

# NORTH FULTON NEIGHBOR

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## ArtAround Roswell aims to strengthen appearance of public art in city

Lindsay Moscarello Mar 29, 2017



David Landis works to assemble his piece, 'Sentience' on Canton Street as part of ArtAround Roswell

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Lindsay Moscarello

With the increasing interest in public art throughout the city, Roswell Art Fund aims to continue its contribution with the second year of ArtAround Roswell.

According to Roswell Art Fund Chair Rochelle Mucha, ArtAround Roswell helps brand the city as evolving, seeking to reach out to our young professionals and millennials with our art, as well as appeal to our more traditional visitors and residents.

“Public Art is how you define your sense of place, tell people how you want to be known. We believe ArtAround Roswell expands and enlivens the city of Roswell and its brand,” Mucha said.

A “Request for Proposal” goes out to the artist community through Americans for the Arts for established pieces of work, not commissioned pieces, according to Roswell Arts Fund Chair Rochelle Mucha.

Artists from around the country have the opportunity to submit established works of art for consideration for the city tour.

A Public Art Selection Panel, comprised of Roswell Arts Fund members, business leaders, elected officials, community representatives and artists is assembled.

The panel reviews, discusses and ranks submissions during a one day meeting until a consensus is achieved as to the selected artworks and where they will be installed.

“We narrow down the submissions to 10, then match each piece to one of our pre-determined sites,” she said.

The goal, according to Mucha, is to provide an eclectic tour that is both traditional and progressive, provocative and playful, while activating Roswell's tagline of "Modern Spirit. Southern Soul."

The tour includes traditional works such as "Reception" and playful works such as "BorBor 6.1."

Selected Sculptures also include "Sentience" by David Landis, "Smoke" by Marc Moulton, Radiance by Gregory Johnson, "Sweet Pops of Brilliance" by Craig Snyder, "Reception" by Fred Ajanoga, "Sunflower" by Patricia Vader, Oak Leaf TripTych by Jim Gallucci, "Steady" by Ben Pierce, "Interwoven" by Aisling Millar McDonald, "Cycle" by Joey Manson, "Robot Conveyor" and "Sky Maintenance" by Dima Alekseyev.

"Sentience" by David Landis is located in the heart of Canton Street.

Landis describes it as a botanical piece, a bloodroot flower.

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"I chose it because it has a wonderful dynamic quality, like a firework exploding. The plant is poisonous, but can also be used for medicinal purposes. I like the duality that exists with that," Landis said.

ArtAround Roswell commissioned Otocast, an application that tells patrons exactly where each sculpture is located along with a short description directly from the artists.

According to Mucha, Roswell is beginning to gain a reputation as an arts-centric city.

"The public art introduces art to everyone, at our playgrounds and our core, Canton Street, while also serving to bring our diverse demographic communities together," said Mucha.

ArtAround Roswell has commissioned a company and app called Ottocast, where patrons can see exactly where the pieces hear from the artist themselves what inspired them about the piece and what inspired them in general.

Each piece is loaned out from the artists, who receive a stipend, to the city for the nine month tour.

“We thought we would have a better chance at attaining quality art and having the artist stay with us if we offer them a decent stipend, which we are,” said Mucha.

This year’s tour also includes the pieces purchased through the inaugural event.

Mucha noted that it is the organization’s goal to purchase one piece per year.

In its inaugural year, two of the pieces were purchased, “Smoke” by Mark Moulton on Canton Street and “Oak Leaf Triptych” by Jim Gallucci in Lake Park.

“One we bought on our own and own was gifted to us from Roswell Wine Festival,” said Mucha.

Each year the wine festival donates its proceeds to a charitable organization and last year Roswell Arts Fund was the recipient, which enabled them to purchase a second piece.

“Public Art is still very new to Roswell and its visitors, so the Roswell Arts Fund believed it best to include the two sculptures that were purchased during 2016, as well as our gift of temporary art, ‘Sky Maintenance’ to strengthen the tour,” said Mucha.

Dima Alekseyev of Moscow, Russia is the artist behind “Sky Maintenance,” a suspension art piece that will hang from the bridge in Don White Park.

“It is going to look like a silhouette to those passing by,” said Bucha.

Installation will take place in Riverside Park at the Interstate 400 overpass bridge.

GDOT has closed off a lane of traffic on March 25 in order to have the installation occur in the morning.

The 10 sculpture pieces of this year’s tour are for sale and available to anyone to purchase, even if the final destination is outside of Roswell.

According to Mucha, as a fundraising organization, Roswell Arts Fund receives a 30 percent commission on each purchase.

A campaign to keep the art in Roswell which can be achieved by making a donation will also occur.

Roswell Arts Fund will gift the city with one of the pieces, but waits until the public has had an opportunity to review and potentially purchase.

The intended focus is on affordable pieces and locations believed to best serve the city, according to Mucha.

The ribbon cutting for ArtAround is April 22 from 11:30 a.m. to 2:30 p.m.

A "Maker Series," is also scheduled to occur throughout the nine month period.

"Maker Series" will occur every other month.

April will feature a mosaic artist that people can work with and contribute to a permanent sculpture planned for Canton Street.

June is focused on ceramics with demonstrations and hands on activities.

August centers on mobile making, the guest artist will collaborate with attendees to on a large mobile piece and participants can take smaller handcrafted mobiles home with them.

October will feature a glass blowing series.

The series wraps in December with a puppet maker, who will conduct three different workshops on how to make the puppets and bring it to life.

Visitors will also have the chance to win prizes with a monthly Instagram photo contest.

ArtAroundRoswell is on Facebook at @artaroundroswell, Twitter at @ArtAroundRos and Instagram at @artaroundroswell.

More information is available at [www.roswellartsfund.org](http://www.roswellartsfund.org) and [www.artaroundroswell.org](http://www.artaroundroswell.org).

