





Through public art and artistic streetscape elements, Midtown's public realm is both visually stimulating and unique.

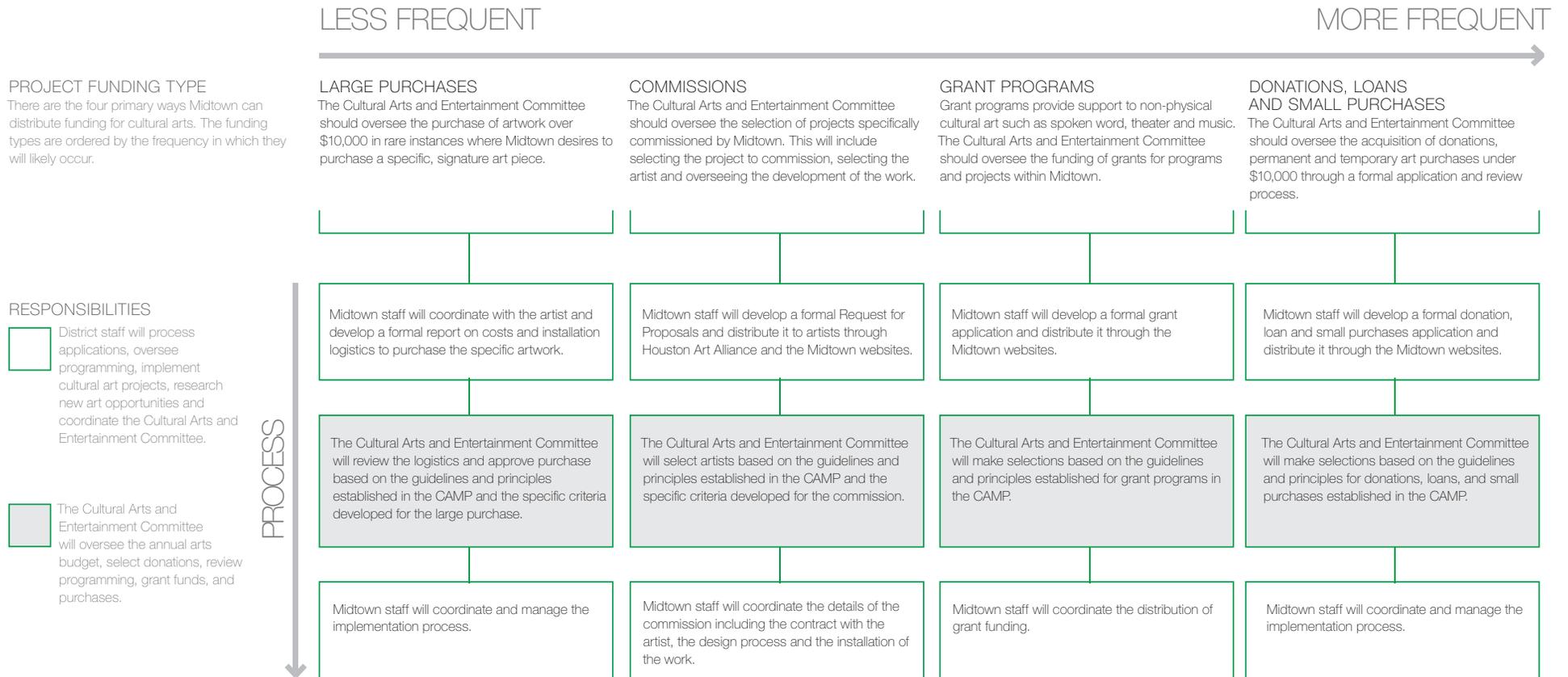
## APPENDICES

This section provides a more detailed exploration of some of the strategies proposed elsewhere in the Cultural Arts Master Plan.

# APPENDIX I: ROLE OF THE CULTURAL ARTS AND ENTERTAINMENT COMMITTEE

## PROPOSED MANAGEMENT STRUCTURE

Midtown regularly receives requests to invest in cultural art throughout the district. Currently there is not a formal procedure set up to handle these requests. In 2013, the District established a Cultural Art and Entertainment District Committee, this plan recommends expanding the role of this committee to oversee annual cultural art investments. The following diagram outlines a process that can be put in place once this plan is adopted.



## APPENDIX II: KEY PRINCIPLES FOR SELECTING ARTWORK

### DESIGN PRINCIPLES FOR ARTWORK IN THE PUBLIC REALM

Design elements are the basic units of sculpture, painting, landscape and building form. It is important to consider key principles of design for artwork in the public realm in order to select artwork that fits its context and is executed successfully.



#### BALANCE

Balance is the concept of visual equilibrium, and relates to our physical sense of balance. It is a reconciliation of opposing forces in a composition that results in visual stability. Most successful compositions achieve balance in one of two ways: symmetrically or asymmetrically. Balance in a three dimensional object is easy to understand; if balance isn't achieved, the object tips over. To understand balance in a two dimensional composition, we must use our imaginations to carry this three dimensional analogy forward to the flat surface. Whether the solution is simple or complex, some form of balance can be identified in most successful compositions.



#### CONTRAST

Contrast is the juxtaposition of opposing elements, and is often used to create a center of interest. By creating contrast, one is also creating visual tension. Planning a consistent and similar composition is an important aspect of an artist's work to make their focal point visible. Too much similarity is boring but without similarity important elements will not exist. An image without contrast is uneventful so the key is to find the balance between similarity and contrast.



#### PROPORTION

Proportion is a measurement of the relative size of elements against one another. Proportions can be enlarged to show importance. This is why Egyptian gods and political figures appear so much larger than common people. The ancient Greeks found fame with their accurately-proportioned sculptures of the human form. Beginning with the Renaissance, artists recognized the connection between proportion and the illusion of three dimensional space. Surrealist artists used proportion and scale to create surreal settings and situations.



#### HARMONY

Harmony refers to the coherence of the whole, the sense that all of the parts are working together to achieve a common result. Harmony gives an uncomplicated look to a piece of artwork or sculpture.

Harmony can be achieved through the effective and consistent use of any of the elements. It can also be a matter of concept, where the function, or purpose of the work does the job of unification.



#### EMPHASIS

Emphasis is also referred to as point of focus. It marks the locations in a composition which most strongly draw the viewers attention. Usually there is a hierarchy (primary, or main, point of emphasis, with perhaps secondary emphases in other parts of the composition). The emphasis is usually an interruption in the fundamental pattern or movement of the viewers eye through the composition, or a break in the rhythm. The artist or designer uses emphasis to call attention to something, or to vary the composition in order to hold the viewers interest by providing visual "surprises."



#### VARIETY

Variety is the complement to harmony and is needed to create visual interest. Without harmony, art can be chaotic and "unreadable" but without variety a piece of art can be dull and uninteresting. Variety is the use of several elements to hold the viewer's attention and to guide the viewer's eye through and around the work of art.



#### RHYTHM

Rhythm can be described as timed movement through space; an easy, active, connected path along which the eye follows a regular arrangement of motifs. The presence of rhythm creates predictability and order in a composition. Visual rhythm may be best understood by relating it to rhythm in sound. Rhythm depends largely upon the pattern and movement to achieve its effects.



#### MOVEMENT

Movement guides the viewer's eye along a path throughout an artwork, usually along lines to focal points. The artist uses lines, colors, values, textures, forms and space to direct the eye of the viewer around the artwork. Movement is generally created by the arrangement of shapes.