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FEATURED

Roswell DDA joins efforts to 'Keep the Art!' in the city with fundraiser contribution

Lindsay Moscarello Aug 10, 2017



Roswell Downtown Development Authority is partnering with Roswell Arts Fund to raise funds to keep 'Sentience' by David Landis, one of the sculptures on the ArtAround Roswell tour, as a permanent installation in the Heart of Roswell Park on Canton Street.

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Lindsay Moscarello

Roswell Downtown Development Authority is collaborating with Roswell Arts Fund to challenge residents to "Keep the Art!" in the city.

The "Keep the Art!" campaign is an effort for all the ArtAround Roswell sculptures to become permanent fixtures rather than temporary exhibits.

The DDA has offered to match funds, up to \$10,000, raised by Roswell Arts Fund in an effort of keeping "Sentience," a piece by David Landis, in the Heart of Roswell Park on Canton Street.

David Landis is an Atlanta based artist who enjoys creating works of art that reflect and enhance their surroundings.

Landis's "Sentience" is one of ten new sculptures featured in the 2017 ArtAround Roswell sculpture tour.

According to Landis, the stainless sculpture features the bloodroot flower, a native wildflower known for its medicinal properties. Its center resembles exploding fireworks.

This is the first time the DDA has collaborated on something of this sort.

According to DDA Chairman Randy Schultz, the reasoning behind the choice of "Sentience" is because the area where it currently resides, is one of two central locations within authority boundaries.

The second is the Roswell Square, where a sculpture already resides.

Schultz, who resides close by Canton Street, noticed an increase presence of residents in the park following the installation of the sculpture and efforts of the Historic Roswell Beautification Project to clean up the area.

He expressed that presence of "Sentience" is "increasing economic vitality and interaction in that area."

"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 Schultz.

"Sentience, as the focal point of the Heart of Roswell park, mirrors the optimism, hospitality, and charm of the city, and we [DDA] would like to see this work of art remain permanently in this location."

Through its "Keep the Art!" fundraising campaign, Roswell Arts Fund seeks donations from individuals, businesses, and organizations to reach its goal of at least \$60,000 to keep the sculptures in the city permanently.

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 Roswell Arts Fund Chair Rochelle Mucha.

"Public art helps activate spaces and drive economic vitality, while creating a unique sense of place and identity for our city."

Schultz hopes that "Sentience" becomes an "iconic visual" and "help define the brand" of Roswell.

He compared it to seeing an Instagram post of iconic "Cloud Gate" in Chicago, "when people see that, they know it is Chicago."

"When people see "Sentience," they know it is downtown Roswell."

Currently, ArtAround Roswell sculptures are temporary installations on display.

Roswell Arts Fund is working to reach its monetary goal before Dec.1

Schultz has heard adverse reactions to the potential removal of "Sentience," so he and the DDA are aiming their efforts will not only raise awareness about the sculpture, but also encourage donations to result in its purchase and permanence.

More information about the "Keep the Art!" campaign and the option to make a contribution is available at www.artaroundroswell.com.