

CITY OF ASHEVILLE PUBLIC ART PROGRAM 51 BILTMORE PUBLIC ART PROJECT

Located on the exterior of the public parking deck next to the Aloft Hotel at 51 Biltmore Avenue
in downtown Asheville

On Saturday, November 8 at noon, the City of Asheville and the Public Art and Cultural Commission will host a ceremony to celebrate the unveiling of the newest addition to the city's public art collection, the "Daydreamer" mural as part of the 51 Biltmore Public Art Project. The ceremony will be located at the foot of the mural located on the north exterior wall of the public parking deck on Aston Street next to the Aloft Hotel at 51 Biltmore Avenue in downtown Asheville. A reception with the artists, Alex Irvine and Ian Wilkinson, will follow in the Aloft Hotel lobby.

Artists Alex Irvine and Ian Wilkinson created "Daydreamer" as a stylized mural using painted surface and ceramic tile that speaks to both the modern architecture of the Aloft Hotel and to Asheville's historical terracotta buildings. The mural features a central figure of a woman as a daydreamer as she looks over downtown Asheville as a place where creativity flourishes. In the background, an inverted art deco horseshoe pattern references the historic location of Asheville's farrier trade.

See more of Irvine and Wilkinson's work at their websites.
Alex Irvine www.alexirvineceramics.com
Ian Wilkinson www.ianthepainter.com

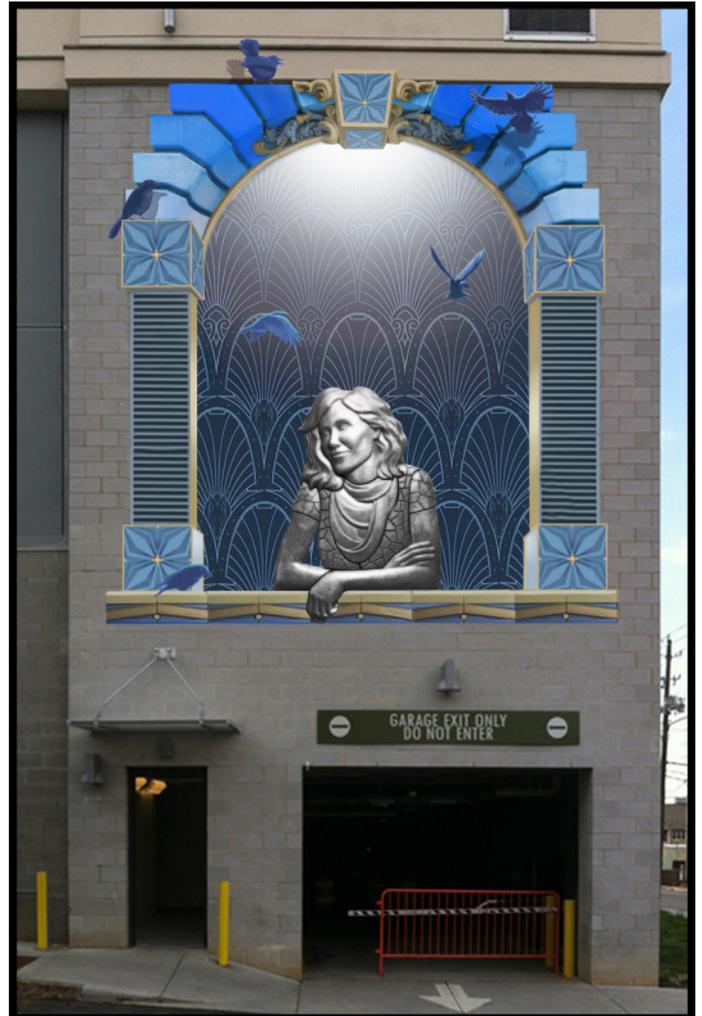
The Project

The Aloft Hotel and public parking deck at 51 Biltmore Avenue in downtown Asheville, North Carolina is a visible landmark in the city's skyline, set apart by its contemporary architecture and vibrant color scheme. The artwork will be located on the exterior wall of the parking deck exit way on the north side of the Aloft Hotel on Aston Street. It is intended to enhance the sense of local identity in downtown Asheville, as well as compliment the architecture of the hotel. The project is part of the City's *Percent for Art Program*.

The Process

The City of Asheville issued a call for artists in September 2013. The finalists were chosen by a Selection Panel from an applicant pool of over 150 artists. Finalists included the mural artist team of Alex Irvine (Santa Fe, NM) and Ian Wilkinson (Asheville, NC); stone mosaic artist Marc Archambault (Asheville, NC); and glass artist Mike Allison (Joelton, TN).

The Public Art and Cultural Commission hosted a public forum in January 2014 in which the public met the artists and provided comment to inspire them in their design proposals.



The Process cont.

A second round of public comment occurred April 4-11, 2014 at which time the artists' proposals were on display at the Blue Spiral 1 and at the Aloft Hotel. The public was invited to view the proposals and make comment. At the same time, the comment period was open online. Over 500 people provided valuable feedback that constituted 25% of the selection process led by a citizen Selection Panel. In addition to public comment, the Selection Panel considered artistic merit, originality, appropriateness for the site; and practical factors such as maintenance, feasibility and budget.

Thanks to Project Partners

Thanks to project partners who assisted in creating the 51 Biltmore Public Art Project.

Trinity Episcopal Church

Blue Spiral 1

Aloft Hotel

Public Art and Cultural Commission

Project Timeline 2014

Public Forum #1 with Artist Finalists	January 24
Artist Finalists Proposals Due	March 17
Public Forum #2 on Artists Proposals	April 4 -11
Select Final Proposal	April 30
Artwork Installation Complete	Fall

Selection Panel

David McCartney, Aloft Hotel

Sharon Trammel, Public Art and Cultural Commission

Jenny Bowen, Asheville Artist and Photographer

Elizabeth Barr, Art Resources

Susie Millions, Asheville Visual Artist

Sarah Larson, 51 Biltmore Neighborhood Resident, Arts Advocate

Follow the Project

Stay current on 51 Biltmore Public Art Project at the City of Asheville's website at ashevillenc.gov. For more information contact Basil Punsalan at 828-259-5552 or bpunsalan@ashevillenc.gov.

Public Art Program

The City of Asheville Public Art Program oversees Asheville's public art collection. The Public Art and Cultural Commission is responsible for approving the site and content of public art, and the development of an inclusive selection process that involves community feedback. The Commission also acts as a public art ambassador by advancing the City of Asheville as an "arts destination" in cultural and economic development efforts.

The city's public art collection includes the popular Urban Trail, a historic walking tour of downtown Asheville; along with other prominent works including but not limited to the *Pack Fountain*, *Energy Loop*, *Deco Gecko* and the *Martin Luther King, Jr. Memorial*.

