



CITY OF ROCHESTER RECEIVES NEA GRANT TO SUPPORT ARTWALK EXTENSION **Memorial Art Gallery is Among Community Partners for Revitalization Project**

ROCHESTER, NY, July 15, 2010 — The City of Rochester today announced that it has been awarded a highly competitive, \$250,000 Mayor’s Institute on City Design grant from the National Endowment for the Arts. The grant will support expansion of ARTWalk, an innovative urban art trail in Rochester’s Neighborhood of the Arts.

The City is joined by twelve community partners, among them the Memorial Art Gallery, whose planned Centennial Sculpture Park will be one of the anchors of the ARTWalk Extension Project.

“The NEA grant underscores the significance of the ARTWalk project for this entire community,” says MAG director Grant Holcomb. “In partnership with the City of Rochester and various community organizations, the Memorial Art Gallery of the University of Rochester looks forward to playing a key role in the revitalization of this area. Specifically, the development of the Gallery’s Centennial Sculpture Park will transform University Avenue and, in so doing, help create a significant ‘cultural destination’ in Rochester.”

Holcomb also acknowledged the strong support of Congresswoman Louise Slaughter (NY-28), who for decades has been one of the strongest supporters of the NEA and the arts in general.

“ARTWalk has been tremendously successful and has turned our streets and sidewalks into a community’s canvas while providing proof that targeted federal investment can increase property values and encouraged further development from retail and commercial interests,” says Congresswoman Slaughter. “I’m delighted to see this grant coming to support further development of ARTWalk.”

The Gallery will also benefit from other components of the project, among them a Poet’s Walk and Story Walk being planned and curated by Writers & Books and media sponsor the Democrat and Chronicle. Both Poet’s Walk and Story Walk will draw on contributions by area residents, among them several nationally renowned poets, and will be accessible by cell phone and internet.



About Centennial Sculpture Park

A major installation by American artist Tom Otterness will be the focal point of this community park on the Memorial Art Gallery grounds near the intersection of University Avenue and Goodman Street. The selection of Otterness, one of the leading figures in public art, capped a two-year search by the Gallery for an artist of national stature whose work is meaningful, engaging and accessible.

Otterness is known for narrative works that are at once light-hearted and socially pertinent. His proposal for MAG—populated by monumental limestone sculptures that echo the surrounding buildings, as well as by smaller bronze figures—will tell the story of a sculpture from quarry to finished product. From its vantage point in front of the Gallery, it will also serve as a gateway into the museum. As the only site-specific work

between New York City and Toronto by this internationally renowned artist, it is also expected to become an artistic destination.

Installation of the sculptures is scheduled to begin in summer 2011 and be completed in spring 2012. The work, which is MAG's largest art acquisition ever, will be underwritten by the Gallery's Maurice R. and Maxine B. Forman Fund for art acquisition. The goal is for the installation and the surrounding park—known as Centennial Sculpture Park—to be open to the public as the Gallery counts down to its 100th anniversary in October 2013.

The park will also showcase new acquisitions by other noted sculptors, as well as works already in the MAG collection by such national and local artists as Deborah Butterfield, George Rickey, Tony Smith and Albert Paley.

It is anticipated that the strategic location of Centennial Sculpture Park, along with the removal of portions of decades-old wrought-iron fencing, will make the Gallery a more vital part of the neighborhood, open up the grounds for the public to enjoy, and attract tourism.

Memorial Art Gallery website

mag.rochester.edu

NEA grant announcement

nea.gov/national/micd25/index.html

ARTWalk Extension Project website

www.cityofrochester.gov/artwalkextension

Otterness Studio website

www.tomostudio.com

Press contacts

Patti Giordano, 585-276-8932 pgiordano@mag.rochester.edu

Shirley Wersinger, 585-276-8935 swersinger@mag.rochester.edu

#