

The background is a complex watercolor composition. It features large, soft-edged washes of color in shades of blue, orange, red, and grey. Interspersed throughout are numerous small, circular and oval shapes, some of which are filled with a fine, golden glitter. The overall effect is one of organic, artistic texture and depth.

# Public Art in The ARTery

Cristina Solà Sanz, Daniela Zaragoza

The background is a light cream color with various watercolor-style illustrations. In the top left is a small grey sphere with a white crescent. In the top right is a larger reddish-orange sphere. On the right side, there are two thin, dark grey brush strokes and a small grey sphere. At the bottom, there are several larger, textured watercolor shapes in shades of red, orange, and grey, with some yellow speckles scattered around them.

# Goal

Reestablishing the identity of the Roxbury neighborhood, starting with a portion of the ARTery, by implementing public art that promotes local histories, businesses and culture.

# Goal



- revitalize vacant/ unkempt spaces
- establish identity
- promote local businesses & artists

Focus Site



# Typologies

Murals



Light Stops



Bus Stops



Light Boxes



# Typologies

Small Scale Murals



Establishment Headers



Parking Lots/ Bike Lanes/ Sidewalks



Shutters



# Typologies

01

## Murals

Taking advantage of large empty walls for the design of murals that represent cultural and place identities of the community which also revitalize the space from vacancy to vibrancy

03

## Small Scale Murals

Mural opportunities in smaller scales and wall segments that aren't as overwhelming but are still effective

05

## Bus Stops

Adding posters and signage that promotes local artists/ businesses/ culture to create a sense of place even while individuals walk by or wait for the bus

07

## Parking Lots/ Bike Lanes/ Sidewalks

Ground art that will activate and encourage the usage of the space. Kid activities like hopscotch or drawn out sports fields will be able to promote the otherwise vacant space

02

## Light Stops

Light Posts throughout the ARtery can be used to hang banners and signs that create engagement with the community such as the example of "Heart & Soul of Roxbury- Nubian Square"

04

## Establishment Headers

Attractive headers that will reflect the locale's identity and appeal to customers

06

## Light Boxes

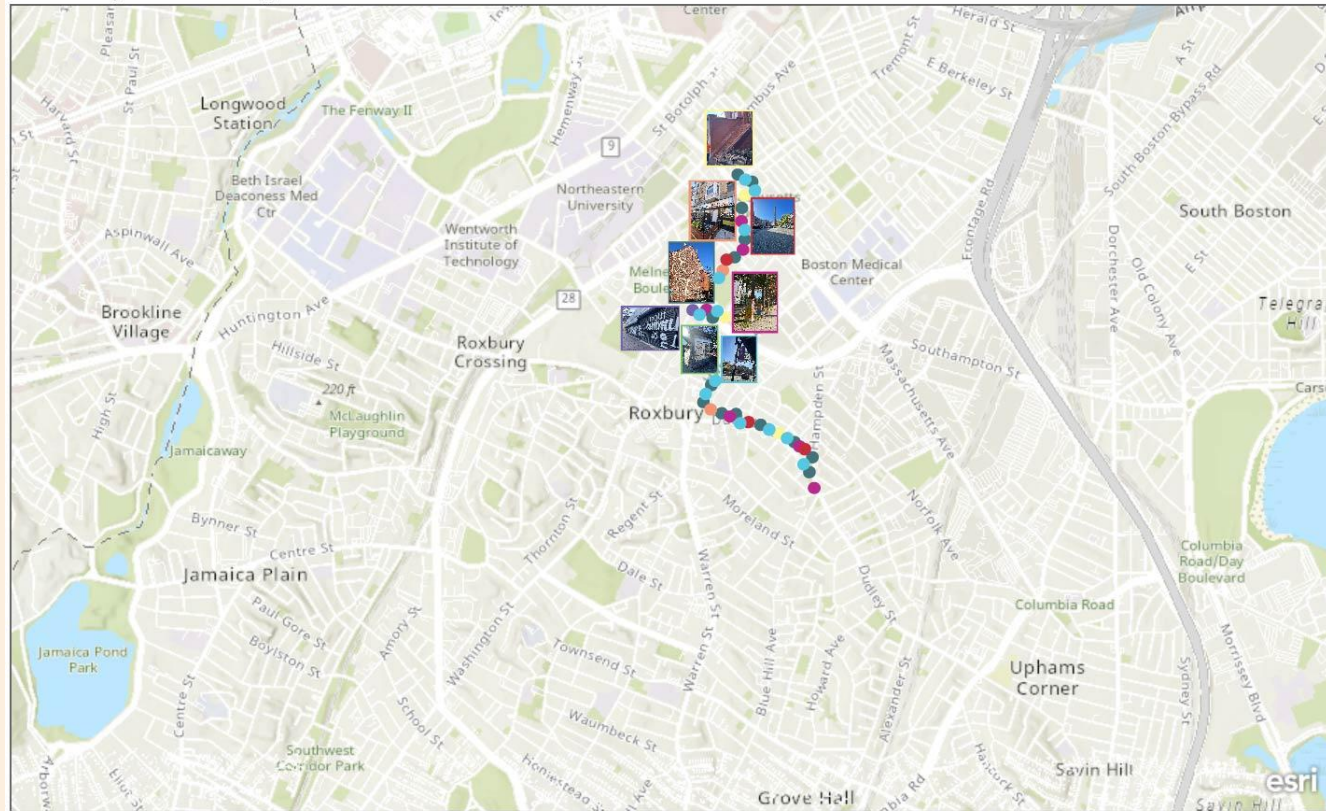
Adding art to light boxes as side walks will go from feeling vacant to clearly occupied and active

08

## Shutters

Using shutter doors as opportunities to write messages or create additional murals

# Public Art Opportunities in Selected Location of ARTery



- Murals
- Establishment Headers
- Parking Lots
- Murals (small scale)
- Light Boxes
- Bus Stops
- Shutters
- Light Posts

0.6km

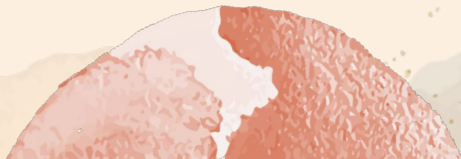





# Policies and Processes






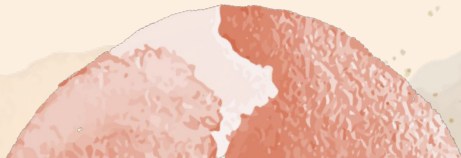





- Public Art Commissions
- Plaques, Interpretation, and Education for Public Artworks
- Street Murals
- Memorial Commissions
- Landmarks Commissions
- Loans
- Collection Care





# Program & Plans



- PaintBox
  - Transformative Public Art Program
  - To Immigrants With Love
  
  - Boston Creates Cultural Plan
  - Percent for Art Program
  - Safe Routes to School
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# Precedents

[https://docs.google.com/document/d/1FDSiM581MfVdQp\\_pb6HymJQ948Yo1NDxRZKWXef5Sz9s/edit?usp=sharing](https://docs.google.com/document/d/1FDSiM581MfVdQp_pb6HymJQ948Yo1NDxRZKWXef5Sz9s/edit?usp=sharing)