

A Public Art Project of the Somerset County Cultural & Heritage Commission

Project Summary



Somerset County Cultural & Heritage Commission (SCC&HC) initiated a countywide public art project in 2010 entitled **Gallery 24/7** to further integrate the arts into non-traditional venues to expand the reach of the arts to broaden and diversify public exposure, interest in, and access to the arts; to expand exhibition opportunities for New Jersey visual artists; and welcome tourism to Somerset County. With the aid of dedicated funding provided by an arts grant, and through a competitive and professionally juried selection process, New Jersey visual artists were invited to create and submit original artwork for this project. A total of 17 original artworks were reproduced on a special vinyl adhesive film and professionally applied to the exterior of selected county-owned **Traffic Control Boxes (TCB)** throughout Somerset County.

Project Goals

- Encourage, promote and support the talents and visibility of NJ visual artists by expanding public exhibition opportunities
- Provide unique opportunities for an all-inclusive viewing public to access and enjoy visual art beyond a gallery or museum experience at their convenience, and “admission free”
- Stimulate the local economy by welcoming & increasing cultural tourism
- Provide creative experiences in unexpected public places by integrating the arts into non-traditional venues, and transforming the ordinary, into the extraordinary.
- Provide a catalyst for dialogue; encourage socialization
- Graffiti deterrent
- Create and encourage partnership opportunities
- Responds to the SCC&HC’s Long Range Plan



Benefit to Visual Artists



- A honorarium is provided to each artist whose artwork is selected
- Wide distribution of companion promotional brochure identifying/highlighting featured artworks & artists, and encouraging tourism
- Artwork accessible 24 hours a day, 7 days a week for 3+ years
- Planned expansion of this public art project to more county TCBs, will continue to increase visibility for more NJ artists in successive years, contingent on availability of grant funding.

This project has been made possible, in part, by the N. J. State Council on the Arts, a partner agency of the National Endowment for the Arts, through the State/County Partnership Local Arts Program Grant; the Somerset County Board of Chosen Freeholder; and Somerset County Cultural & Heritage Commission. Source of funding for this grant comes from dedicated Hotel /Motel Occupancy Tax via state legislation (2003), which provides for a stable, renewable source for state funding of the arts, history and tourism. Cultural grants awarded by the NJSCA are supported by this revenue so the NJ taxpayer does not pay for public support of the arts through property, sales or income

tax.



Changing the collective mindset to expect public art in our communities as the “new normal”...

Artful Traffic Control Boxes by Town / zip code / Intersection / Artist / Title

- 1) Bernards Twp, Basking Ridge, 07920/ So. Finley Ave & Cross Rd/Maia Reim/ *Horses*
- 2) Bernards Twp, Basking Ridge, 07920/ Dewy Meadows Village & King George Rd /Serena Bocchino / *Rhythm Rain*
- 3) Warren Twp., 07059 /Mountain Blvd at Warrentville & Mt. Bethel Rds / Vivian Bedoya/ *The Rumor Mill*
- 4) Warren Twp., 07059 /Mountain Blvd at Bardy Rd & Penny Lane / Patt Tanner / *Aquarium*
- 5) Branchburg, 08876/Easton Turnpike (RT. 28) & RVCC Campus Drive / Ron Eckert /*Balloon Festival Launch at RVCC*
- 6) North Plainfield, 07063 /Greenbrook Rd & West End Ave / Bill Hoo / *Floating World*
- 7) Raritan Borough , 08869/Somerset St. & First Ave / Linda Brady Deutsch/ *Seamus' Roses*
- 8) Somerville, 08876 / East Main St & Rehill Rd (Somerset Medical Ctr) / Elisa Rodriguez /*Abstraction of Downtown Somerville*
- 9) Bridgewater, 08807 / East Main St. & Finderne Ave/ Herrat Sommerhoff/ *..and a Red Apple*
- 10) Bridgewater, 08807 / East Main St & Foothill Rd / John Maddalone/ *Early Spring*
- 11) Bridgewater, 08807 / East Main St & Promenade Blvd/ Sabrina Dimino /*Take me out to the Ballgame*
- 12) Hillsborough, 08844 /Amwell Rd & Post Office Drive/ Walter Choroszewski/ *Hillsborough Collage*
- 13) Hillsborough, 08844 / Amwell Rd & East Mountain Rd./Bill Bonner /*Raritan River Treescape with Geese*
- 14) Montgomery/Skillman / Skillman & Blawenburg Rds / Joe Kazimierzcyk / *On Cider Mill Road*
- 15) Franklin/Somerset, 08873/Hamilton St. & Franklin Blvd. / Greg Backman / *Peacock*
- 16) Franklin/Somerset, 08873 / Elizabeth Ave & Schoolhouse Rd. / Shaun Daley/Untitled
- 17) Franklin/ Somerset, 08873/Elizabeth Ave. & Old New Brunswick Rd. / Dario Scholis/ *Flowers*