

Fargo Public Art Master Plan



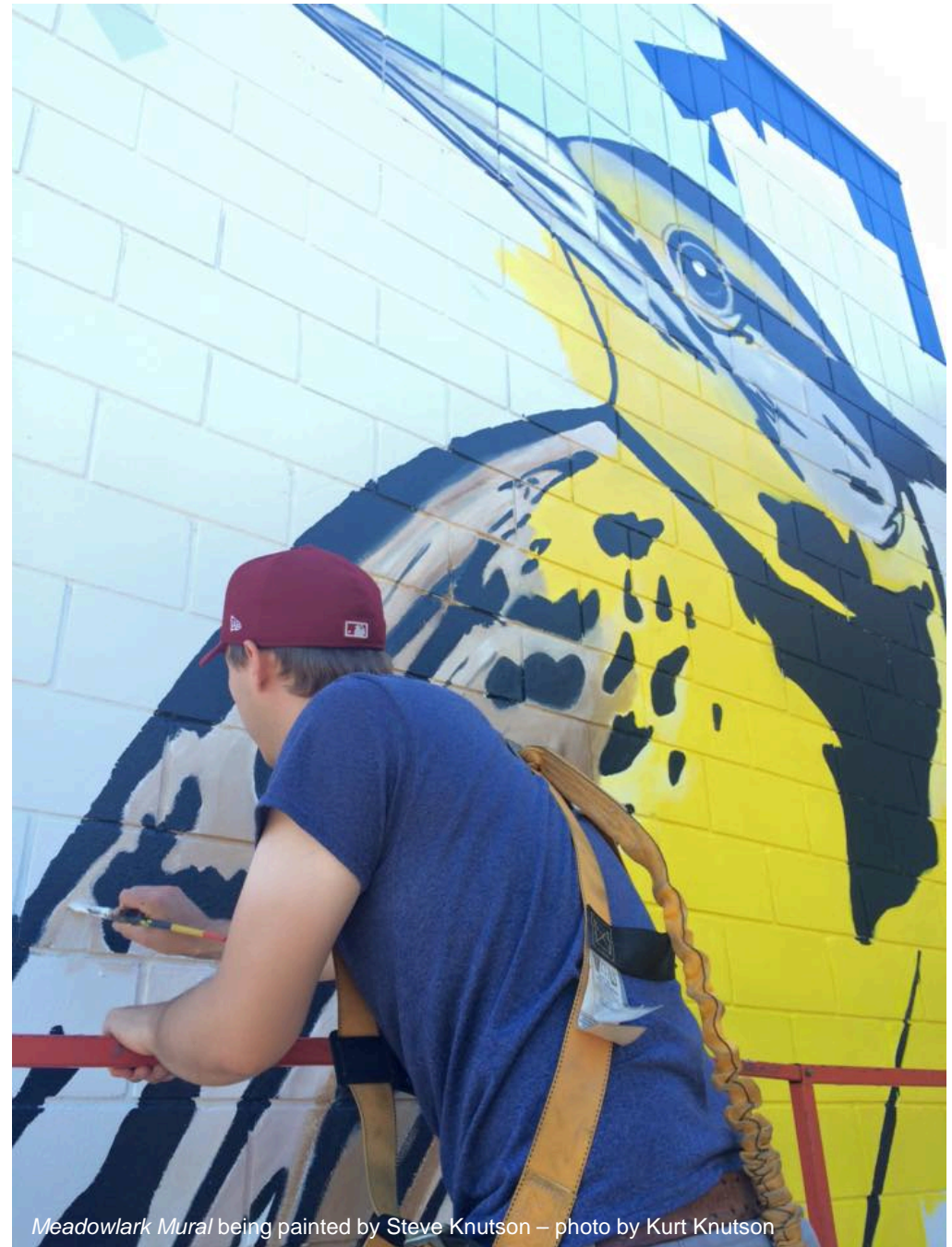
Sodbuster, San Isidro by Luis Jiménez, Fargo, ND - photo courtesy Plains Art Museum



The Fargo Project – photo by Char-Marie Flood



Sidewalk Poetry—photo courtesy The Arts Partnership



Meadowlark Mural being painted by Steve Knutson – photo by Kurt Knutson

Fargo Arts and Culture Commission

One of the key initiatives of Fargo's GO2030 plan was the development of and Arts and Culture Commission.

Established in 2015, the purpose of the Commission is to support the integration of art into the public process and to increase aesthetic consideration within the public realm.

Fargo Arts and Culture Commission

- Makes recommendations to the City Commission regarding the commissioning and placement of public art owned by the city.
- Works to encourage the display of public art by all citizens, developers, and property owners
- The Commission is dedicated to citywide public art programming that promotes public art, generates public- private relationships, supports established and emerging artists, and embraces equity and cultural diversity.

A Vision for Public Art



Henrik Wergeland statue – photo by Char-Marie Flood



Fargo Sandbag Project by Michael Strano photo courtesy of Public Art Review



Flood wall art – photo by Char-Marie Flood



Street Paving – photo by Jen Krava



Downtown Fargo Mural by Scott Gunvaldson – photo by Jack Becker

The Arts and Culture Commission envisions a citywide public art program that:

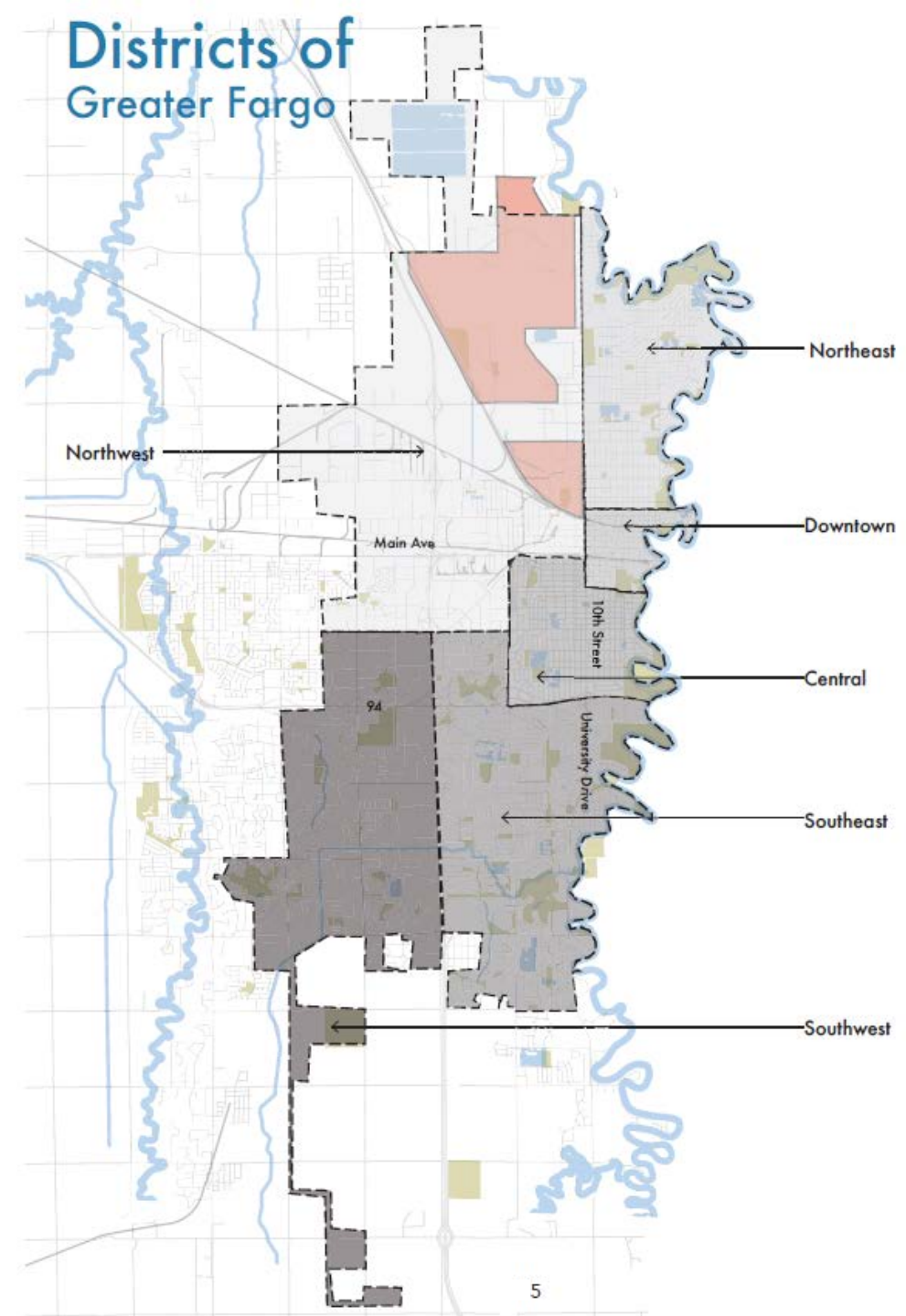
- Promotes public art
- Stimulates public-private partnerships
- Supports local and regional artists
- Embraces equity and celebrates cultural diversity



Community Event – photo courtesy The Arts Partnership

Districts of Greater Fargo

- The Public Art Master Plan divides Fargo into six unique districts
- The goal of the Public Art Master Plan is to integrate public art citywide



Public Art Themes



Embrace Winter and Seasonality



Celebrate the River



Water Appreciation



Emerging Cultural Diversity



The City on the Great Plains



The Fargo Project – model

Image Source: www.thefargoproject.com

Public Art...

- **Helps transform public spaces** in Fargo, inspires civic pride, and increases public gathering and community interaction.
- **Can be visual**, such as murals or sculpture, **or theatrical**, like performance events or temporary installations.
- **Contributes to economic vitality** by helping attract and retain professionals, students, and creative talent.



Perceptions and Attitudes about the Arts

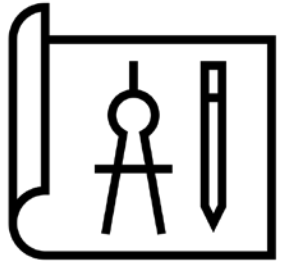
According to a 2015 survey of American adults conducted by Americans for the Arts

- **77 %** of American adults say they experienced the arts in a “non-arts” venue such as a park, hospital, shopping mall or airport
- **87 %** of American adults believe the arts are important to the quality of life
- **82 %** of American adults believe the arts are important to local businesses and the economy
- **67 %** of American adults believe the arts unify our communities regardless of age, race and ethnicity
- **62 %** of American adults agree that the arts “helps me understand other cultures better”

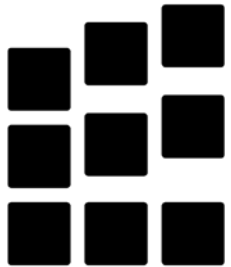
How we will use the Public Art Master Plan

- Vision
- Goals
- Implementation/Best Practices (Appendix_
 - Public Art Possibilities
 - Themes
 - District Areas

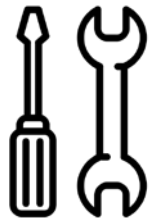
10 Goals for the Public Art Program



1. Continue developing current projects



2. Build the capacity of the Arts and Culture Commission and the effectiveness of the Public Art Program

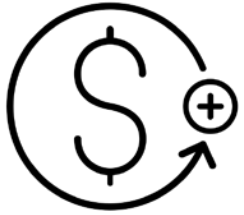


3. Provide appropriate care and maintenance for City-owned public art

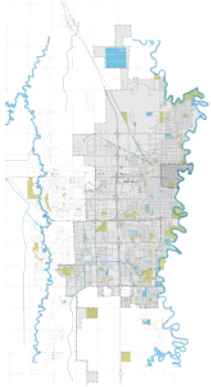


4. Establish a clear and easily accessible process for artists

10 Goals for the Public Art Program



5. Identify and secure permanent funding and support systems for public art



6. Ensure that public art is citywide

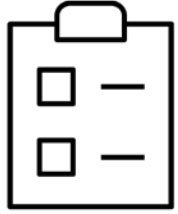


7. Pursue artistic excellence

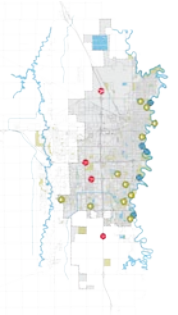


8. Cultivate Partnerships

10 Goals for the Public Art Program



9. Establish incentives for developers



10. Focus on sites of opportunity as outlined in this plan



Murals by Steve Knutson – photos by Kurt Knutson

Downtown interpretive landmark

Community Stakeholders and Potential Partners



Generating Projects

- Encourage everyone in the community, artist and non-artists, to generate ideas for public art projects
- Allows the public to take ownership, show pride and add value to their community

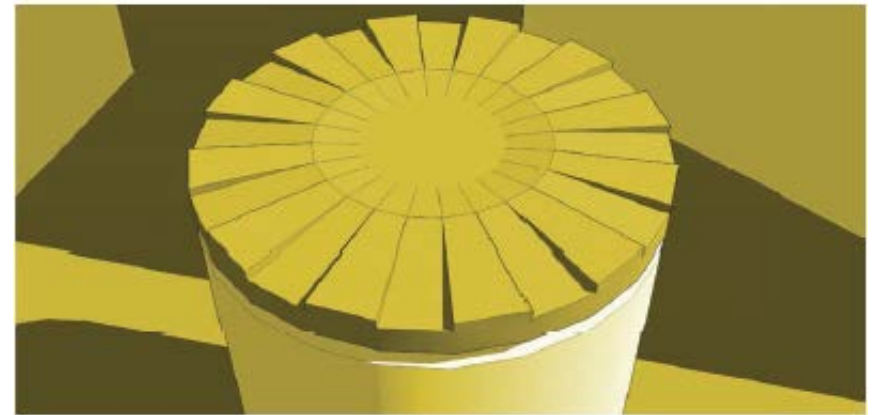
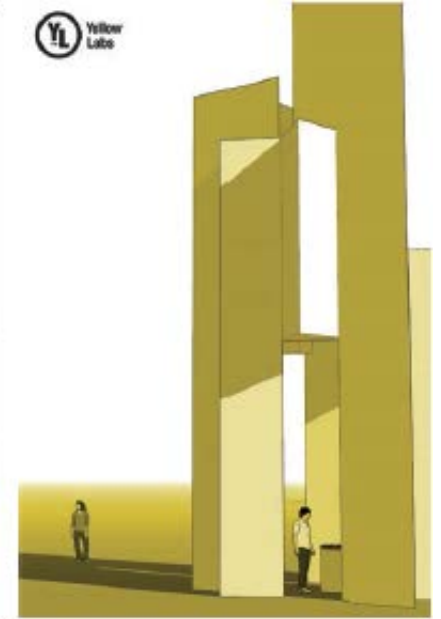
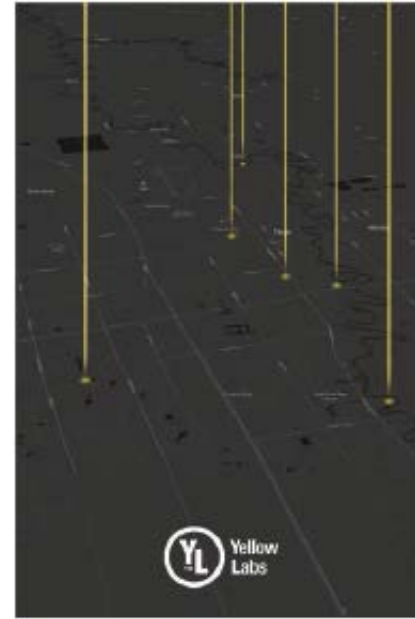
Public Art Possibilities

FARGO
& PORCHFEST



BEACONS

BEAMS OF LIGHT VISIBLE FROM THE ENTIRE CITY



What's New?

Brad Bachmeier's Madison Park Brick Sculpture



Fargo's Arts and Culture Commission is committed to integrating art into public spaces, supporting local artists, and bringing quality art and creative expression to the Fargo community.

Thank you!



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

The Public Art Master Plan can be viewed online at:
www.fargoartsandculture.com