

Newark Campus Public Art Master Plan

The Ohio State University at Newark and Central Ohio Technical College (COTC) Public Art Master Plan is a comprehensive plan designed to enrich and elevate the cultural and visual landscape of our shared Newark campus through art.

Public art is an essential component of a thriving campus and serves as a catalyst for education, inspiration and meaningful conversations. It stimulates creative thinking and innovation, imparting essential skills for addressing contemporary challenges. Beyond its aesthetic contribution, art in public spaces plays a pivotal role in defining our community, creating a distinctive sense of place, fostering engagement and offering unique cultural experiences. ***Our goal is to further integrate public art into our campus, ensuring that it resonates with our values, history, and aspirations.***

COTC and Ohio State Newark are committed to developing and maintaining a high quality, sustainable public art program that will benefit current students and future generations. The overarching vision, values and purpose outlined in this Public Art Master Plan will serve as a guiding framework for recommendations and decision making concerning the acquisition and installation of public art. This strategic approach ensures that art remains a vital and enriching component of campus life.

VISION.

Both institutions are dedicated to cultivating a campus environment that celebrates creativity, fosters learning, and engages our diverse campus community. Our vision for the Newark Campus Public Art Master Plan is to create a dynamic and inclusive environment that highlights the convergence of art, education and community.

With a shared commitment between Ohio State Newark and COTC, we envision a campus where art is a vibrant and integral part of daily life, enriching the educational experience, fostering creativity and forging connections with the broader community. Our vision extends to a campus enhanced with artwork that not only celebrates the extraordinary diversity and history of our community but also serves as a defining element, revealing the unique character that sets us apart.

VALUES.

The following core values will guide the programming and implementation of the Newark Campus Public Art Program.

Excellence. We are committed to curating and showcasing works of art that exemplify the highest standards of artistic craftsmanship, innovation and creativity. By prioritizing artistic excellence, we aim to elevate the cultural and visual landscape of our campus, providing a platform for artists to push boundaries, inspire dialogue and captivate the imagination of our community. Through the pursuit of artistic excellence, our public art

program will be a beacon of inspiration, fostering an appreciation for the transformative power of art in our educational environment.

Diversity. We recognize and celebrate the rich tapestry of perspectives, experiences and cultures within our community. Our commitment to diversity extends to the selection of artists, art styles and thematic elements that reflect the extraordinary diversity and history of our campus. By embracing a wide range of artistic expressions, we ensure that our public art program becomes a dynamic and inclusive representation of the vibrant mosaic that is our campus community. Through diverse art experiences, we seek to inspire understanding, respect and unity among our students, faculty, staff and visitors.

Design Integration. We believe in seamlessly integrating art into the fabric of our campus environment, creating a harmonious relationship between art, architecture and nature. Art should not only adorn our spaces but should also interact with and enhance the functionality of the surroundings. Our commitment to design integration ensures that public art installations complement and respond to the unique characteristics of each location, contributing to the overall aesthetic coherence of our campus. Through thoughtful design integration, we aim to create an immersive and cohesive art experience that enriches the daily lives of our campus community.

Relevance. We are dedicated to selecting and commissioning artworks that hold profound meaning and significance to our campus community. Each piece chosen for our campus is intended to transcend aesthetics, holding intrinsic value by reflecting the core values, historical richness and aspirational spirit of Ohio State Newark and COTC. By prioritizing significance, we seek to establish a legacy of public art that resonates with both current students and future generations, fostering a sense of pride and connection to our shared cultural heritage. Through significant public art, we aim to leave an indelible mark on the Newark campus, contributing to its enduring legacy as a center for creativity, education and community engagement.

PURPOSE.

The primary purpose of the plan is to guide future decisions about art on the Newark campus of COTC and The Ohio State University. This plan complements Framework 2.0, our campus master plan, and will be ***used to inform the selection and to guide the placement of public art on campus.*** When the placement of art is carefully considered within the framework of these plans, it will enhance the aesthetic character of the campus by creating landmarks that convey the campus's ideals and identity.

Public art has the power to energize public spaces, promote community engagement and transform everyday places into attractive and meaningful environments. Public art is intended to attract attention, and in doing so it provides aesthetic beauty, cultural interpretation, education, inspiration and general improvement to the campus environment. This purposeful approach ensures that the introduction of new public art is not merely an addition but a

deliberate and integral aspect of our campus's evolution, enriching the lives of all who encounter it.

Selection considerations.

In the pursuit of curating a vibrant and culturally-enriched environment for the Newark campus, the selection considerations outlined herein embody a meticulous process aimed at transforming our spaces into dynamic and meaningful canvases. These considerations extend beyond aesthetic preferences to encapsulate the ethos of our campus community, reflecting the values, diversity and historical richness that define our shared identity. Each artistic selection is a deliberate choice, harmonizing with the architectural and natural elements of the campus to create a cohesive and immersive experience. The guiding principles presented here emphasize not only visual appeal but also the power of art to inspire, educate and provoke thoughtful reflection. As we navigate these considerations, our vision is to foster a campus environment that resonates with creativity, diversity and a profound sense of connection for all who call it home.

- **Elevate the student, employee and visitor experience.** Public art serves to anchor gathering places, strengthening social networks and connections, while elevating the student, employee and visitor experience. Selected artworks should go beyond aesthetics, actively engaging viewers in thoughtful dialogue and creating moments of fun and engagement. By increasing awareness of public art and incorporating pieces that offer learning experiences, we aim to foster a dynamic and inclusive environment. The chosen installations should bring people together, encouraging a shared appreciation for the transformative power of art within the campus community.
- **Provide opportunities for art enrichment.** When assessing art for the campus, a central consideration is its capacity to offer enriching experiences that extend beyond aesthetics. The chosen artworks should provide diverse opportunities for individuals to experience transformative moments and engage in continuous learning. By strategically placing installations that surprise and delight, we aim to broaden art appreciation and knowledge, creating an interactive gallery that enhances the cultural and educational landscape of the campus. Through public art, we aspire to foster an environment that not only defines the meaning of each place but also encourages intellectual curiosity, sparking learning experiences that leave a lasting impact on students, employees and visitors alike.
- **Inspire reflection and contemplation.** Public art on campus should inspire reflection and contemplation, contributing to the creation of a harmonious and inspiring environment. During the evaluation, careful consideration should be given to artworks that transcend functional needs, inviting individuals to pause, contemplate and appreciate the beauty surrounding them. The selected pieces should contribute to the spatial order, promoting a sense of tranquility and intellectual engagement that enhances the iconic and memorable nature of the campus.

- **Promote pride in the Newark campus.** Art selected for the campus should prioritize celebrating and strengthening the uniqueness of the campus, fostering a sense of pride and ownership among the community. During the evaluation process, attention should be given to how public art contributes to campus identity, reinforcing a connection between individuals and the places they study, work and visit. This approach encourages meaningful interactions with public art, cultivating a sense of belonging and shared pride that positively impacts the campus community.
- **Improve the campus's attractiveness.** When evaluating art for the campus, it is essential to consider how each piece contributes to improving the overall attractiveness of the environment. Public art should enliven public areas, making the campus more welcoming and visually appealing. The evaluation process should focus on selecting artworks that complement the campus's design and development goals, enhancing positive aspects and mitigating any negative effects of unattractive buildings or empty spaces. Through thoughtful curation, public art becomes a key element in creating a vibrant and aesthetically pleasing campus that attracts and engages the community.

Typologies suggested.

In exploring the diverse realms of artistic expression for the Newark campus, our focus extends beyond the ordinary to embrace a spectrum of typologies that promise to redefine the visual and cultural landscape. Each suggested typology, from the grandeur of murals and the organic integration of art into landscapes, to the nuanced incorporation of artworks into buildings and the fusion of functionality and aesthetics in streetscape elements, is a deliberate endeavor to create a multifaceted and enriching environment. Sculptures, whether historical or abstract, serve as tangible testaments to our shared narratives, while temporary art exhibits infuse dynamism into the campus atmosphere. As we embark on this creative journey, the typologies recommended are not mere additions, but integral components designed to engage, inspire and transform the Newark campus into a living canvas of diverse artistic expressions.

- **Murals.** As a typology, murals serve as vibrant and impactful visual narratives that can transform blank walls into captivating canvases. With their larger-than-life presence, murals have the power to convey cultural stories, celebrate community identity and infuse a burst of color into the campus fabric. These monumental artworks engage passersby, creating a sense of place and contributing to the dynamic aesthetic of the Newark campus.
- **Art in Landscaping.** Integrating art into the natural landscape and trails brings an organic and immersive dimension to the campus environment. Naturalistic artworks seamlessly blend with the surroundings, enhancing the beauty of green spaces. Art on trails offers an interactive experience, encouraging exploration and connection with nature. These installations contribute to a harmonious balance between the built environment and the natural world, creating a visually stunning and contemplative atmosphere.

- **Artwork Integrated into Buildings.** Art seamlessly integrated into the architectural fabric of buildings can become an intrinsic part of the campus's identity. Whether through murals, mosaics or sculptural elements, artwork integrated into buildings serves as a defining feature that leaves a lasting impression on those who interact with the architecture. These installations not only enhance the structural aesthetics but also contribute to the storytelling aspect of the built environment.
- **Streetscape Elements.** Streetscape elements, often overlooked in their functional role, can become artistic focal points that enhance the campus experience. Thoughtfully designed benches, bike racks and lighting fixtures infused with artistic flair add a touch of creativity to everyday spaces. These functional yet aesthetically pleasing elements contribute to the overall visual coherence of streetscapes, making them inviting and visually engaging.
- **Sculptures.** Sculptures, whether historical or abstract in nature, serve as a tangible and three-dimensional artistic experience for the campus community. Historical sculptures can serve as timeless tributes, commemorating significant events or figures. Meanwhile, abstract sculptures introduce a contemporary dialogue, encouraging interpretation and sparking conversations. Placed strategically, sculptures become landmarks that anchor the campus in both its history and contemporary artistic expression.
- **Temporary Art Exhibits.** Temporary art exhibits introduce an element of fluidity and dynamism to the campus environment. These rotating displays, showcasing diverse artistic expressions, invite change and experimentation. Temporary exhibits provide a platform for emerging artists, cultural events and thematic explorations, ensuring that the campus remains a dynamic hub of creativity and cultural engagement. This typology allows for ever-evolving visual narratives that capture the pulse of contemporary art.

Placement considerations.

In envisioning the integration of public art across the Newark campus, our placement recommendations are a thoughtful exploration of how artistic expressions can seamlessly weave into the fabric of daily life and the physical landscape. These recommendations extend beyond aesthetics, aiming to strategically position art as a catalyst for engagement, inspiration and cultural enrichment. Whether one is strolling between campus buildings, immersed in the interiors of academic spaces, discovering art in the tranquility of green spaces, navigating the loop road or meandering along sidewalks, each placement is a deliberate effort to create an immersive and dynamic artistic environment. Through artistic placement, we aspire to shape the campus into an ever-evolving gallery, where every pathway, building and open space becomes a canvas for creative expression, fostering a vibrant and enriching atmosphere for all who engage with it.

- **Between Campus Buildings.** Placing public art along pathways between campus buildings transforms routine transitions into enriching journeys. Sculptures, installations or murals strategically positioned along these walkways create dynamic intersections,

encouraging moments of pause, reflection and engagement. This placement recommendation aims to enhance the pedestrian experience, infusing creativity into the daily routes traversed by students, faculty and visitors.

- **Inside Buildings.** Integrating public art within the interior spaces of campus buildings fosters a multifaceted artistic experience. From lobbies to hallways and communal areas, art installations contribute to a vibrant and stimulating environment. This placement recommendation ensures that artistic expression becomes an integral part of the daily lives of the campus community, offering moments of inspiration and contemplation within the shared spaces of academic and administrative buildings.
- **In Green Spaces on Campus.** Green spaces on campus offer a unique canvas for art that seamlessly blends with the natural surroundings. Placing sculptures, naturalistic artworks or installations within these green oases transforms them into outdoor galleries. This recommendation invites individuals to discover art as an integrated part of nature, creating serene and contemplative spaces that contribute to a holistic and immersive campus experience.

Secondarily,

- **Along Sidewalks.** Art strategically placed along sidewalks transforms pedestrian pathways into interactive art corridors. This recommendation envisions incorporating murals, pavement art, or sculptural elements along sidewalks, providing a continuous and visually dynamic experience for those strolling through campus. Sidewalk art becomes an accessible and engaging way to infuse creativity into the everyday routes of the campus community.
- **At Campus Entrances.** Creating impactful first impressions, public art strategically placed at entrances welcomes students and visitors and establishes a memorable sense of identity. Whether through monumental sculptures, dynamic installations or landscaping art, these entrance points become gateways to creativity and cultural richness. This recommendation aims to ensure that art becomes an integral part of the campus identity, leaving a lasting impression on those entering the campus grounds.
- **Along the Loop Road.** Enhancing the visual experience when driving on the loop road around the Newark campus involves strategic placement of large-scale sculptures or installations. These artworks, visible from various vantage points, create dynamic focal points along the route, making the drive a visually engaging journey. This secondary placement recommendation adds an aesthetic dimension to the campus's external periphery, making the surrounding environment an extension of the artistic narrative.

Background.

The Newark campus is fortunate to already have a significant public art presence which contributes to the uniqueness of our campus. Most of the artworks on campus are gifts from

generous benefactors, most notably J. Gilbert and Louella Reese. Their contributions have undeniably laid the groundwork and sparked our enthusiasm to deepen our commitment to fostering a vibrant public arts community on our campus.

The development of the Public Art Master Plan is an initiative in the Ohio State Newark's strategic plan that was born out of a growing interest in campus art among our faculty. Campus leadership agreed that the plan should serve both Ohio State Newark and COTC, necessitating a collaborative effort from faculty, staff and students from both institutions. COTC's extended campuses do not fall under the purview of this plan. A focused committee was established and tasked with defining the vision, goals and core values of this plan.

The campus community played a pivotal role in shaping the direction of this plan. The committee, comprised of representatives of various employee groups, engaged in the planning and development of the plan. To ensure it aligns with the aspirations and desires of our community, key constituent interviews were conducted and a community survey was administered in November 2023. Over 200 faculty, staff, students and community members participated.

Addressing concerns about substantial investments in art, the plan underscores that fiscal resources will remain focused on providing high-quality, affordable education. However, opportunities for public art on campus occur in several ways. The Newark campus has benefited from several art-minded benefactors who have made significant contributions to the campus. For example, through the Reese family's generosity, the Newark campus has the largest single collection of Gary Lee Price "Great Contributor" sculptures in the world. The life-size bronze sculptures which depict notable historical figures inspire greatness and elevate the student experience. Gifts such as these have helped to shape the identity of our campus.

Recognizing the state's responsibility to foster culture and the arts, state law requires a set aside for art in connection with large capital projects. Ohio's Percent for Art legislation provides funds for the acquisition, commissioning and installation of works of art for new or renovated public buildings with appropriations of more than \$4 million. For these projects, the law provides that one percent of the total appropriation will be allocated for the acquisition, commissioning and installation of artwork.

Adopting this plan strategically positions the campus to leverage these opportunities and reinforces the Newark campus's dedication to sustaining a vibrant cultural life while providing a framework for responsible and considered growth. Any acquisition or installation of public art on campus will undergo rigorous review and approval processes involving various campus entities, ensuring that works align with the highest quality standards and adhere to the guidelines set forth in the Public Art Master Plan.

Approved by Drs. Berry and MacDonald on February 19, 2024