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Greenway Conservancy to Begin Public Art Planning Process Tonight

Funding to come from private donors and New England Foundation for the Arts

(Boston) – February 7, 2012 – The Rose Kennedy Greenway Conservancy today announced it is undertaking a public art planning process, with the goal of creating a strategy for public art on Boston’s newest and most dynamic public space. The process will begin tonight at 290 Congress Street with a public meeting, during which members of the general public will share their ideas about the types of installations they’d like to see on the Greenway over the next five to seven years.

The Public Art planning process will be funded by private donors and a \$75,000 grant from the New England Foundation for the Arts’ public art program, the Fund for the Arts, which supports new, site-specific, contemporary artwork. The process is expected to last six months, and will be spearheaded by Conservancy staff with input from curators, experts in the field of public art, artists, Greenway residents, and the general public.

Tonight, attendees will meet the consultants, hear from the working group, and begin a dialogue.

“When we have asked our stakeholders how they’d like to see this new park evolve over the years, the vast majority have said they’d like to see more public art on the Greenway,” says Nancy Brennan, executive director of the Rose F. Kennedy Greenway Conservancy. “We believe the Conservancy has a role to play in supporting contemporary, thought-provoking public art. Boston is a world-class city, and we expect the Greenway to be a world-class park that brings people together in an engaging and meaningful way.”

“From children playing in the landscaped water, to workers buying lunch from carts, to tourists enjoying healthy walks and horticulture, the Greenway is becoming a place where residents, visitors, and workers are happy to mingle together. Contemporary art will enhance these uses,” said NEFA Board member and Fund for the Arts Advisor, Dr. Ted Landsmark, president of the Boston Architectural College.

Details about tonight’s public art planning meeting:

What: Greenway Public Art Strategy Kick-off

Where: 290 Congress Street, Boston, MA 02210

Atlantic Wharf 2nd Floor Media Room

When: Tuesday, February 7, 2012 at 5:30PM

To assist in this undertaking, a public art consultant team was selected by a rigorous RFP process from a field of ten. The consultants selected are nationally recognized in the art world.

Jennifer McGregor is the Director of Arts and Senior Curator at Wave Hill in the Bronx, NY, and has her own consulting practice, McGregor Consulting. She consulted on Boston's Post Office Square in the late 80s, and was on the original Artery Arts committee. A founding director of New York City's Percent for Art Program, she also started the national Public Art Network. She has previously completed plans for public art programs, sculpture parks and urban spaces.

Renee Piechocki is an artist, public art consultant, and founding director of the Office of Public Art in Pittsburgh, a unique public-private partnership between the City of Pittsburgh and the Greater Pittsburgh Arts Council. Previously, she held positions with the Public Art Network of Americans for the Arts, Acconci Studio, and the New York City Department of Cultural Affairs' Percent for Art Program.

Members of the working group include:

- Kate Gilbert (Conservancy, artist)
- Linda Jonash (Conservancy)
- Nick Capasso (deCordova Sculpture Park and Museum)
- Geoffrey Hargadon (artist, NEFA's Fund for the Arts advisor, UBS Financial Services)
- Ralph Helmick (artist)
- Young Park (Conservancy board member, Berkeley Investments)
- Edward Saywell (Museum of Fine Arts, Boston Art Commission)
- Deborah Spirio (Neiman Marcus, Greenway Leadership Council member)
- Meejin Yoon (architect, artist, MIT faculty member)

Media wishing more information, call Lisa Quackenbush of cuePR at 781.801.0347. The Rose Kennedy Greenway is accessible through the MBTA Aquarium (Blue Line) Station, and in close proximity to both North Station (Green, Orange and Commuter Rail Lines) and South Station (Red, Silver and Commuter Rail Lines). The Greenway parks are fully accessible to people with disabilities.

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About the Rose Fitzgerald Kennedy Greenway

The Rose Fitzgerald Kennedy Greenway is a ribbon of contemporary urban parks that connects people and the city by providing beauty, fun, and a sense of community in Boston. Now, four of Boston's most diverse and dynamic neighborhoods – formerly divided by a massive structure of steel and asphalt – are linked by beautifully landscaped parks, gardens, and plazas and reconnected with the harbor. For more information, visit www.rosekennedygreenway.org.

About The Greenway Conservancy

The Conservancy is the designated steward of the Rose F. Kennedy Greenway, a new ribbon of contemporary urban parks in the heart of Boston. We are delivering on the promise of a beautiful, vibrant, innovative city park. Established in July, 2004 through an agreement with the Massachusetts Turnpike Authority, the City of Boston, and the Commonwealth of Massachusetts, the Conservancy is a private, non-profit organization, which operates, maintains, preserves and manages the parks on behalf of the public. The conservancy raises private and public funds to support the parks, aspiring to excellence in design, operations, and public programming.