<i>Field not completed.</i>
Zip Code	<i>Field not completed.</i>
Email Address	<i>Field not completed.</i>
Phone Number	<i>Field not completed.</i>

3) ARTWORK DETAILS

Title of artwork	Vivid uplift
Medium	Stainless steel
Height	182cm
Width and depth	205cm
Can the artwork be scaled smaller or larger?	Yes
Description of artwork	See attachment
Upload description of artwork	Vivid Uplift.pdf
Upload image of artwork	Vivid Uplift_1.pdf

4) INSTALLATION AND MAINTENANCE

Is the proposal for temporary or	Not sure
----------------------------------	----------

permanent display?

If temporary, what is the requested display period?

3 years or more

Is the artwork already complete?

No

If yes, artwork is complete, is it currently on display?

Not applicable

If artwork is currently on display, when will it be available?

Field not completed.

If no, artwork is not complete, how much time is needed for fabrication?

1-2 months

Is the artwork best suited for indoor or outdoor display?

Outdoor

Is a foundation required to install the artwork?

Yes

If a foundation is required, indicate the size and shape needed.

Yes, but it is going to be underground.

Does the artwork require access to electricity?

No

Does the artwork require access to water?

No

What is the life expectancy of the artwork?

11 or more years

Are there any special maintenance needs for

No

this artwork?

If there are maintenance needs, please describe here.

Field not completed.

5) BUDGET & FUNDING

(a) Material costs 1.000\$

Describe materials costs.

Material: 316L Stainless steel
Thickness: 3mm
Finish: Mirror Polishing+Red Nano Plating
Weight≈ 100kg

(b) Production costs 9.000\$

Describe production costs.

1. Model Optimization
2. Fabricating in 316L S/S as Panels
3. Welding & Grinding
4. Mirror Polishing & Red Nano Plating
5. Export Standard Package

(c) Installation costs 10.000\$

Describe installation costs.

.

(d) Total fabrication budget 20.000\$

(e) Artist's fee 4.000\$

(f) Travel costs 2.0000\$

(g) Total budget 26.000\$

What is the planned funding for this proposal?

Not determined.

Email not displaying correctly? [View it in your browser.](#)

Vivid Uplift

Vivid Uplift is a captivating sculpture that seamlessly blends the vibrant energy of red with the reflective brilliance of polished mirrored steel. This dynamic piece serves as a celebration of the human spirit, encapsulating the essence of unbridled joy and liberation.

The sculpture's abstract form takes on the shape of a man in mid-leap, capturing the fleeting moment of pure bliss. The figure's widely opened hands convey a sense of freedom, as if embracing the exhilarating experience of soaring through the air. The choice of red as the dominant color symbolizes passion, vitality, and the intensity of the emotions associated with joy.

The polished mirrored steel surfaces not only contribute a sleek and modern aesthetic but also serve a deeper purpose. They reflect the surrounding environment and, by extension, the viewer, creating an interactive and immersive experience. As spectators engage with the sculpture, they find themselves integrated into the narrative, becoming a part of the shared expression of joy.

Vivid Uplift is an ode to the triumph of the human spirit over adversity, encouraging viewers to embrace moments of happiness and to revel in the simple, yet profound, act of being alive. In its abstract beauty, the sculpture transcends language and cultural boundaries, inviting everyone to connect with the universal theme of joy. Whether displayed in a public space or a private setting, Vivid Uplift stands as a testament to the uplifting power of art and the human capacity for boundless happiness.

Specifications

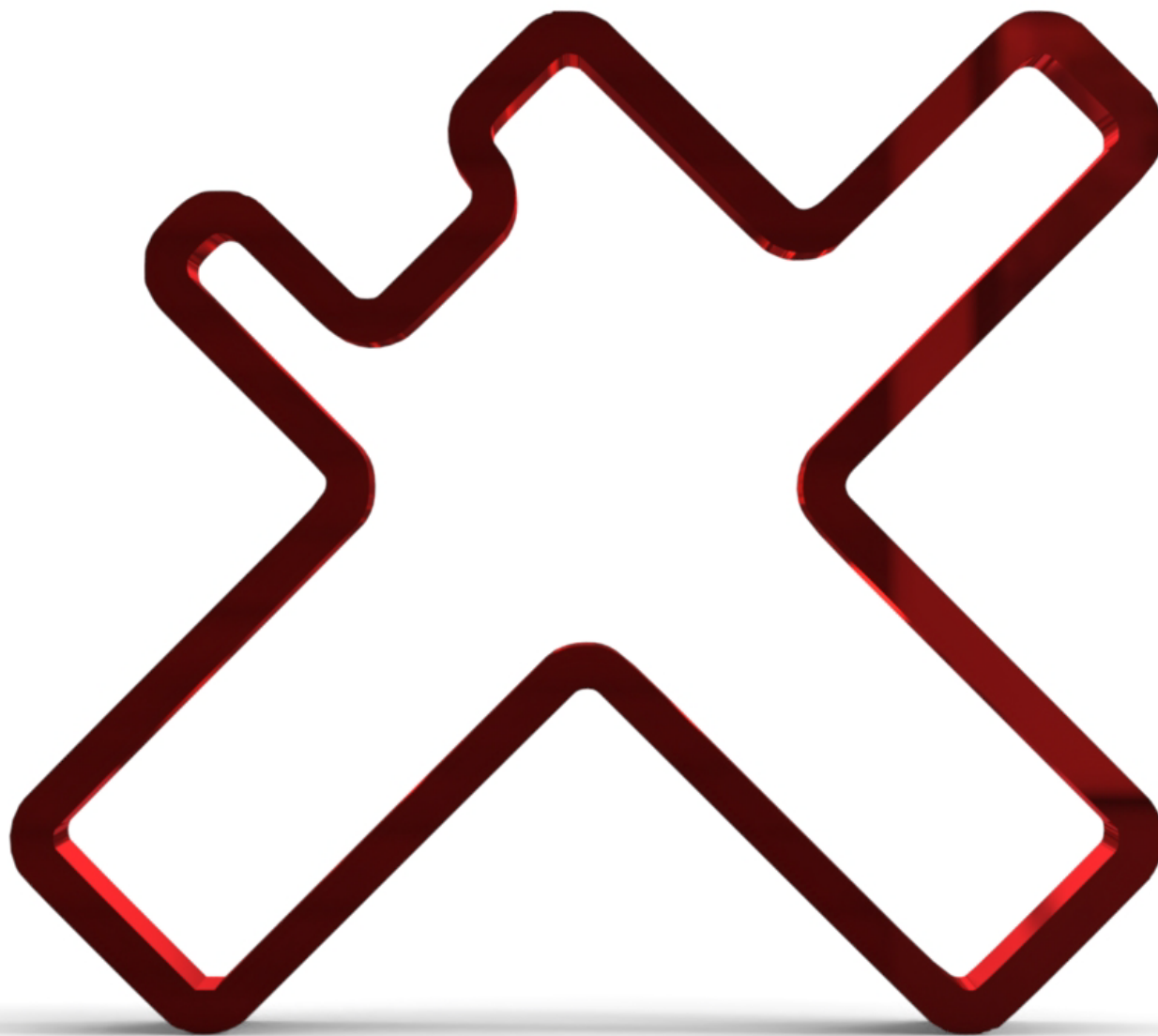
Height: 182cm

Width: 205cm

Thickness: 15cm

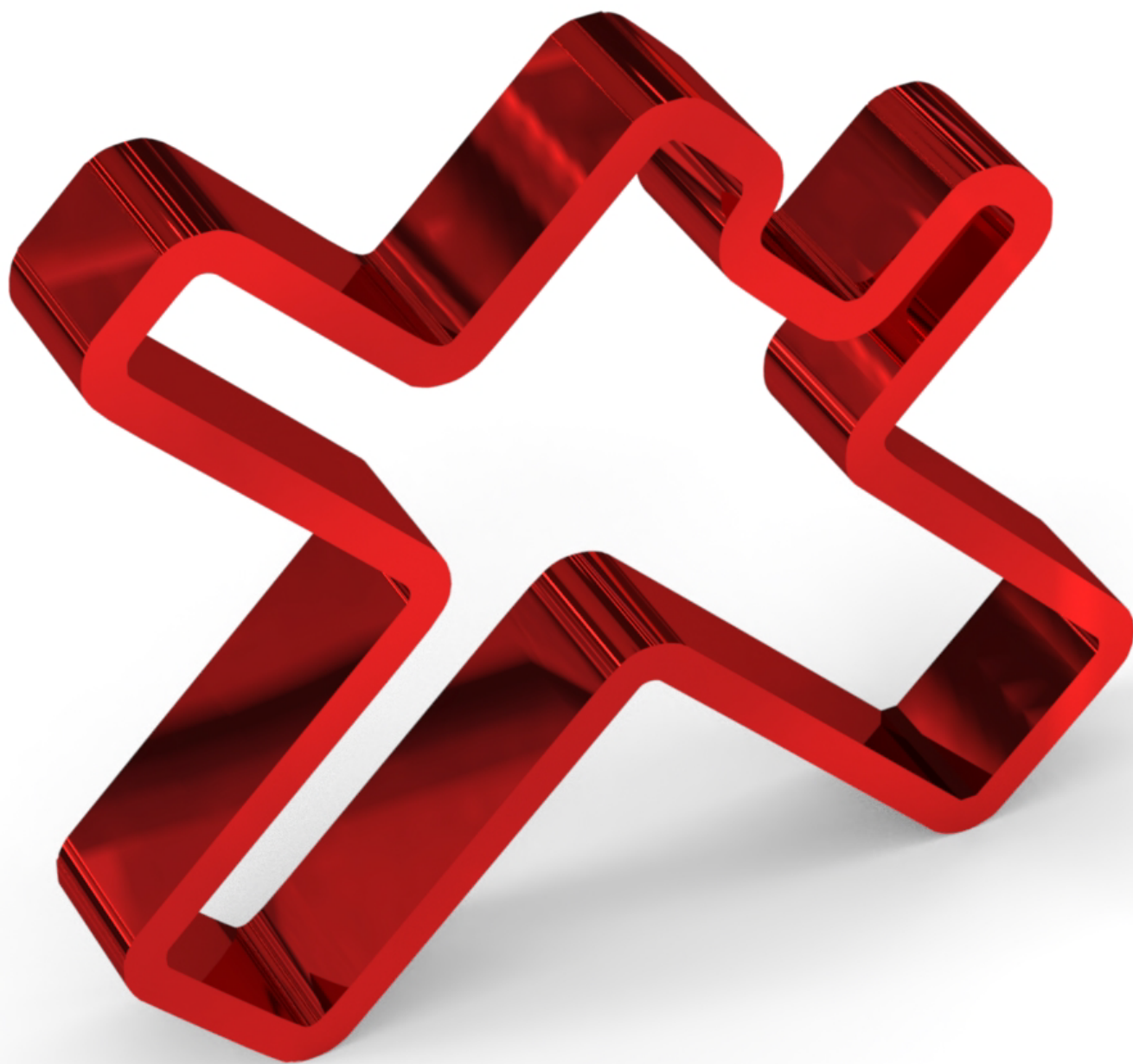
Material: Polished mirrored steel

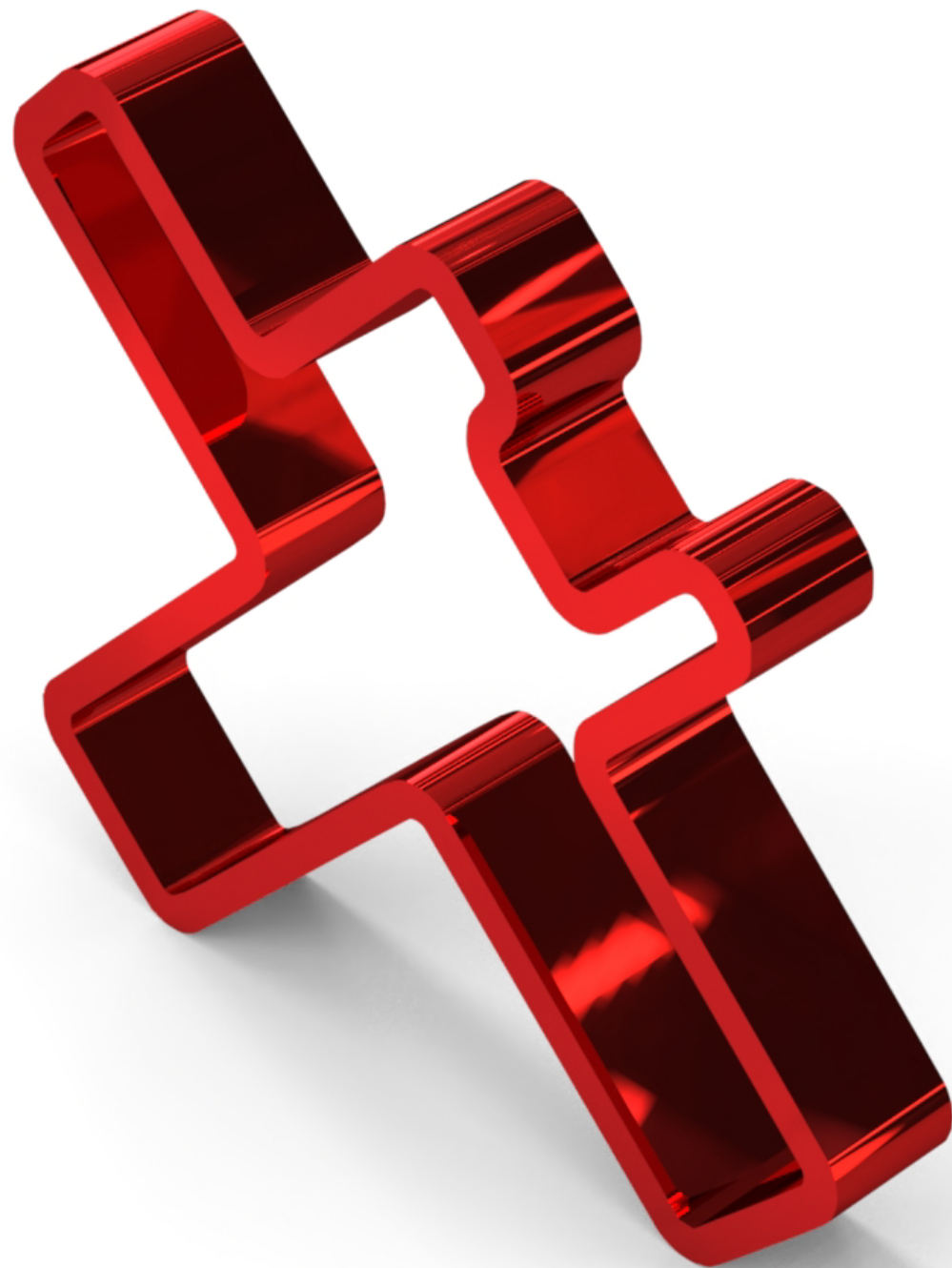
Color: Red











Milan Kovacevic



EXPERIENCE

Luxembourg Slovenian Business Club

Graphic designer

15.10.2019/15.04.2021

Remote

American Corner Bijeljina

Part-time art teacher

20.12.2019/12.02.2022

Bijeljina, BiH

Studio Koi

Founder of a graphic design studio

1.1.2023/Present

Remote

Milan Kovacevic Art

Sculptor

1.11.2024/Present

EDUCATION

**Electrical Engineering High School
Computer Science Major**
Mihailo Petrovic Alas
Ugljevik, Bosnia and Herzegovina
2015/2019

Beachelor of Graphic Design
Slobomir P University
Bijeljina, Bosnia and Herzegovina
2019/2023

Study Visit
Schule fur Gestaltung
Basel, Switzerland
2022

COURSES

Social Media Marketing
Linkedin Learning

Brand Strategy On Instagram
Domestika

VOLUNTEERING

2019 European Youth Olympic Winter Festival
Sarajevo, BiH

Sarajevo Film Festival 2020
Sarajevo, BiH

Sketching the journey 2023
Budapest, HU

CONFERENCES

**FLUID Design Festival Cetinje, MNE
DVK Design Festival Split, CRO
PDP Conference Novi Sad, SRB**

SKILLS

**Adobe Crative Cloud
Microsoft Office
Business development
Communication
AI**

Languages

**Serbian native
English C2**

CONTACT

Mail

milankovacevicworld@gmail.com

Phone

+387 66 616 293

Adress

Ugljevik, Bosnia and Herzegovina

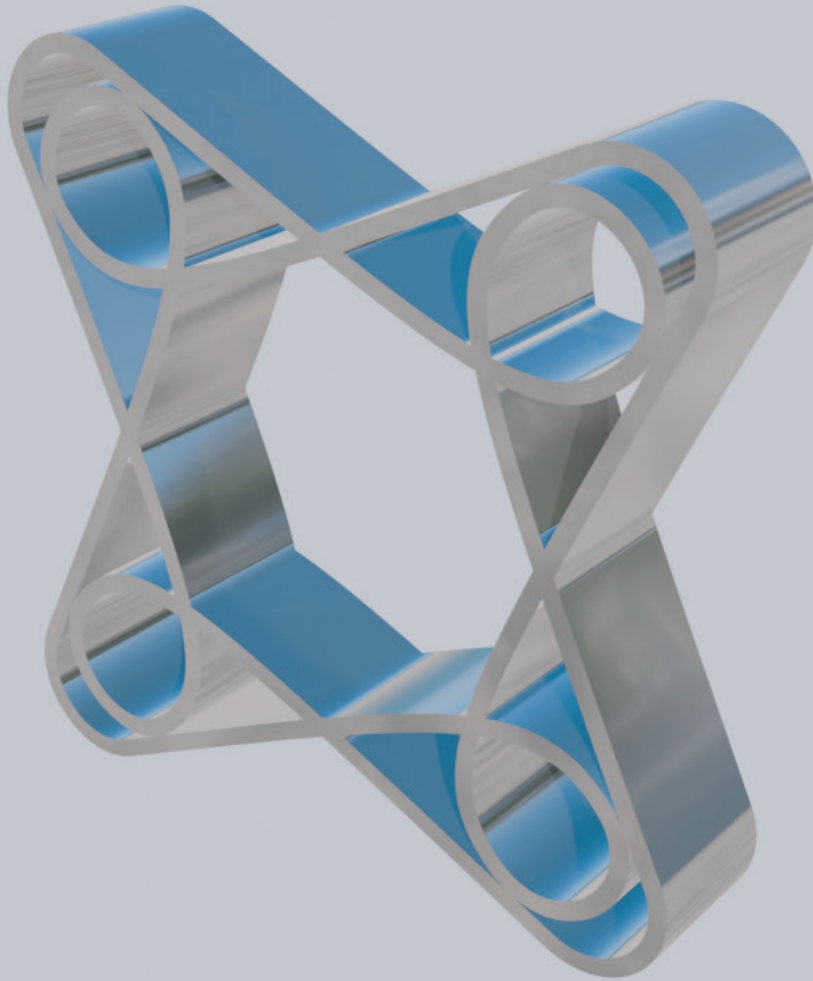
NATIONALITY

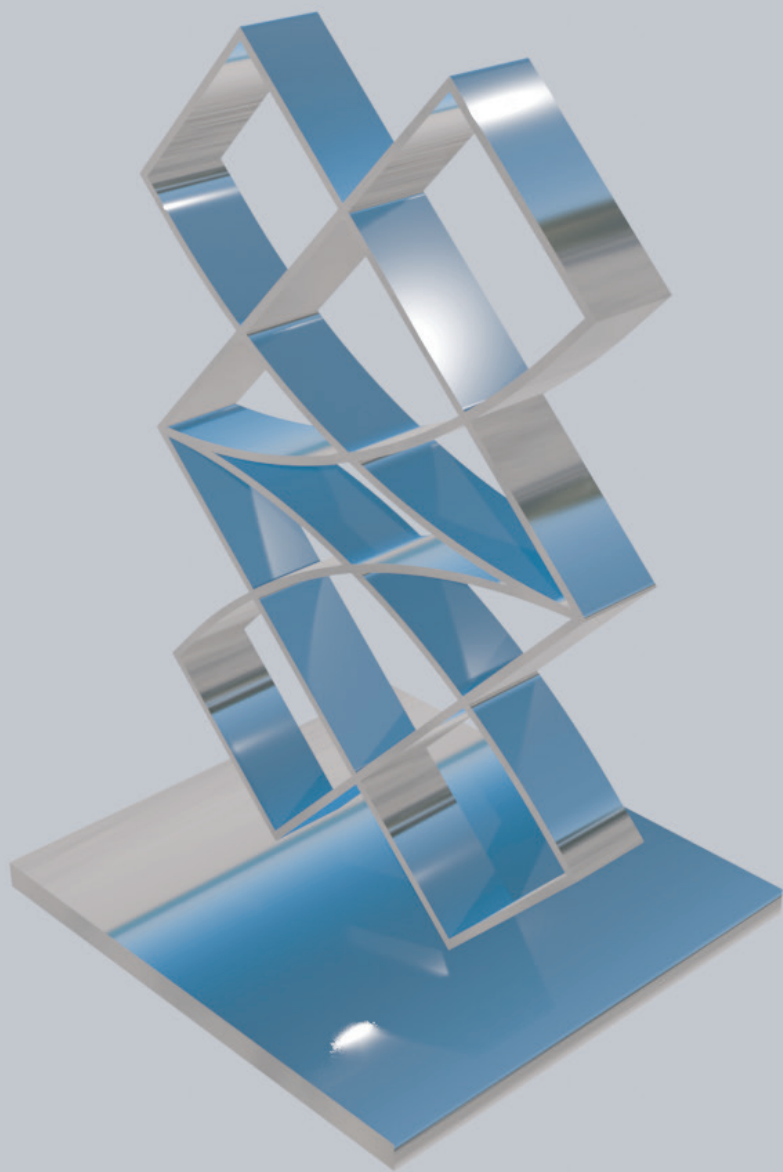
Bosnian

BIRTHDAY

04.01.2000

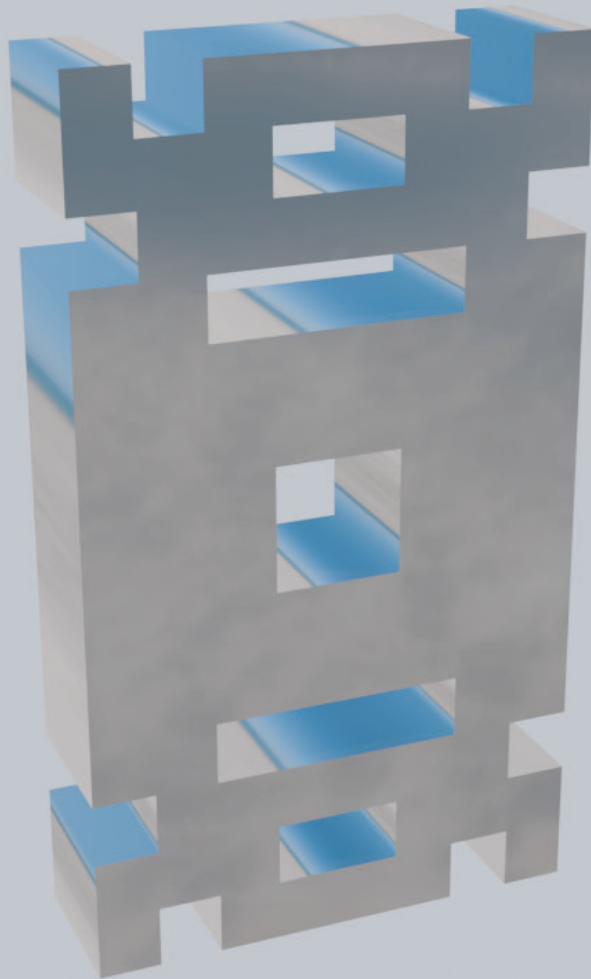
Effortless action
Height: 200cm
Width: 200cm
Material: Polished stainless steel

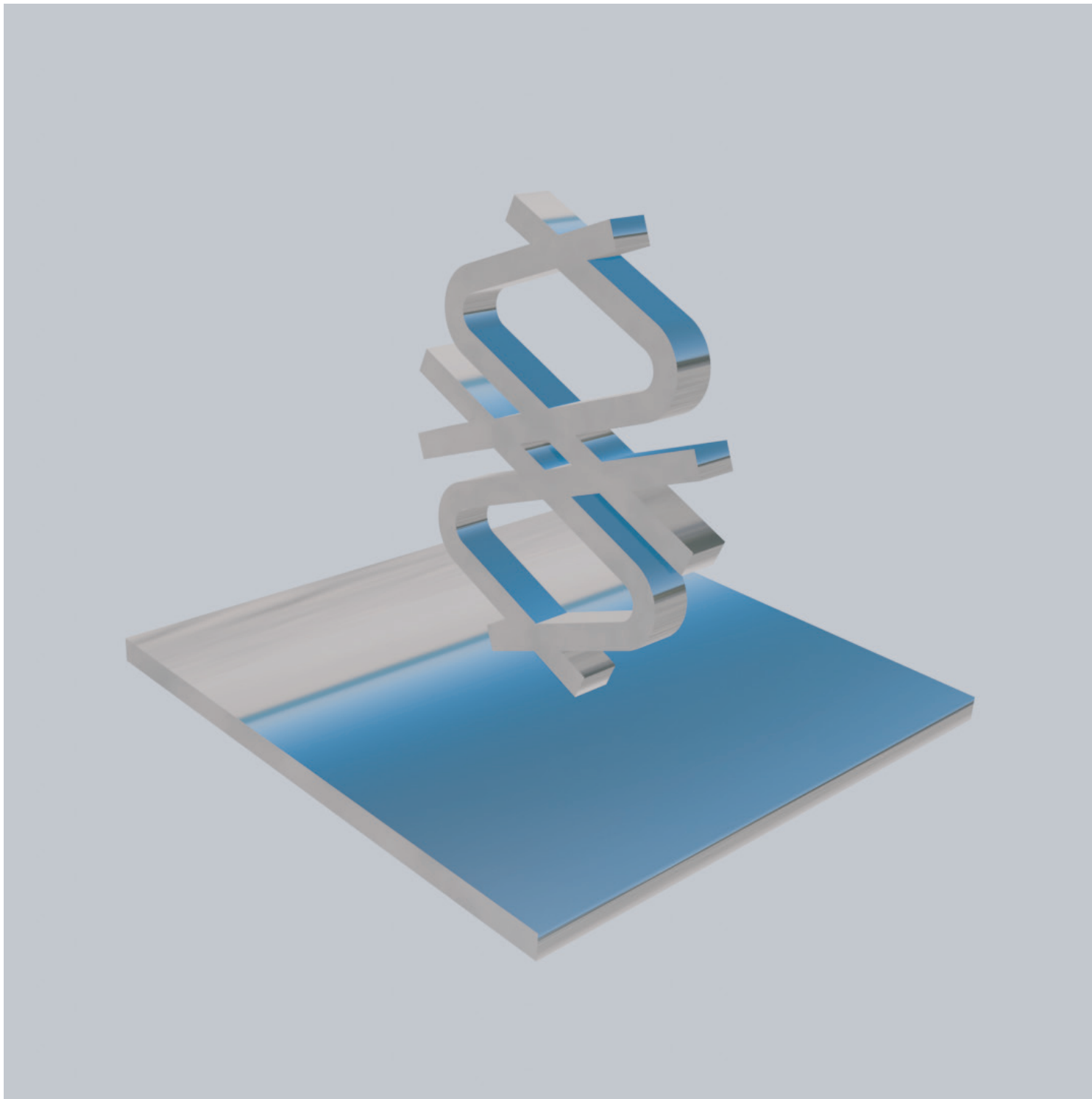




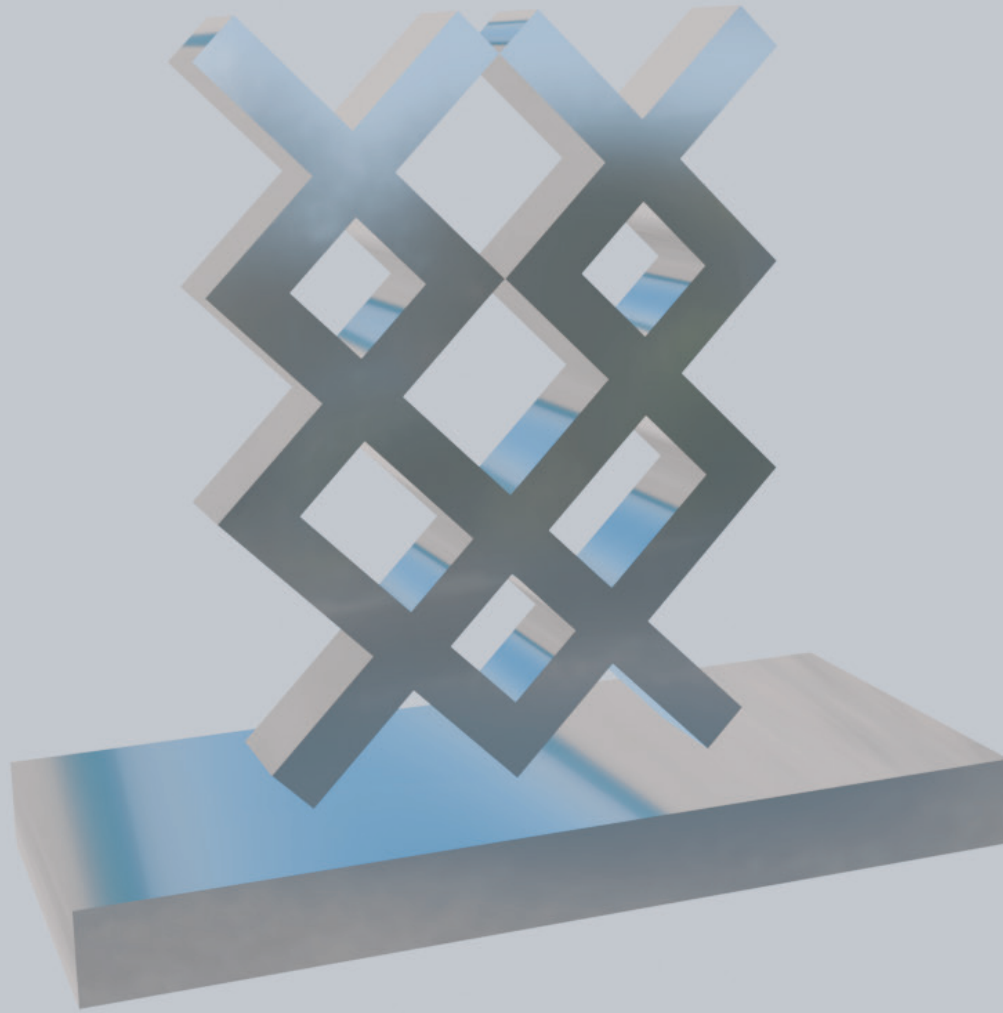
Weft
Height: 270cm
Width: 185cm
Material: Polished stainless steel

Biscaya
Height: 300cm
Width: 170cm
Material: Polished stainless steel





Eunoia
Height: 280cm
Width: 230cm
Material: Polished stainless steel



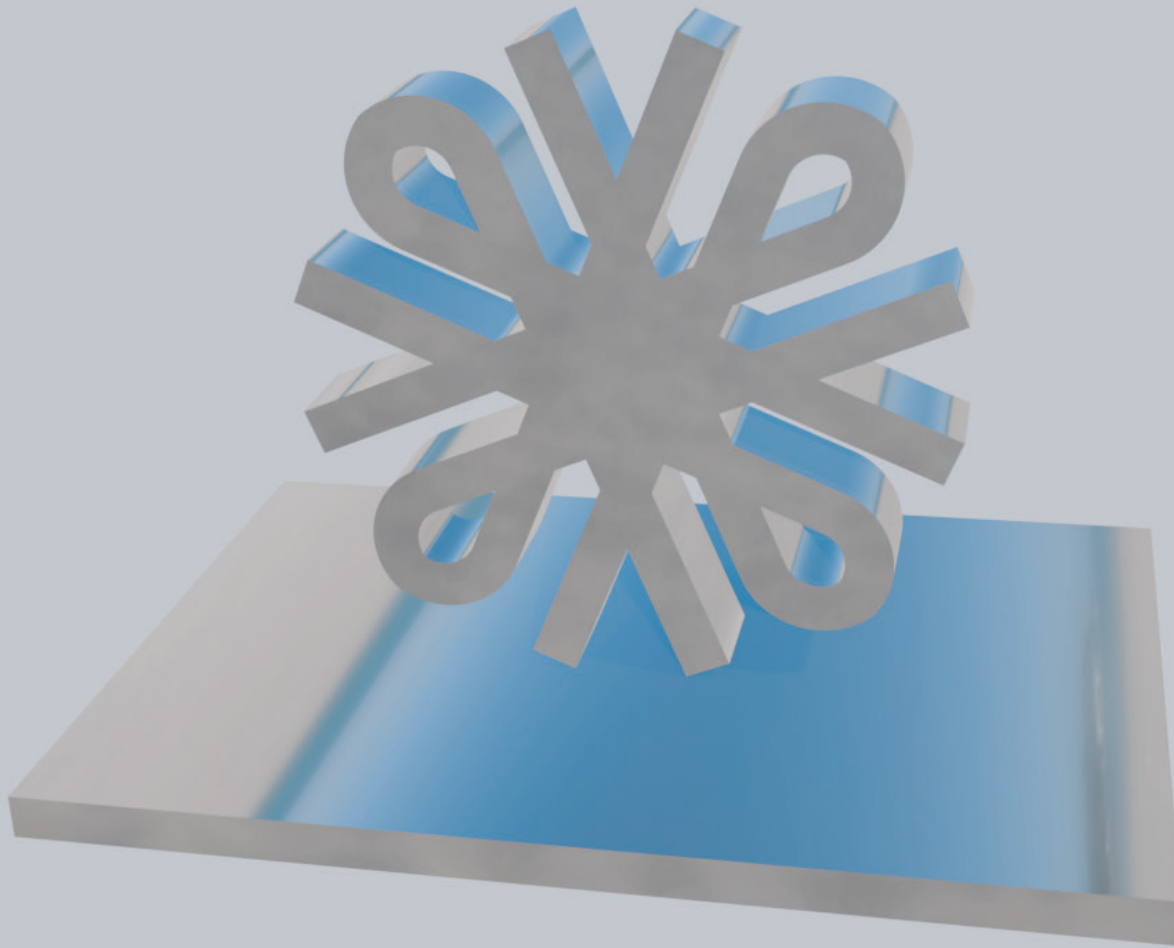
Threads of the unseen

Height: 160 cm

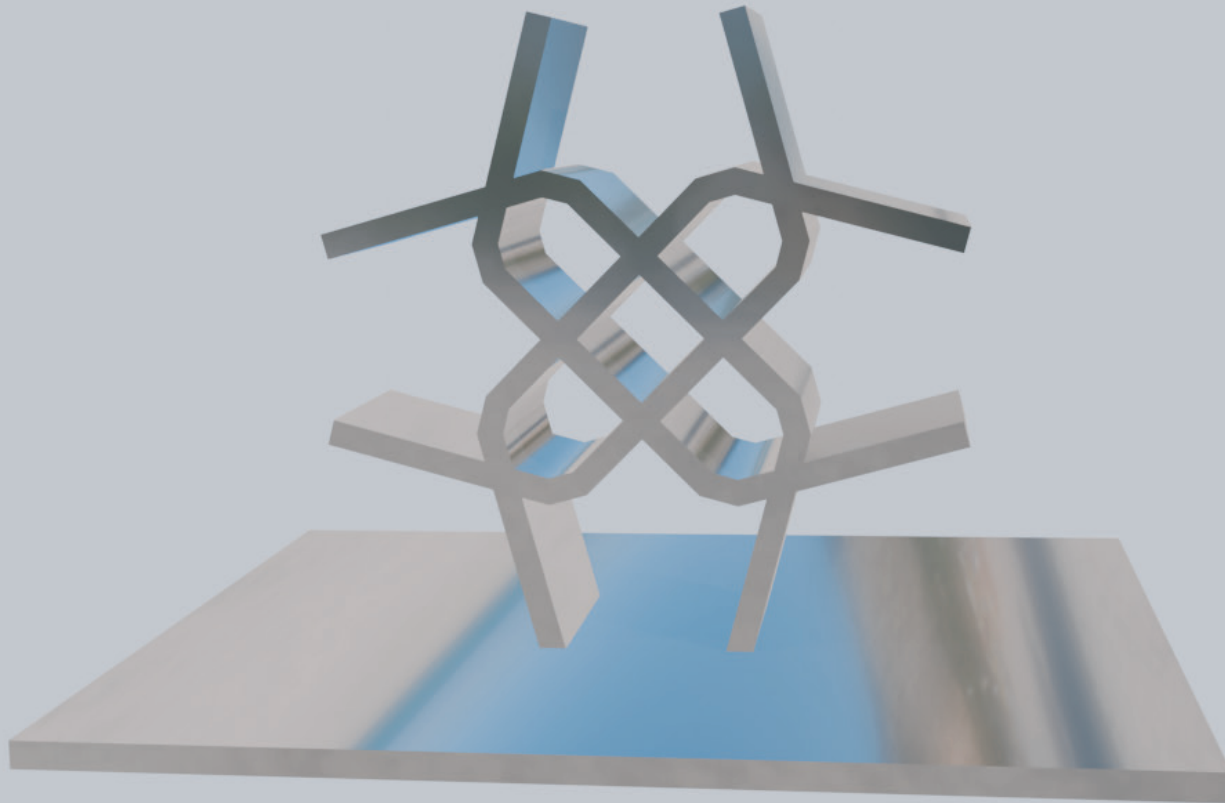
Width: 115 cm

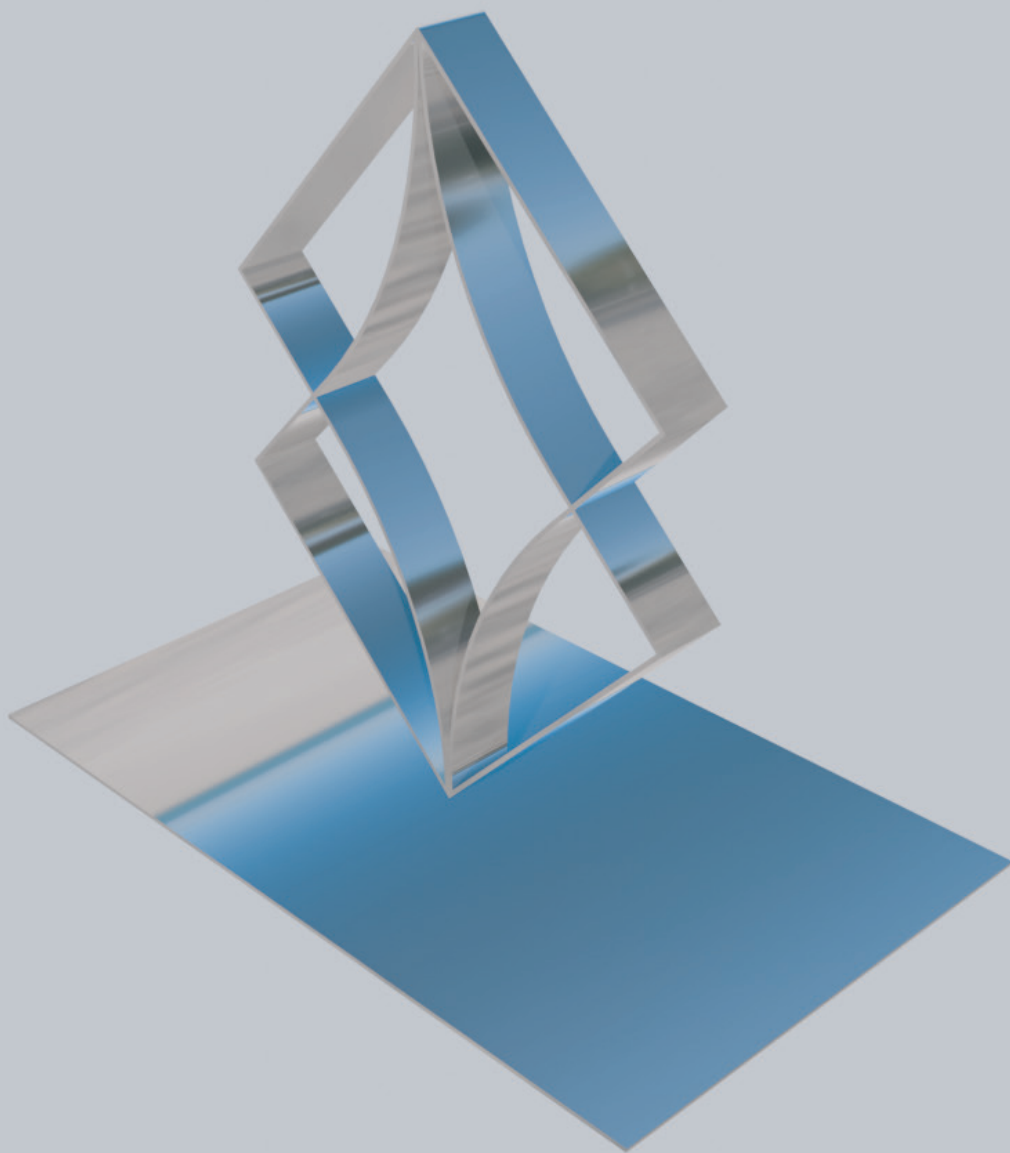
Material: Polished stainless steel

Snowflake
Height: 190cm
Width: 190cm
Material: Polished stainless steel

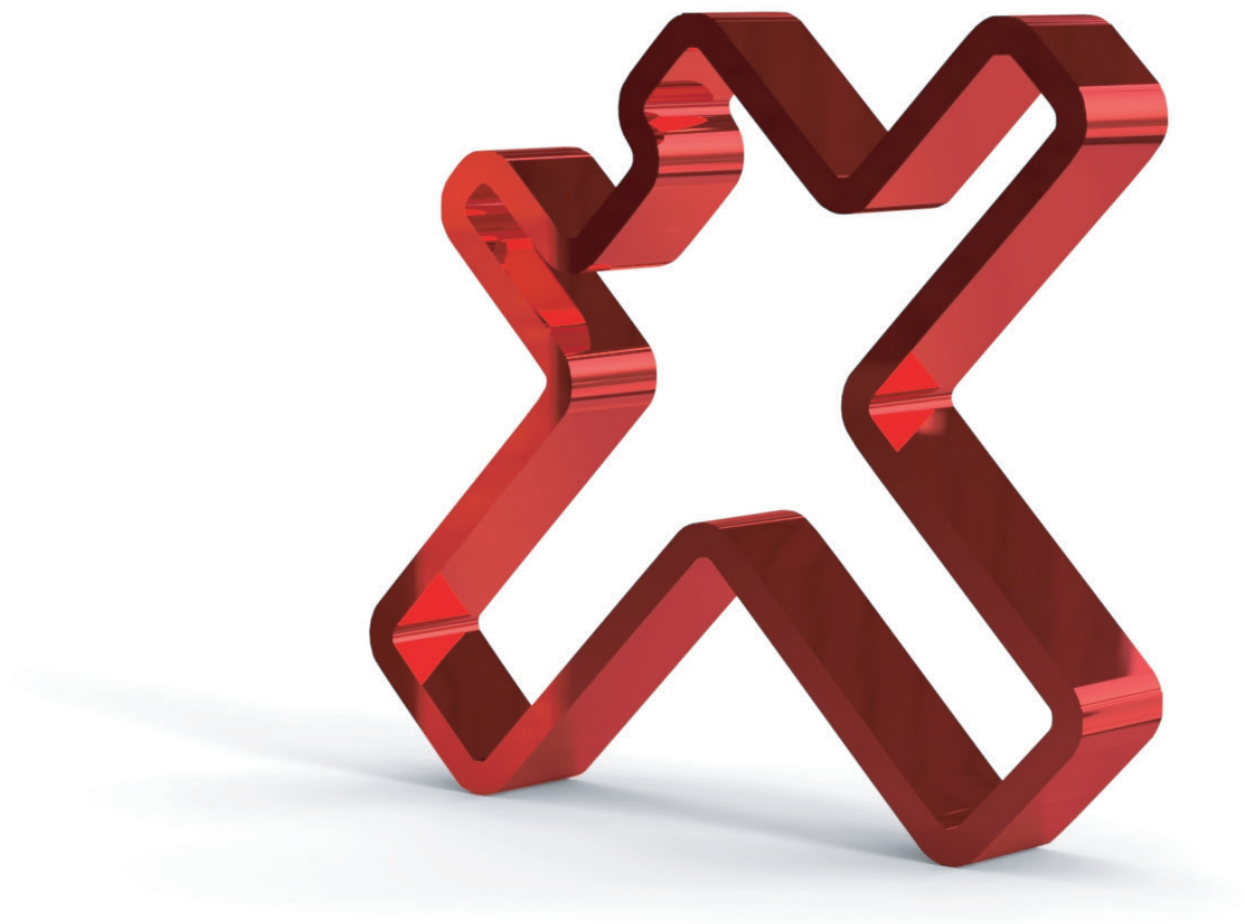


Fluidity of sharpness
Height: 200cm
Width: 200cm
Material: Polished stainless steel





Interlock
Height: 210cm
Width: 154cm
Material: Polished stainless steel



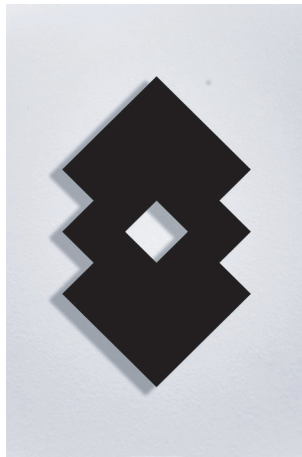
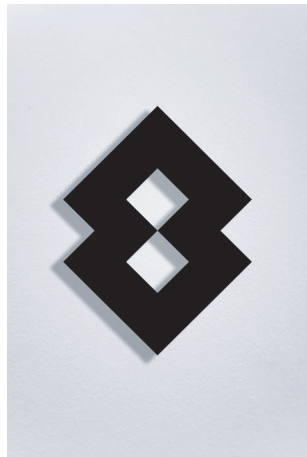
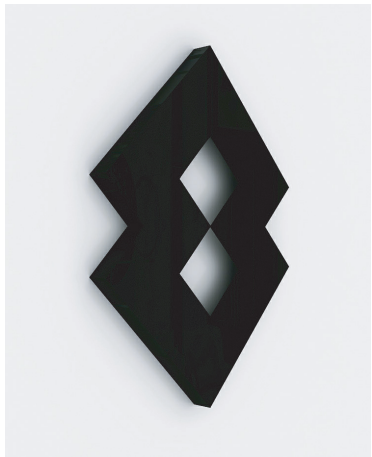
Vivid uplift
Height: 182 cm
Width: 205 cm
Material: Polished mirrored steel

Essence of the void,
Wall sculpture

Height: 85 cm
Width: 50cm
Thickness: 6 cm
Material: Lacquered aluminum

Height: 51 cm
Width: 50 cm
Thickness: 3.5 cm
Material: Lacquered aluminum





Echoes of the heart
Wall sculpture

Material: Lacquered aluminum

Unity 01

53 cm x 40 cm x 3.5 cm

Loneliness

66 cm x 40 cm x 4.5 cm

Separation

66 cm x 40 cm x 4.5 cm

Unity 02

66 cm x 40 cm x 4.5 cm

Unity 03

80 cm x 40 cm x 6 cm

Separation 02

80 cm x 40 cm x 6 cm

Unity 04

80 cm x 40 cm x 6 cm

