



# PRESS RELEASE

**FOR IMMEDIATE RELEASE:**

November 3, 2023

**CONTACT:**

Chantelle Meyer

Economic Development &

Communications Analyst

[chantelle.meyer@ci.florence.or.us](mailto:chantelle.meyer@ci.florence.or.us)

## **City of Florence Public Arts Committee launches call for Art Exposed ReVision Florence**

**FLORENCE, OR** – The City of Florence Public Arts Committee (PAC) would like to announce the launch of the next call-for-artists for the Art Exposed Rotating Outdoor Art Gallery. Since 2018, this program has installed public art throughout Historic Old Town Florence for community members and tourists alike to enjoy. The 2024-2026 call expands the program up to Highway 101 through Art Exposed ReVision Florence. Once selected, the art is scheduled to be installed in April 2024 and be on display through 2026.

For Art Exposed ReVision Florence, artists are encouraged to submit unique pieces that demonstrate extraordinary creativity. Artists will be paid a \$1,500 stipend to display their art for a two-year period. During this time, the art is available for sale. If a piece sells, the City of Florence retains 30% of the proceeds to reinvest in the Public Arts Program, <https://www.ci.florence.or.us/economicdevelopment/public-art-program>.

The six new locations for Art Exposed ReVision Florence stretch between the Siuslaw River Bridge and the intersection with Highway 126. Existing plazas with large-scale art plinths are at Nopal Street, Maple Street, and Laurel Street. Each location has site requirements that are listed in the call.

### **How to apply:**

Details of the call and locations are in the entry form. Applications will only be accepted through CaFé – <https://www.callforentry.org/> – a well-known site for managing all types of art entries throughout the United States and internationally. Artists can register an account for free in order to apply to this and other calls by visiting CaFé online. It is very easy to register to apply and by registering once, artists have access to “calls” from all over the world. There is a \$25 fee to submit an application. All artists over 18 years old are eligible for entry.

**To apply to the Call-for-Artists, or for more information about the Art Exposed program, visit the City of Florence at <https://www.ci.florence.or.us/bc-pac/art-exposed-florences-rotating-outdoor-art-gallery>. The deadline for submission is December 15, 2023, at 9:59 p.m. (PT).**

### **Selection Process:**

After the call closes, the Public Arts Committee Art Exposed Subcommittee will review applications based on the criteria in the call. The Subcommittee will provide their recommendations for the public to review and provide feedback. Final selections of art pieces will be made during Public Arts Committee meetings in January 2024. Community members are encouraged to attend the committee meetings and submit comments. More information is available at <https://www.ci.florence.or.us/bc-pac>.

For additional questions, please contact Chantelle Meyer, City of Florence Economic Development and Communications Analyst, via email at [chantelle.meyer@ci.florence.or.us](mailto:chantelle.meyer@ci.florence.or.us).

**Background:**

Art Exposed ReVision Florence is a .7-mile stretch of the Oregon Coast Highway and part of the Florence Urban Renewal District's ReVision Streetscaping Project, which was completed in 2019. Adding vibrant, large-scale public art in the highway district has been part of the plan for the project since the beginning. The Florence Urban Renewal Agency approved the placement of up to six pieces in its adopted 2023-2025 Biennial Budget. Three plinths are already in place for public art, and Art Exposed ReVision Florence will add another three locations based on the architect's plans.

The Art Exposed Rotating Outdoor Art Gallery Program is a dynamic bi-annual rotation of public art that improves the livability of the Florence area, creates a unique sense of place, and enhances community identity, while also providing an increased economic impact for visitors and residents. Art Exposed offers the community a chance to view interesting, "fresh" artwork every two years at a low cost, while providing artists with an opportunity to display and sell their work to a wide audience.

The Florence Public Arts Committee works with City of Florence staff to operate Art Exposed. They write a call-to-artists which is shared to local, regional, and state artists; manage the artist application portal through CaFÉ; compile the applications with a subcommittee; review the selection as a committee; solicit public comment; and vote on finalists in a public meeting. City staff then notifies the artists and negotiates contracts.

Learn more online at <https://www.ci.florence.or.us/bc-pac/art-exposed-florences-rotating-outdoor-art-gallery>.

###