



New York's leading role in the field of art in public spaces



URBAN CULTURE
NEW YORK

Thu, February 07, 2019

Venue

Porcelanosa New York Flagship Store,
202 5th Ave, New York, NY 10010

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Admission

Free

Credits

Organized by the Consulate General of Spain in New York with the collaboration of Porcelanosa

This panel discussion addresses the singularities of public art as a tool for change and social engagement, focusing specifically on New York City's commitment to art in public spaces as exemplified by recent outstanding projects such as Coolture Impact.

NEW YORK'S LEADING ROLE IN THE FIELD OF ART IN PUBLIC SPACES. A TOOL FOR CHANGE AND COMMUNITY IN SUSTAINABLE CITIES



- With Kendal Henry, Director of Percent for Art Program, and Ana Calvo de Luis, Founder and CEO at Coolture Impact.
- Introduced by Juan José Herrera de la Muela, Consul for Cultural Affairs, Consulate General of Spain in New York.

Whether driven by the community or municipal agencies, public art moves beyond improving aesthetic quality within neighborhoods, by reinforcing social connections, fostering community revitalization and economic development. Cities across the U.S., including New York, have instituted "Percent for Act" programs, which mandate that a portion of the budget for city-funded construction projects is used to fund and install public art. In 1983, New York City launched its [Percent for Art program](#), and has since commissioned over 300 site-specific, permanent public art works in schools, courthouses, police precincts, and transit



sites.

The participants will discuss the singularities of public art as a tool for change and social engagement. Among other outstanding projects, they will discuss *Coolture Impact*, the large interactive public platform for cultural content and social engagement recently opened on street level in New York City's Times Square area.