Hello and Thank you...

for the opportunity to introduce the Art on Broad St project.

Included is a brief description of this mile-long public art project that will connect the South End of Bridgeport to the Downtown. Information includes letters of support, brief bios about the public art team, the impact public art makes on a community and the opportunities it provides.

To spur your imagination, we have included some images of public art that we have researched from around the country as possible artworks to inspire public art for Broad St. Also, we introduce a few local artists being considered for projects from the network of artists in greater Bridgeport.

Budgets and specific descriptions of projects can be available upon request.
We look forward to further discussing this exciting project with you at your convenience.

Thank you for your consideration,

The ART on Broad St Team
Suzanne Kachmar
Executive Director
City Lights/Bridgeport Art Trail
Citylightsgallery.org
Bridgeport-art-trail.org
cell: 203.984.8613
APPENDIX

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**What:** ART on Broad St is a mile-long arts corridor that will enliven the built-form, catalyze community engagement, celebrate Bridgeport's rich history and culture, strengthen place-making and support an artful pathway connecting the South End to the Downtown. Art and non-art partners will collaborate on this placemaking project. Lead organizations are City Lights/Bridgeport Art Trail and Fairfield County’s Community Foundation. FCCF will oversee a public art fund specifically for this project. This demonstrates their confidence in the public art team that City Lights has convened. FCCF has committed $4000 to seed the introductory phase.

**Why:** “Public art instills meaning—a greater sense of identity and understanding of where we live, work, and visit—creating memorable experiences for all. It humanizes the built environment, provides an intersection between past, present, and future, and can help communities thrive.”

“Public art has been found to provide a positive impact on communities by supporting economic growth and sustainability, attachment (to place) and cultural identity, artists as contributors, social cohesion and cultural understanding, and public health and belonging.” Americans for the Arts, on Public Art.

**How:** These work phases will overlap and be on-going
1. Fundraising/Assess and Map Mile-long Arts Corridor
2. Planning/Policy/Community & Professional Input/Research Successful Models
3. Seek Out Possible Art, and Match to Best Possible Locations. Provide opportunities for youth to participate in design, implementation and mentorship. Offer artists’ professional development and work for the creative community.
4. Implementation/Installation/Maintenance

**Who:** Suzanne Kachmar: Executive Director of City Lights, Founder of the Bridgeport Art Trail, oversaw the replacement of the sculpture for the Sailors and Soldiers Monument in Seaside Park. She is the project manager of the Art on Broad St (ABS)

Jane Davila, Assisting Art on Broad St Project Manager, Professional Artist, Manager of the Nest Arts Factory, Author, Web and Graphic Designer

Scott Schuldt: Artist, Engineer, Curator/Project Manager for New Haven City Wide Open Studios Public Art Installations, Board Member of Institute Library, New Haven, CT

Will Corprew: Public Art Artist, Carpenter, Designer

Dariusz Kanarek: Graphic and Web Designer, Photographer, Videographer

David Sepulveda: Artist, Retired Public School Art Teacher, Set Painter, Board Member of Site Projects New Haven, a public art organization that commissions world class art for New Haven CT

The Community/Arts Professionals: Cultural Alliance of Fairfield County, Colorful Bridgeport/DSSD, Bpt BOE Art Dept, others will be added.

Fairfield’s County Community Foundation will oversee the ABS funds.

Non-Art Partners: Atty Courtney George, Philip Kuchma of Kuchma Corp, Karen Brown FCCF, others will be added.
PUBLIC ART FACTS:

**National Endowment for the Arts:**

Public art is a highly cost-effective way of driving economic revitalization in urban areas. However, the arts not only spur economic development but also shape our consciousness, create a collective attitude, inspire, remake behavior, and reduce stress. 85% of people feel that the quality of the space around them has a direct impact on their lives and the way they feel.

Arts and culture placemaking projects foster economic development by creating jobs and attracting new businesses.

Public art can help cities become safer and more inviting.

Public art results in gains in livability, diversity, jobs, and incomes.

**Americans for the Arts, 5 Reasons Why Public Art Matters:**

1. **Economic Growth and Sustainability.** By engaging in public art as a tool for growth and sustainability, communities can thrive economically. Seventy percent of Americans believe that the “arts improve the image and identity” of their community.

2. **Attachment and Cultural Identity.** Public art directly influences how people see and connect with a place, providing access to aesthetics that support its identity and making residents feel appreciated and valued. Aesthetics is one of the top three characteristics why residents attach themselves to a community.

3. **Artists as Contributors.** Providing a public art ecosystem supports artists and other creatives by validating them as important contributors to the community. Artists are highly entrepreneurial. They are 3.5 times more likely than the total U.S. work force to be self-employed.

4. **Social Cohesion and Cultural Understanding.** Public art provides a visual mechanism for understanding other cultures and perspectives, reinforcing social connectivity with others. Seventy-three percent of Americans agree that the arts “helps me understand other cultures better.”

5. **Public Health and Belonging.** Public art addresses public health and personal illness by reducing stress, providing a sense of belonging, and addressing stigmas towards those with mental health issues. Public art is noted as slowing pedestrians down to enjoy their space and providing a positive impact on mood.

*From Western City magazine:*

“Public art was one key element to becoming an exceptionally livable, inventive and inclusive city.” The Blueprint for Economic Development, a set of strategic guiding principles focused on efforts to create businesses, well-paying jobs and increased standards of living for diverse residents.

“We’ve seen economic benefits from infusing art into the public space,” John Keisler, economic development director for Long Beach CA, says. “It raises property values and creates venues out of previously underutilized spaces.”
Art on Broad Street
Gateways & Walkways

Art on Broad Street
Public Art Recognizes Heritage

PT Barnum with a PRIDE Flag

Lewis Latimer

Harriet Tubman, Thurgood Marshall
Under the direction of Suzanne Kachmar, City Lights oversaw the restoration of the Sailors and Soldiers Monument in Seaside Park. The project was sponsored by the Friends of Seaside Park and supported by the city of Bridgeport.
Artful Light

THE SEED by Aphidoidea

ANIMA by Jim Sanborn

Downtown Bridgeport 1950

Art on Broad Street
Interactive Art

Musical Sculpture Park

Art on Broad Street
Community Engagement

Art on Broad Street
Rethinking I-95

Art on Broad Street
Bridgeport Artist - Liz Squillace

Art on Broad Street
Bridgeport Artist - Carlos Davila

Art on Broad Street
University of Bridgeport

George Estrada
Vice President for Facilities

April 29, 2019

To whom it may Concern:

The University of Bridgeport is excited to support the efforts to establish an Arts Corridor connecting the downtown community and Seaside Park. An Arts Corridor would be a wonderful way to embrace, and be inspired by the natural beauty of the beach and adjacent campus. The University community enjoys the Schelfhautd Gallery at the Arnold Bernhard Center and its engaging shows open to the public. An active connection between Downtown and the University would activate the pedestrian experience and inspire expanded outdoor passive recreational activities. We believe it would provide some their first introduction to the arts and the corridor would enhance the academic experience for our students and create a bridge to the surrounding communities.

The concept of the Art Corridor will bring together the residents, students and businesses to share our creative assets, and making the arts a part of everyday life for all members of the community can be transformative. The City of Bridgeport is showing signs of progress in so many ways through renovations of older buildings, new restaurants, popular comedy club, entertainment at the Webster Arena, and the future home of Live Nation Entertainment. We are confident the addition of the Arts Corridor will be the next logical step to advance the cultural environment in Bridgeport stimulating further success.

Sincerely

[Signature]

George Estrada
Vice President of Facilities
October 17, 2018

To Whom It May Concern:

As the Business Improvement District for the Park City, the mission of the Bridgeport Downtown Special Services District (DSSD) is to “promote the preservation and development of the downtown business district; make the area more attractive and accessible; and enhance the public perception of downtown Bridgeport through overseeing and managing its appearance, security, and cleanliness.” The Bridgeport DSSD is excited to be a partner on the Broad Street Public Art Trail project and lend its expertise in streetscape element design, installation, and maintenance.

The Bridgeport DSSD was engaged early on in the Cultural Alliance of Fairfield County’s Shaping Community meeting series, which resulted in the project concept to install a public art trail along Broad Street in Bridgeport. The Broad Street Art Trail intends to be both site-specific and to re-connect parts of the City separated by highway infrastructure, large entertainment complexes, and other built environment obstacles. Broad Street is a connector, and the project would activate and unify the street as it runs from City Hall and the Painted Stairway right into Seaside Park.

Please connect with me should you have any questions.

Sincerely,

Lauren Coakley Vincent
President + CEO
October 22, 2018

Attn: Philip Kuchma

Re: Support for public art walk project opportunities

Dear Phil,

Thank you for meeting with our board and members and describing to our Board and various interested people the concept of a public art program originating at the beautiful artistically painted Broad Street Steps then continuing south along Broad Street, culminating at University Avenue.

You spoke with us about the importance of public art, and pointed out various reasons why a concentration of such artwork along this approximately one mile stretch of Broad Street would become such a welcome attraction and attribute in our Park City. Some of the points you expressed are:

- Broad Street is a straight connecting roadway between two existing and important Bridgeport attractions, Downtown and Seaside Park.
- Beginning with the recently painted Broad Street Steps, other public art already in place along Broad includes murals on the former Clark Furniture Building, a statue of Luther Lassiter at 999, Monument Park behind McLevy Green, various steel sculptures on the HCC lawn, the statue of James O'Rourke at the Amphitheatre site and of course the wonderful statue at the University Avenue entrance to Seaside Park and Univ. of Bridgeport.
- There are sites owned by the City not yet developed along this portion of Broad which could be required to set aside a small amount of space dedicated to art.
- The churches, privately owned properties, Sanborn Library, the NH Railroad and Ct Thruway viaducts and other sites will all be possibilities for art as well.

What we found most exciting is that this is only the starting point and that you are simply beginning to assist in organizing a group of civic, neighborhood and art enthusiasts to be assembled to begin this project, and that it will require not only an initial continuation of the art mentioned above as existing, but will be a project that hopefully continues generation after generation.

As voted on by those attending the October 11th meeting, we offer this letter of endorsement and we are encouraged by your description of how this gateway project will promote more foot and bicycle traffic as well as local and regional visitors to this art attraction and will become a primary connection between Seaside, UB, the South End and Downtown.

Please feel free to contact me at (203) 727-9229 if we can be of additional assistance.

Sincerely,

Carmen A. Nieves, President/Chair
South End Neighborhood Revitalization Zone
Phone: (203) 727-9229
Email: Southend.nrz@gmail.com
Web: www.se-nrz-bridgeport.com
ART ON BROAD ST TEAM

**Suzanne Kachmar** City Lights/Bridgeport Art Trail, Executive Director received her MFA from the NY Academy of Art. Under her direction and networking City Lights reached 5000 youth 2018/2019 academic year. She is the head curator of CL and oversaw the replacement of a missing sculpture in the Sailors and Soldiers Monument in Bpt’s Seaside Park. She is the project manager of the ART on Broad St (ABS) project, she works closely with staff and partners. Suzanne is the originator/coordinator of the Bpt Art Trail. 13 yrs. ago, her vision transformed the once failing City Lights gallery into a nonprofit organization that serves the greater community through art and presents relevant programs featuring a spectrum of voices. Over the decades she worked in the community as a Bpt artist, teaching art to participants with a range of abilities. Her years, living, working, studying in Italy and travel informs her public art concepts.

**Jane Davila** assists the ABS project manager. Jane is Managing Director of NEST Arts Factory, an artists’ coop/working space. She is also an accomplished artist/curator/author/graphic designer/copy editor/webmaster, who collaborates with and represents Bridgeport artists. She is active in the community and region, working on cultural and civic projects. Jane assists the CL/ED with her professional skills on multiple projects: exhibits, social media, graphic design, copy editing. She is an organized visionary. She has written 3 books, recorded 2 DVDs about art quilting and surface design, appeared on many episodes of Quilting Arts TV (seen on PBS stations nationwide), and teaches mixed media classes all over the world and online. She has years of experience regarding the process to compete for and implement public art projects from assisting her husband, sculptor Carlos Davila with applications and installation process of his public art. Jane is also the vice chairman of Bridgeport Innovation Place, an organization that aims to invite, foster, and empower entrepreneurs and innovators through evidence-based economic development that links to local resources and opportunities. She is also the director of two large-scale traveling juried art exhibitions that attract artist entrants from around the United States.

**Scott Schuldt**’s engineering expertise, experience with public art installation, love of nature, belief in good stewardship and fun, combined with deliberate and thoughtful art practices are all qualities that make him a critical ABS team member. With a BS in mechanical engineering, his work experience includes engineering (aircraft structural loads, flight and wind tunnel testing, and FAA certification documentation). He is a roofer, carpenter, and familiar with plumbing, welding, machine work, millwright, foundry work. He melds this background with a rather delicate medium to create rich bead embroidery paintings and complex blueprint-like drawings. Scott’s work is in the Museum of Arts and Design in NYC, where in 2014 he did an artist’s residency. As facilities mgr./co-curator, he led the Artspace New Haven team as they activated an underutilized building for 3 years, preparing and repurposing the space, trouble-shooting how to safely use the abandoned Goffe Street Armory as an artspace, which required conferring with city officials and the New Haven Fire Department. Scott is a board member of the Institute Library of New Haven, CT, whose mission is to fulfill its historical purpose of “mutual assistance in the attainment of useful knowledge” for its members and the New Haven community at large through literature, civil discourse, and the arts.

**Will Corprew**, mural artist, designer and carpenter is the creator of the brand #80 Designs- innovative upcycled interior design treatments, clothing and product design. His large-scale figurative paintings meld bright colors, gestural brushstrokes and abstraction. Will is a prolific artist. His art is desirable by collectors across the country.

**David Sepulveda** has years of experience serving as a board member of Site Project New Haven. The organization commissions site-specific, world-class public art for New Haven, CT. David liaised a relationship between Site Projects New Haven and the Bpt ABS team. David is well respected in the arts community in New Haven and Fairfield County. He has a critical eye and a sophisticated sense of design. As a retired public-school art teacher, he is a creative mentor, designing and painting sets for Bergamos Theatre Co in New Haven and the Regional School for the Arts in Trumbull.