

DeLand Street Sculpture Project

Bringing Art to the People



DELAND STREET SCULPTURE

“A Project of the Museum of Florida Art”

GOALS & BENEFITS

• Goals

- Bring art to the people...beyond the museum walls
- Launch the program in 2010
- Coordinate with a MainStreet DeLand Event
- Select through invitational process – 12 sculptures for exhibit in selected locations (see attached Master Plan)
- On-going program with rotational exhibits on a yearly basis
- Community-wide program
- Select one or two pieces for a permanent collection
- Loan exhibits to municipal entities
- Un-restricted theme...open concept allowing traditional, contemporary, fantasy, etc.

• Benefits

- Enhance cultural image, economic viability, & aesthetic experience
- Inspiration for on-going improvement
- Creates positive image of community
- Return on Investment of 3 to 1
- Friendly way of connecting art community to general public
- Means of revitalizing community
- Inspiration to young people
- Turns an ordinary spot into a destination
- A place to congregate
- Chance for surprise & delight
- A place to stop & reflect on life
- Promotes the arts & artists
- Economic benefit to merchants
- Encourages tourism



The Museum of Florida Art is dedicated to enhancing the quality of life in DeLand by encouraging, supporting and promoting art.

Bringing art to the people via street sculpture is just one more way to meet this goal.

