

iHOLA! is a coming-together of the West Valley communities to put out a collective call to artists, providing a common talent pool, which individual cities can then draw from in choosing artist collaborators to create a unique piece of art for their public art space.

Each city will choose an artist (or group of artists) and develop a theme for a piece of public art to be displayed temporarily over the next two years. The cost for each city will be \$10,000, to be paid to the artist(s) chosen by that city. The communities currently participating include Goodyear, Litchfield Park, Glendale, Avondale, and the enterprise is being lead by Julie Akerly, the Arts and Culture leader in Surprise. For Buckeye, we would bring the discussion of the art piece to the Community Services Advisory Board. A public venue such as Coyote Library would be chosen, and the piece of art would displayed publicly for two years following the unveiling.

Please see the facts sheet following.

iHOLA! PROGRAM OVERVIEW



About the Program

Municipal Public Art programs in the West Valley and WESTMARC are partnering to provide unique, site-specific art projects made by local artists throughout the West Valley. The program connects West Valley cities and residents to arts and culture resources, highlights the abundance of arts and culture activities and opportunities in the West Valley, and provides mentorship for local artists to enter the field of public art.



Guidelines

- \$10,000 artwork budget per City
- Bi-annual program
- Located at City facilities
- Open to Arizona artists
- Each City contracts artists independently
- Each City determines their commissions involvement in final artwork approval

Benefits of Participation

- Shared marketing and promotion across participating cities and through WESTMARC partnership
- Connect leadership across cities through a unified program that highlights the impact and value of public art
- Shared time and resources across participating city public art teams and public art management tools
- Connect residents to arts and culture in neighboring cities through bus tours, kick-off events, and self-guided maps
- Build a trained and qualified local artist pool for large-scale public art installations