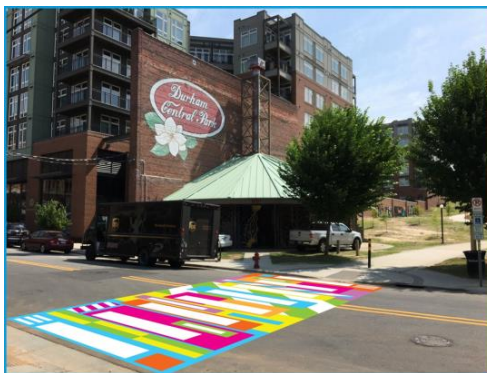
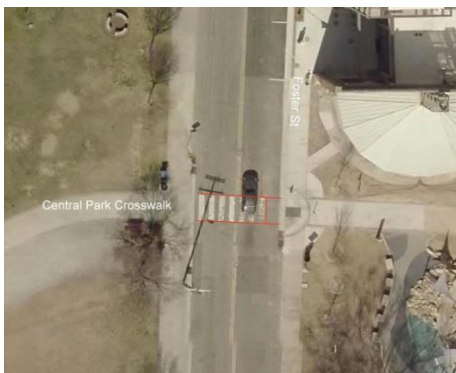


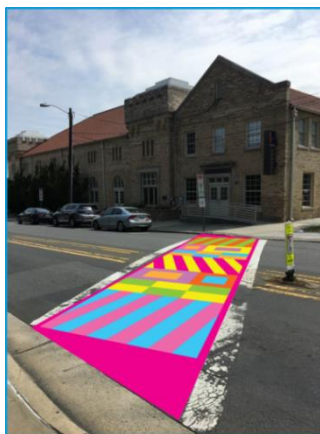
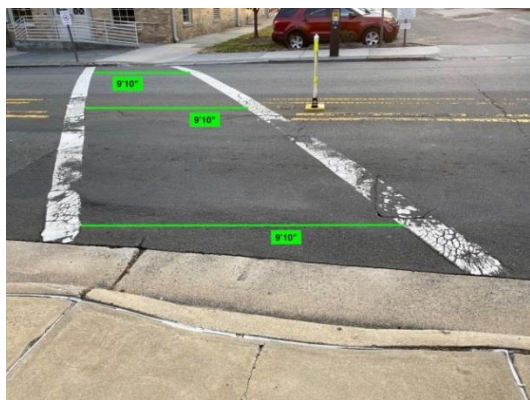
SmART ROGRAM -- PEDESTRIAN CROSSWALK ART

***SITE PREP – Monday, November 18 – Piano Keys ground down at ATC and Central Park sites.**

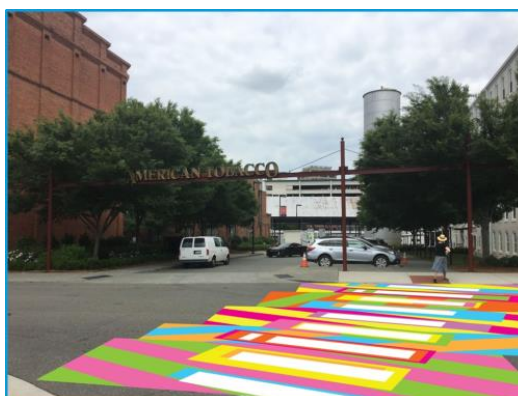
Crosswalk across Foster St. at the Durham Central Park Farmers' Market/Liberty Arts crossing
Installation #1 – Tuesday, Nov. 19 **7:00 am – 4:00 pm** **Street dry & opened by 6pm**



Crosswalk across Foster St. from Marriott/Conv. Center to Armory
Installation #2 –Wednesday, November 20 **7:00 am – 4:00 pm** **Street dry & opened by 6pm**



Crosswalk across Blackwell from ATC side to DPAC side
Installation #3 – Thursday, November 21 **7:00 am – 4:00 pm** **Street dry & opened by 6pm**



DURHAM SMART PROGRAM

PEDESTRIAN CROSSWALK ART



Artist rendering: Durham Central Park Crosswalk

PROJECT CONCEPT

Mary Carter Taub's concept for crosswalk sites at Durham Central Park, Durham Armory and American Tobacco Campus is influenced by downtown Durham's Art Deco architecture. The artworks' design and bright palette add snap, crackle and k-pow-pop to the downtown! The crosswalk designs are informed by shapes, patterns and compositional elements found in several local Art Deco buildings such as the Hill building (Sun Trust/ 21c), NC Mutual Life building and Kress building. The decision to use a brightly colored palette was validated at the SmART Initiative community engagement event on June 8, 2019 at Durham Central Park Farmers' Market; the consistent feedback was to use colors "the brighter, the better" to "give life to dead intersections" and raise safety awareness where "folks don't know the drill for traffic patterns and pedestrian flow". Get ready for a visual shake up of the status quo!

marycartertaub.com

ARTWORK INSPIRED BY ICONIC BUILDINGS IN DOWNTOWN DURHAM



HILL BUILDING
1937



KRESS BUILDING
1933



NC MUTUAL LIFE BUILDING
left, original location 1921
right, current location 1968





ARTIST RENDERINGS



Durham Armory Crosswalk



American Tobacco Campus Crosswalk



Durham Central Park Crosswalk

DURHAM SMART VISION PLAN PROGRAM

The Durham SmART Vision Plan focuses on transforming the North/South Corridor of Blackwell/Corcoran/Foster Streets through creative place making. The Durham SmART Vision Plan, created with internationally renowned urban designer and public artist Mikyoung Kim is a multi-year, \$10 million public art and urban design strategy for Durham.

The Durham SmART Program is part of the North Carolina Arts Council's statewide SmART Initiative which supports the revitalization of downtowns through arts driven economic development. The first project, the award winning Corcoran Garage Art Wrap, designed by nationally recognized public artist Olalekan Jeyifous, was completed in summer 2018. This Pedestrian Crosswalk Art is the current Durham SmART Vision project. Funding partners include the NEA "Art Works" grant, the North Carolina Arts Council, Durham Arts Council (lead local agency), the City of Durham, Downtown Durham, Inc., Durham County, Capitol Broadcasting Company, and additional public/private partners.

For more information, visit www.smartdurham.org



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