Living artfully

Life without the collective resources of our museums, libraries, theatres and galleries, or without the personal expression of literature, music and art, would be static and sterile; no creative arguments about the past, no diverse and stimulating present, and no dreams of the future.

Ivins City Arts Master Plan

DRAFT

2017

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IVINS CITY
ARTS MASTER PLAN

Introduction

Ivins City is about more than streets, water and sewer lines, and zoning ordinances. It is about a way of life with an identity and an image. As we plan for the future of Ivins City, we carefully need to brand ourselves not only as what we are, but as what we hope to become.

Sitting amidst the beautiful Red Mountain and home to Snow Canyon State Park, Ivins City long has offered recreational opportunities to residents and visitors alike. Perhaps because of its beautiful natural surroundings or the peaceful spirit that exists here, Ivins City also has attracted artists, art organizations, and art enthusiasts. Experiencing the natural and artistic environments of Ivins City is proving to be the basis for Ivins City as a destination city: a place where the arts and nature allow residents and visitors to "live artfully."

Why the Arts?

In today's society, persons of all economic, social, and cultural backgrounds recognize the value of sports and recreation to one's overall health and development. The arts receive less attention in our schools and society in general, and their value is less understood. The arts, whether visual or performing, feed our soul, open our hearts, challenge our minds, and expand our abilities. For many, art

- changes the way we see the world;
- is about the freedom to express oneself;
- is indispensable; gives us meaning;
- helps us understand our world;
- gives us a different insight into our history;
- makes a community more beautiful; makes the spaces we work in more interesting;
- includes heritage, recreation, the natural environment, public celebrations, and community-wide activities;
- includes visual arts, artisan/craftsperson, theater arts, music, audio-arts, dance, film and media, literary arts, design arts, and Native American art.

More specifically, when children are involved with the creation and appreciation of art, they benefit cognitively [emotionally] and physically. They develop and improve

- Language
- Problem solving skills and critical thinking
- Visual-spatial skills
- Innovativeness
- Motor skills

- Academic performance
- Cultural awareness.[1]

Research findings[2] of the benefits of the arts for youth and adolescents include that

- arts-engaged low-income students were more likely than their non-arts-engaged peers to attend and do well in college, obtain employment, volunteer in their communities, and participate in the political process; and

- student behavior, measured by suspensions and discipline referrals, improved, as did academic performance.

Older Americans and persons with disabilities also have an improved quality of life when engaged in arts programs.[3]

While the cited works focused on programs which involved the populations in creating art or in some other participatory way, the mere presence of art in the community provides an entry into such participation, adds to the beauty of its surroundings, and improves the quality of life for everyone.

> *Life without the collective resources of our museums, libraries, theatres and galleries, or without the personal expression of literature, music and art, would be static and sterile; no creative arguments about the past, no diverse and stimulating present, and no dreams of the future.*[4]

What Is Public Art?

> *Public art has evolved so much that its definitions have been questioned and the meaning of "public" has transformed. A traditional definition would be "art placed in public places and spaces [that are] open to everyone to use and enjoy" (Knight, viii), but that only defines public art in terms of its physical accessibility. It leaves out the issues of public funding and ownership, the role of the public in the conception and design of the art, the public spirit that arises from its interaction and engagement with the people, and the issue of the identity of the "public." Yet all of these topics are necessary considerations and important aspects of public art*[5]

Throughout this Arts Master Plan, "public art" is used in the broadest way. It is to be interpreted as including visual arts and performing arts in various media and venues that are accessible to the public. It

[1] Lynch, Grace Hwang. "The Importance of Art in Child Development." www.pbs.org.parents
[2] National Center for Creative Aging. "The Arts and Human Development" (white paper arising from convening by the National Endowment for the Arts in partnership with the U.S. Department of Health and Human Services). March 2011
[3] National Center for Creative Aging. "The Arts and Human Development" (white paper arising from convening by the National Endowment for the Arts in partnership with the U.S. Department of Health and Human Services). March 2011
[4] Arts Council England. "The value of Arts and Culture to People and Society" March 2014
[5] Deng, Cynthia, A History of Public Art in the U.S., ARCH 345, Yale, on www.siteproject.com

may be a free concert, play, or festival. It may be sculptures in roundabouts, parks, or on trails or paintings in public buildings. It may be a piece of art or a performance funded by public dollars or created or presented by private entities for the enjoyment of the public, or through a public-private partnership.

> *Terrazzo floors, etched glass, ceiling panels, textiles, stair railings, risers, pavers, planters, landscape, fences and grates are just some of the possibilities for public art contributions to public spaces. The possibilities are as vast as the imaginations of artists and architects.*[6]

Why Public Art?

When art, whether visual or performing, is public, i.e. readily available and accessible to the public, the community as a whole benefits.

- Public art enhances the community's quality of life; it educates and inspires our citizens and stimulates creativity.
- Public art is a powerful economic force; it can attract businesses, enhance tourism, support local and regional artists, and, thereby, encourage growth and development.
- Public art celebrates a city's rich history, its significant environmental assets, as well as salutes creativity, innovation, and artistic excellence.

Public art can take on a wide range of forms, sizes, and scales and can be temporary or permanent; it can include murals, sculpture, memorials, integrated architectural work, community art, digital new media, performances, and festivals.

Public art has historic and educational value as well. It can commemorate events, honor individuals, and identify historic locations. It also provides the opportunity to express our diversity and honor the unique character that is Ivins City.

Public art accompanied by well-designed trail systems and walkways can create corridors and destinations where Ivins' residents and visitors can gather, celebrate, and explore. Such design can enhance our overall community by beautifying what would otherwise be unremarkable public works infrastructure.

In short, when art is public, it can

- Engage civic dialogue and community;
- Attract attention and economic benefits;
- Connect artists with communities; and
- Enhance appreciation of art.[7]

The most traditional, and perhaps the most fundamental, reason for public art, is for the enjoyment of citizens and visitors alike.

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[6] Utah Division of Arts and Museums, heritage.utah.gov/arts-and-museums/public-art

[7] Becker, Jack. "Public Art: An Essential Component of Creating Communities" in Monograph a publication of Americans for the Arts, March 2004

Why an Arts Master Plan?

Ivins' population and its reputation as a destination city are growing. As this growth continues, City government wants to assure economic and recreational development are integrated with the arts to provide a community attractive and accessible to residents and visitors. This Arts Master Plan is one step in this process of integration.

With the creation of this Arts Master Plan, Ivins' residents and policy makers are setting forth the goals and expectations for the City as it works with developers, businesses, artists, and others to maintain and enhance the reputation and experience of Ivins City as a place for living artfully.
Publishing this Arts Master Plan online will allow residents and travelers the opportunity to understand the significance of the arts to the present and future of Ivins City.

In addition, this Arts Master Plan will:

- Improve opportunities for receiving grants both for City sponsored arts projects (e.g. roundabout centerpieces) and for grants applied for by 501(c) (3) arts organizations within the City.
- Improve the climate for artists, arts organizations, art schools, and art galleries who now enrich the community and those who are yet to come.
- Provide guidance to those developing homes and businesses within the City.
- Establish public and cultural art as an integral part of our current and future identity.
- Provide a template for integrating both existing and future artwork into community plan.
- Create marketing opportunities to promote Ivins City as a destination for families and businesses.

Vision

Ivins City integrates recreational venues and programs and access to the arts to assure residents and visitors experience living artfully.

Ivins City has a strong Parks and Recreation Department working towards this Vision. With this Arts Master Plan, Ivins City commits to encouraging and promoting arts and culture, artists, art installations, activities and education to create a welcoming environment and enrich the lives of residents and visitors.

Mission

To encourage, foster, and promote arts and cultural organizations, arts-related activities, and artists, and to identify arts-related funding opportunities to enrich the quality of life in Ivins City.

Guiding Principles

In implementing this Arts Master Plan, the implementing body shall

- actively seek ideas and participation from all segments of our community;
- work collaboratively to generate arts experiences and activities throughout the City;
- strive for artistic excellence in artwork and art experiences and seize opportunities of artists to play a leadership role in creating dynamic places;
- be a catalyst for education and building awareness about the arts and their benefits for enhancing the quality of life and the economic vitality of our community;
- provide leadership for arts initiatives in partnership with the broader artistic community;
- assure public art is in prominent locations that are visually accessible to the public, and where public life occurs, such as parks and trails;
- build a diverse public art collection that incorporates various art media styles and themes;
- assure public art engages aspects of Ivins City's landscape, history, and culture; and
- consider possible incentives to bring art and art venues into the City and engage the private sector in commissioning and presenting public art in publicly accessible places.

Goals and Annual Action Plans

The goals that follow and the Annual Action Plan in the Appendix foster this Arts Master Plan's Mission, assure progress towards its Vision, and direct its implementation. For each of the following goals, the implementing body is to create evaluation measures and use the results to recommend revisions to the goals and action steps.

Conclusion

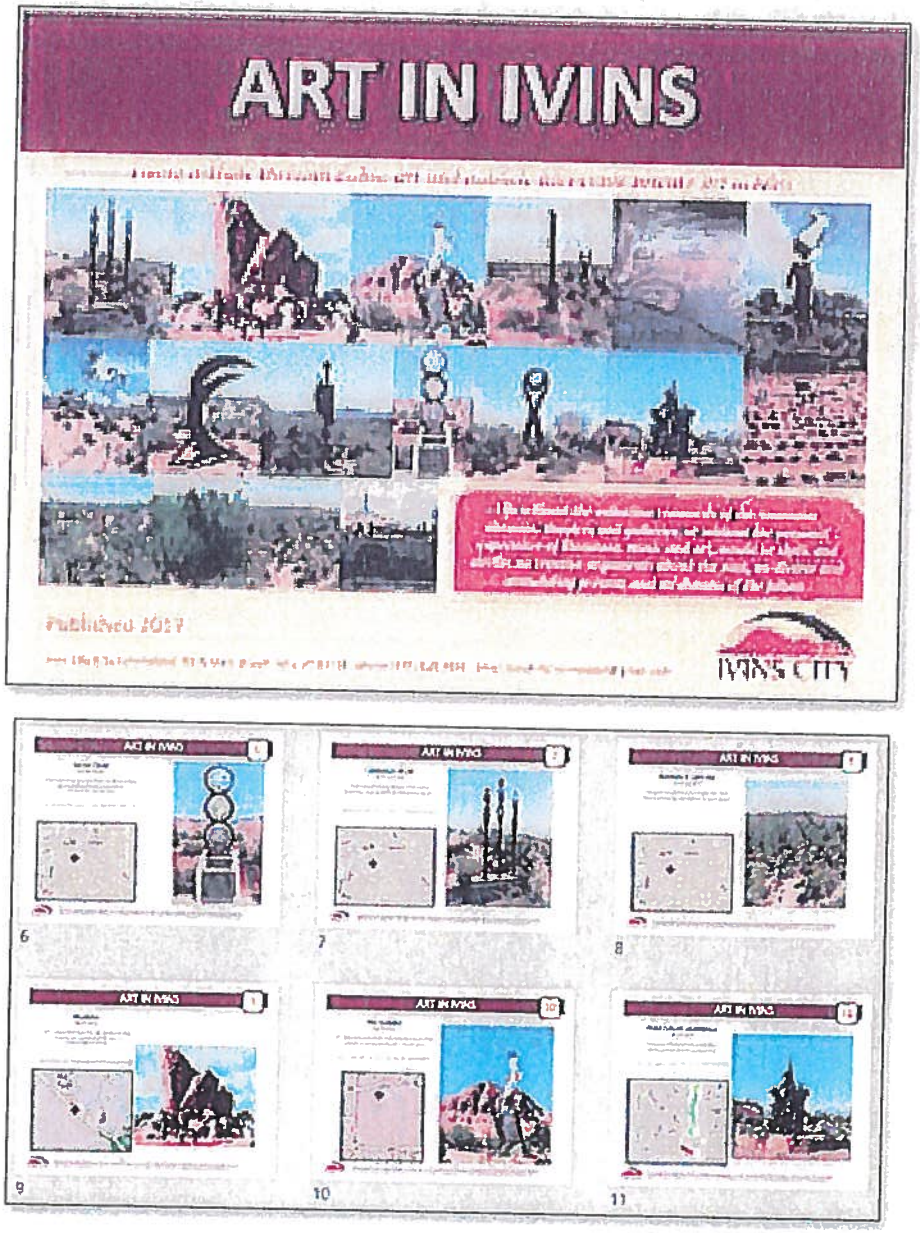
Through implementation of this Arts Master Plan, Ivins City will enhance the natural beauty of its geographical setting and establish itself as a center of public art. The integration of public art with the City's extensive parks and recreational venues will enable residents and visitors to experience living artfully.

Goal 1: Understand the art resources in Ivins City. (Resource guides)

Ivins City already has a significant amount of public art funded by public entities, private citizens/organizations or through private-public partnerships. Documenting the arts in Ivins City provides a showcase to celebrate art and its meaning in our community.

Art in Ivins

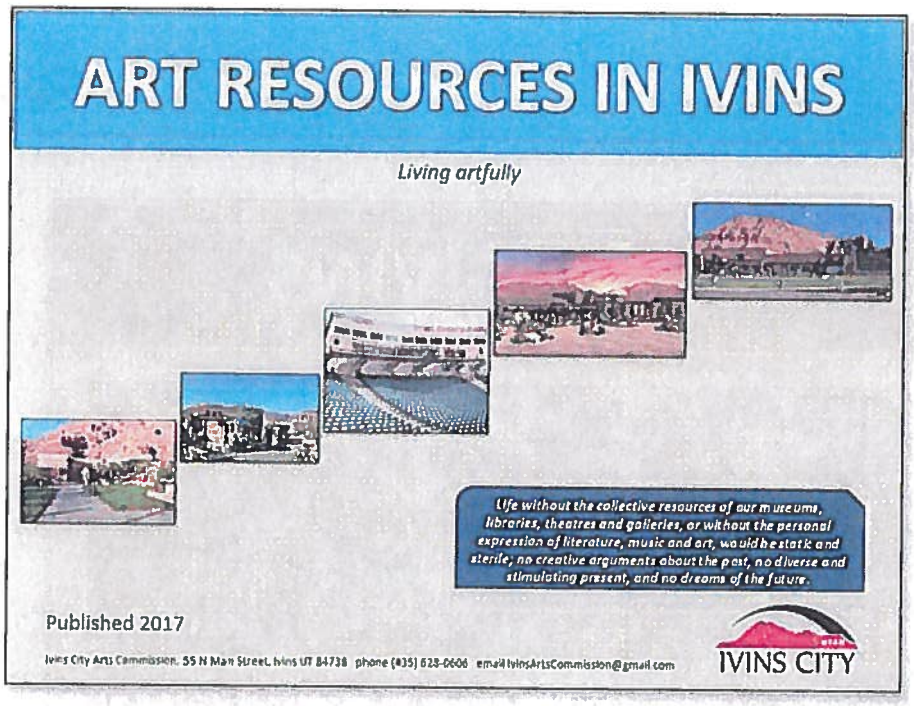
Art in Ivins is a PDF resource guide that showcases both public and publicly accessible installed art in Ivins. The guide includes photographs of each of the art pieces, maps showing where they are located, and information about the pieces where possible.



Art Resources in Ivins

Art Resources in Ivins is a guide that will be published as a PDF in 2017 and available online. The guide will list theatres, schools with an arts focus, galleries in Ivins and the following:

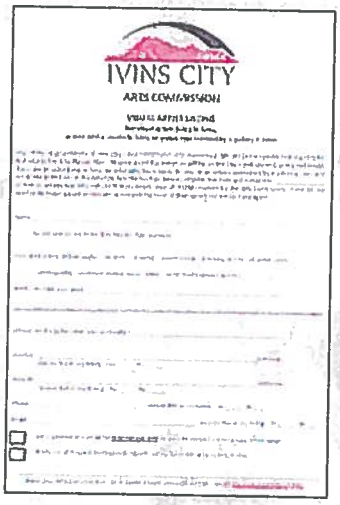
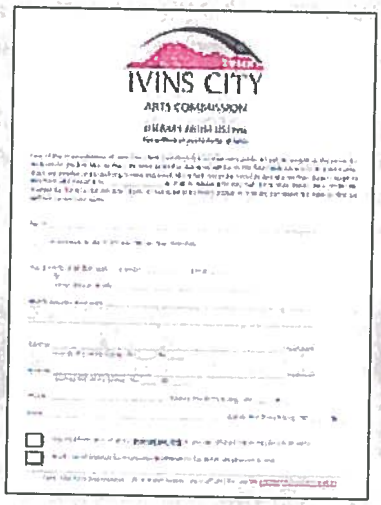
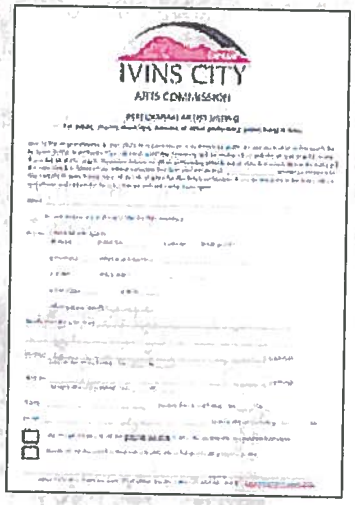
- Visual artists living in Ivins, artists with a studio in Ivins, or artists represented by a gallery in Ivins.
- Literary artists (writers or poets) living in Ivins.
- Performing artists (actors, singers, musicians, dancers, or other performing artists) living in Ivins.



Artist information forms

Artist information forms are available to artists who want to be listed in *Art Resources in Ivins*. These are posted on the Arts Commission section of the Ivins City website. Artists can download the forms and send completed forms to the Arts Commission by email, mail, or in person at City Hall.

Artists can choose to have their email address included or excluded from the *Art Resources in Ivins* guide. The Arts Commission will retain email addresses to use only for updating the guide or RFQ/RFP announcements and will not share email addresses with any other organization or individual.

Visual Artist Listing form	Literary Artist Listing form	Performing Artist Listing form
For visual artists living in Ivins, artists with a studio in Ivins, or artists represented by a gallery in Ivins.	For writers or poets living in Ivins.	For actors, singers, musicians, dancers, or other performing artists living in Ivins.
		

Goal 2: Enliven and enhance spaces throughout Ivins City for the community and visitors to enjoy public art and art activities. (Site Selection)

Site planning will have two aspects. One is focused on the location itself, its suitability and sustainability for artwork, and its ability to create an appealing, memorable, and meaningful community. Another consideration is what types of public art experiences can be designed to animate various places around the City to provide educational opportunities, entertainment or enjoyment, give expression to community values or tell the community's stories and celebrate its history and culture.

Identification of specific locations in all parts of the City is a priority to engage and benefit more citizens.

In identifying locations, the Arts commission will consider appropriate sites throughout the City for public art and art-related activity, including exterior public locations such as City parks, the spaces surrounding City buildings, along City streets, in medians, and at entrances to the City; locations to reinforce people's connection to nature, such as parks, trails, and bike paths; and interior spaces such as recreation centers and City buildings.

Arts Corridor

Ivins already has significant public art and art resources located throughout the City. The current art installations and resources indicate a natural "arts corridor" highlighted in the map on the next page in yellow. By taking advantage of the synergy created by these locations and then building on them in the future, the City can create a dramatic visual outdoor gallery along this arts corridor.

The following map and legend identifies appropriate sites throughout the City for public art and art-related activity. Art and art resources and activities should be welcome in many other parts of the City. This legend, and the accompanying map on the next page, are intended to highlight where the City should focus efforts. See the next page for a larger map.

