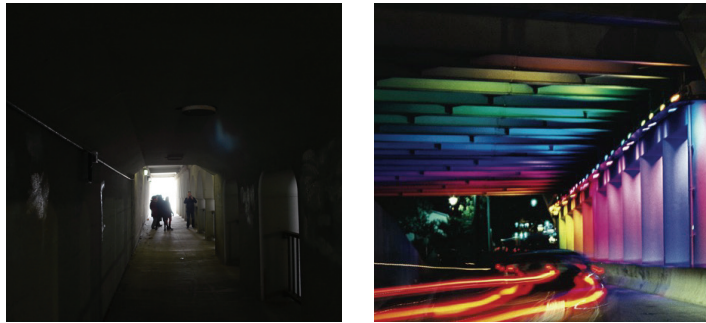


# FARGO PUBLIC ART MASTER PLAN

## Imagine...

...that dark and unfriendly tunnel on 10th as a colorful light corridor that responds to car movements and feels safe to walk through.



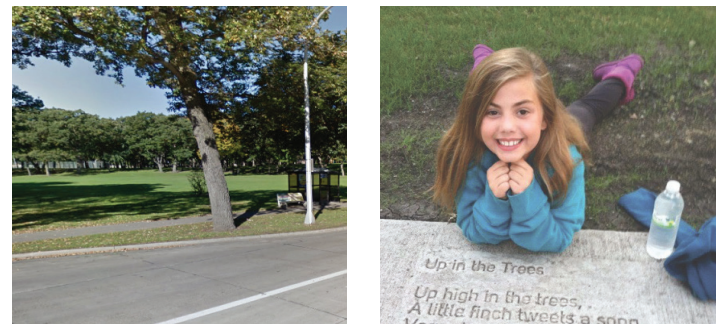
...the parking lot at Broadway and 2nd downtown transformed into a greened up gathering place with sculptures and a performance stage, all paid for by a private developer.



... your neighborhood park as a place where kids get to work with local artists to design and build artistic kites with messages on them to honor the earth on Earth Day



...how artists might engage communities and businesses in Fargo to imagine the possibilities for revitalizing public space, transform vacant lots, and build civic pride?



Fargo is excited to join hundreds of other cities that have enriched their cultural identities and capitalized on the talents of artists to grow creative, vibrant, and meaningful places, and improve the quality of life for our communities, such as:

Sioux Falls - Rapid City - Bemidji - Grand Forks - Duluth - Winnipeg - Fort Collins

## Fargo Arts and Culture Commission

Contact:  
Planning and Development Department  
[planning@FargoND.gov](mailto:planning@FargoND.gov)  
(701) 241-1474

[www.fargoartsandculture.com](http://www.fargoartsandculture.com)

## Vision

The City of Fargo envisions a livable community where integrating public art into city initiatives, neighborhood revitalization efforts and private developments is a norm; where every citizen, worker and visitor in Fargo has the opportunity to freely experience quality art and creative expression as part of their daily lives.



### Fargo envisions a public art program that:

- Is citywide—not just downtown—and participatory
- Promotes public art that is more than statues, memorials, and murals
- Garners public and private support through partnerships
- Is supportive of local and regional talent, and open to emerging artists
- Grows the role of the Arts & Culture Commission, and get more community involvement at the neighborhood level (you can get involved!)
- Is inclusive and reflective of increasing cultural diversity in region
- Maintains the city’s collection in good shape, insure safety/integrity of art
- Utilizes art and artists to unify multiple interests and agencies across the city, strengthen communications and coordination between City and Park District, School District, neighboring cities, private developers, etc.

### Why does Fargo need a public art program?

- Public art projects can lead to increased community engagement and social cohesion.
- Arts and culture assets of a community are important elements of economic development and can lead to the creation of creative, arts, or cultural districts.
- Public art projects and activities help to draw visitors to a city and act as a destination for tourism.
- A city may gain recognition as a cultural hub in the region, and aid in attracting and retaining millenials, students, and creative entrepreneurs and artists.
- Public art projects can help to leverage private support for cultural, creative, and arts development.
- Simply put, public art can help to beautify and add value to public improvement investments and shared public spaces.



# Where do you fit in?



The Public Art Program in Fargo seeks to cultivate a constellation of active partnerships that will help fuel the growth of—and participation in—the City’s public art program, including continued work with local arts institutions, various city agencies, the Park District, the School District, neighboring cities, and others. This constellation illustrates existing and potential partners that have a stake in public art development in Fargo.



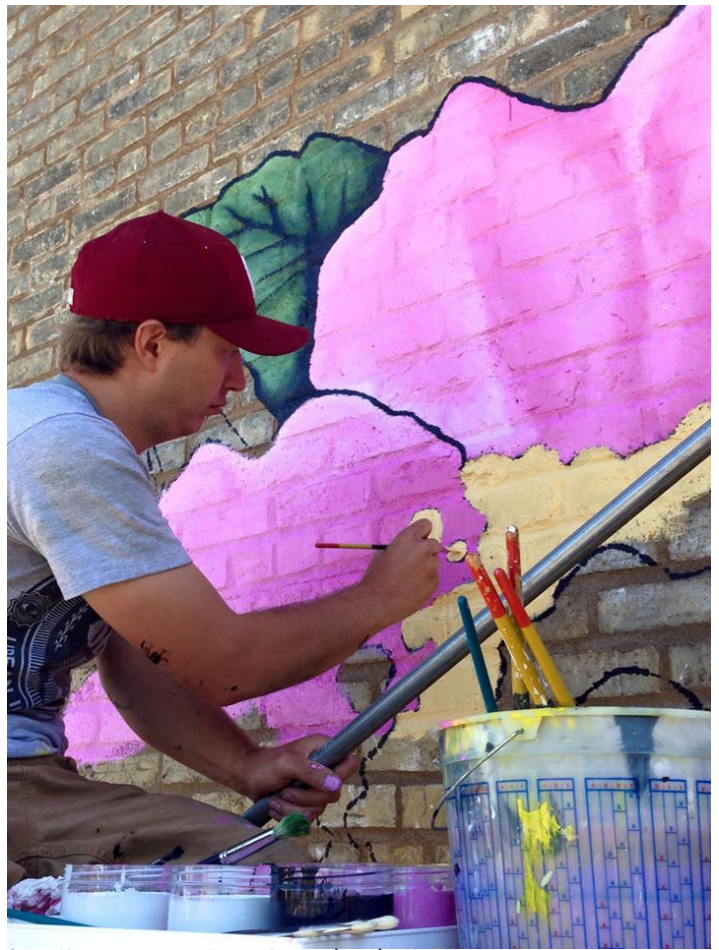
# Did you know?

Not all public art is publicly funded, nor on public land. Today, public art can be temporary or permanent; it can be a work of visual art, a performance, a parade or a spectacle; and it can involve artists working in and with communities, and with professionals from many different sectors (such as educators, architects, community developers, social service providers, etc.).

What kinds of public art have already made Fargo a special place to live?



Community event - photo courtesy The Arts Partnership



Steve Knutson painting Prairie Rose - photo by Kurt Knutson



Bridge - photo by Jen Krava



Downtown markers - photo by Jack Becker



The Fargo Project - photo by Char Marie Flood



Dumpster painting - photo by Jen Krava