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Keep the Art! Roswell Downtown Development Authority Challenges Community to Match \$10,000 Donation



August 9, 2017 – A campaign to Keep the Art! has received a tremendous boost, thanks to a generous challenge by the Roswell Downtown Development Authority.

Roswell DDA has offered to match funds raised by Roswell Arts Fund up to \$10,000 with the goal of keeping *Sentience* by David Landis in the Heart of Roswell Park on Canton Street. This artwork is one of ten new sculptures featured in the 2017 ArtAround Roswell sculpture tour.

“In our efforts to promote the redevelopment and vibrancy of the downtown Roswell business district, we are committed to creating inviting gathering spaces and enriching social experiences,” said Randy Schultz, Chairman, Roswell Downtown Development Authority. “*Sentience*, as the focal point of the Heart of Roswell park, mirrors the optimism, hospitality, and charm of the city, and we would like to see this work of art remain permanently in this location.”

Sentience is by David Landis, an Atlanta artist who enjoys creating works of art that reflect and enhance their surroundings. The stainless sculpture features the bloodroot flower, a native wildflower known for its medicinal properties. Its center resembles exploding fireworks.

Through its Keep the Art! fundraising campaign, Roswell Arts Fund seeks donations from individuals, businesses, and organizations to keep ArtAround Roswell sculptures in the city permanently. The Fund hopes to raise at least \$60,000 to add selected sculptures to the city’s permanent collection of public art. The first funds raised will match the challenge from Roswell DDA to purchase *Sentience*.

“We are thrilled with the initiative and enthusiasm of Roswell DDA, and we hope that the community will respond and help us Keep the Art! in Roswell,” said Rochelle Mucha, Chair, Roswell Arts Fund. “Public art helps activate spaces and drive economic vitality, while creating a unique sense of place and identity for our city.”

For more information about the Keep the Art! campaign or to make a contribution, please visit our website at <http://www.artaroundroswell.com>.

About ArtAround Roswell

ArtAround Roswell, an initiative of Roswell Arts Fund, features ten sculptures on loan to the city by their artists plus two sculptures purchased from the 2016 sculpture tour. The “museum without walls” is on display through December 2017. ArtAround Roswell is a partnership between the City of Roswell and Roswell Arts Fund initiated to bring the benefits of public art to the city, including community involvement and enrichment.

About Roswell Arts Fund

Roswell Arts Fund is an independent 501(c)(3) nonprofit corporation with strong collaborative relationships with the City of Roswell. The Roswell Arts Fund was founded to strengthen the scope of public arts in the city and to champion the ability of the arts to excite the imagination, strengthen public places, and encourage conversation. More information about Roswell Arts Fund can be found at <http://www.roswellartsfund.org>.

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P.O. Box 768136
Roswell, GA 30076
board@roswellartsfund.org
Phone: 770-817-6674

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