

Castle Rock Public Arts Commission

September 9, 2020

DOWNTOWN PROJECT OVERVIEW

The Public Art Commission's Public Art Plan identifies the Commission's strategic objectives to foster and enhance the experiences of public art in Castle Rock. Goal Three of this plan is to create pedestrian-scale art experiences downtown that add vitality and encourage people to walk around.

The Castle Rock Downtown Alliance envisions a vibrant and prosperous downtown. Public art offers a synergetic relationship with this vision. There are many ways to accomplish this, for example, artist-designed streetscape elements, ground murals; sculptures and murals at gathering places and/or for wayfinding; and light installations for nighttime activation.

Public art offers spontaneous discovery of small treasures. By commissioning a few public art projects overtime, downtown will become known for unique street features that people look forward to seeing time and time again.

PROJECT IDEAS

Idea: Positivity messaging - at its core is engagement of the public through messaging and art

2020 will go down as one of the more challenging years. Facing an unknown health risk, social and moral discord, divisive politics and disrupted lives.

Even now, so much of the future is unknown. But that doesn't mean humanity can't rise up in the midst of darkness. This project is about spreading a message of hope and positivity for our citizens.

We need you to help us tell these stories. The story of us. Artistic freedom! Whether it's a story of hope, a story of who we are as a town, or a story of a funny cartoon guy, meaningful poetry, photography, or just a story of bursting Colorado color, there are so many stories to tell.

Phased Approach

Phase One, Q1-Q2 2021

We'll kick off our two-year campaign by reimagining a lifeless boring object – the Festival Park bathroom. By starting with something gray and mundane, we can bring the elements of surprise and delight to the community. If we can tell a story along the way, well, even better.

Phase Two, Q3 2021

Then we'll tell stories through vinyl stickers applied to traffic signal boxes and placed throughout downtown on businesses and sidewalks.

Phase Three, Q1-Q2 2022

Finally, we'll cap off the two-year campaign through a building mural that tells the story of the resilience of our community and gives them hope for the future.

Project Details

Goal: to spread messages of hope and positivity throughout downtown, enticing people to explore them all

Medium: painted mural (long-term), Festival Park bathroom wrap (medium term 7-10), electrical box wraps (medium term 7-10), and vinyl wrap/stickers (short-term, 3-5 years)

Installation logistics: painting of mural, placement of stickers with willing businesses, wrap on electrical boxes, wrap on bathroom over an 18-month timeframe

Project partners or sponsors: Parks and Recreation, Public Works, DDA, downtown businesses

Art Curation: Two separate calls for entries – phase 1 and phase 3, art selection, installation per phased approaches

Engagement: social media campaign, First Friday, town public affairs, ribbon cutting event around the mural unveiling, #celebrateCastleRock

You may submit art for one of the mediums or all of them. Specification documents can be found [here](#). (list the mural dimensions, the sticker size, the wrap dimensions)

Next Steps:

- Identify partners that help make this engaging and successful
- Start developing call or entry language, budget on vinyl, schematics, etc.
- Work with DDA on business and social engagement