

# MEDIA KIT

Bending Arc (2020). By Janet Echelman. City of St. Petersburg, Florida. Courtesy: Amy Martz

# PUBLIC ART ARCHIVE™



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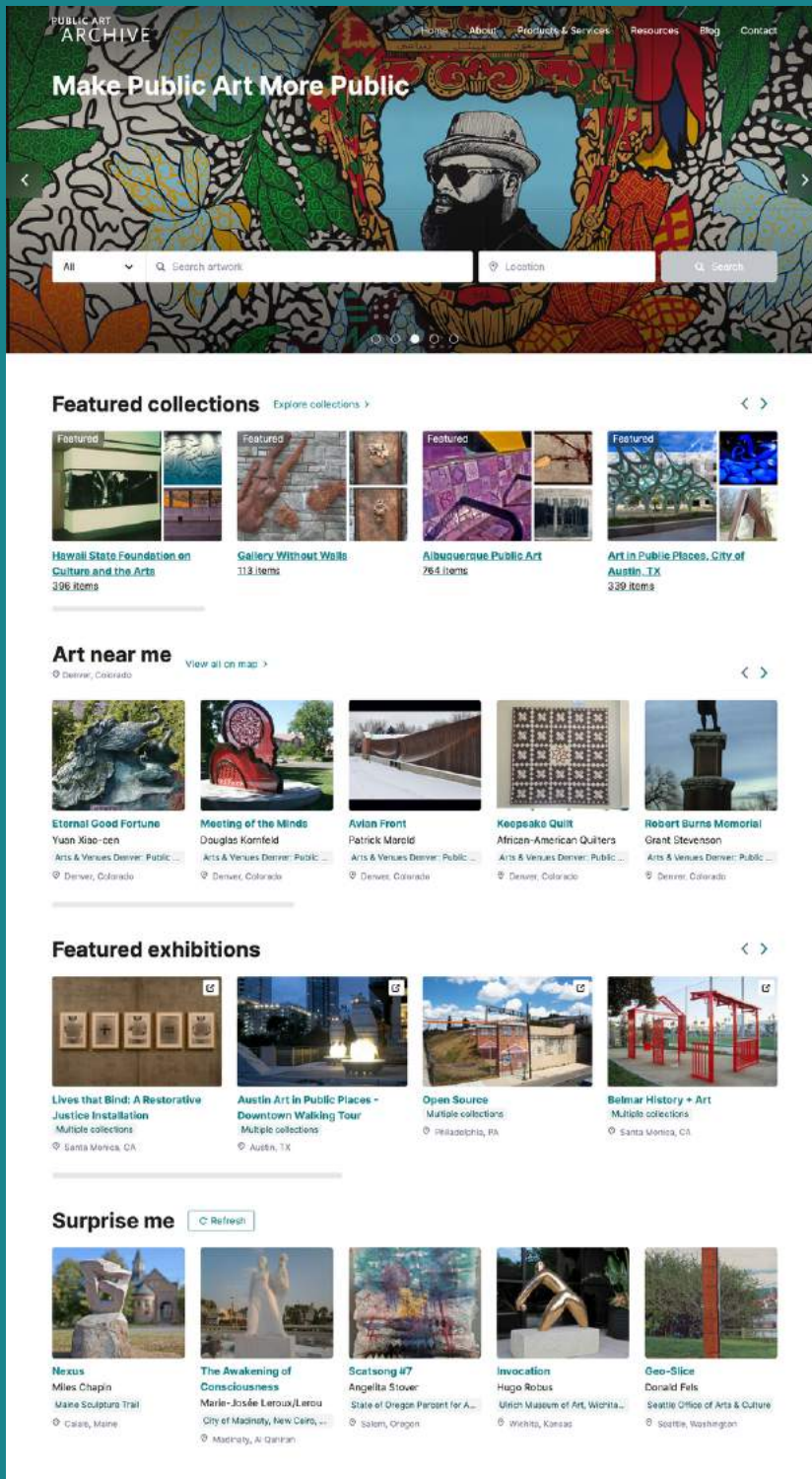


# ABOUT US

The Public Art Archive™ (PAA) is a free and continually growing online and mobile database of completed public artworks throughout the U.S. and abroad. By uniting records from public art organizations and artists into one comprehensive resource, PAA aims to provide universal access to the complex stories that characterize public artworks not as static objects, but as dynamic, interconnected keepers of history, context and meaning. PAA's mission "to make public art more public" has guided the program's growth into one of the largest active databases of public art.

The Public Art Archive offers a suite of free and low-cost resources for the documentation, management, and exploration of public art built specifically for the public art field. The Public Art Archive helps public art administrators address field-wide gaps in documentation and take advantage of tools, built and supported by public art professionals, with workflows tailored to public art collection management.

# PRODUCTS & SERVICES



Developed with the mission of *making public art more public*, the Public Art Archive (PAA), provides free and low-cost resources for the public art field. Built for artists, administrators, consultants, planners, educators, and researchers, audiences of all ages and backgrounds can engage with our services.

## Resources include:

- A freely accessible and constantly growing database and location-based app of public art throughout the world.
- A web-based collection management system built to capture the public art workflow.
- A series of technology-driven engagement tools such as customized collection landing pages and collection-specific maps.



# OUR IMPACT



**20,000**

ARTWORKS IN PAA



**13,000**

ARTISTS



**5,950**

COLLECTIONS



**15,000**

ARTWORK LOCATIONS

**And growing everyday!\***





# SPECIAL PROJECTS

The Public Art Archive team is pleased to offer consultations on special projects. From custom reports to virtual exhibitions and experiences, the Public Art Archive is here to help you sustain engagement with your collection and programming.

## **Examples of Special Projects Include:**

### **Have You Seen My Public Art? Map, 2nd Edition**

The PAA unveiled its second edition of its celebratory Have You Seen My Public Art? Map in Fall 2022. The map, illustrated by artist Kara Fellows, includes 144 artworks across all 50 states created by over 176 unique artists and studios within the last 10 years.

### **This We Believe: A Citywide Mural Project from Mural Arts Philadelphia**

**This We Believe:** In 2008 Mural Arts Philadelphia launched This We Believe, its first Citywide Mural Project. The goal was ambitious: to create a mural that would represent Philadelphia as the complex city that it is. From beginning to end, This We Believe was about meaningful collaboration among Philadelphians with varied perspectives. Only one portion of the mural has found a long term home, and this exhibition is a way to continue sharing the mural and the significant process behind its creation.



# NOTABLE CLIENTS



City of  
**Santa Monica**



**Mural Arts  
Philadelphia**

JUSTIN ART IN PUBLIC PLACES



**ART IN STATE BUILDINGS**

**COLLEGE OF THE ARTS  
UNIVERSITY OF FLORIDA**

**The Alabama  
Mural Trail**  
*Sweet Home Murals*



**HAWAI'I**

**STATE FOUNDATION on  
CULTURE and the ARTS**





# MEET THE PAA TEAM

Coloring Book Plaza (2018). By Jeanine Centouri and Russel Rock. Pico Collaborative. Courtesy: Pico Collaborative.

## **Lori Goldstein, Public Art Archive™ Manager**

Lori Goldstein is responsible for the PAA's long-term planning, product development, and for overseeing the addition of public art collections to the Archive. Prior to joining WESTAF, she served as public art and program manager for the Arts Council of Lake Oswego, Oregon. She previously served as a contractor for the Archive during its formative years. She earned an undergraduate degree in history from Colorado College and a master's degree in art history with an emphasis on public art from the University of Colorado Boulder. Goldstein currently serves on the board of Public Art Dialogue.

## **Alison Verplaetse, Public Art Archive™ Coordinator**

Alison Verplaetse supports the operations of the Public Art Archive program through public art data management, client customer support, and system enhancements. Prior to joining WESTAF, Verplaetse's career included positions as an academic librarian, book and paper conservator, welder, and public art fabricator. She holds master's degrees in library science and art history from Indiana University Bloomington and a bachelor's degree in studio art from University of Indianapolis.

PAA is a technology product of the [Western States Arts Federation \(WESTAF\)](#), and is supported by experts on WESTAF's Business, Marketing, and Technology teams.



# SOCIAL MEDIA STATISTICS

Philadelphia on a Half-Trunk (1999). By Paul Santoleri. Mural Arts Philadelphia. Courtesy: Jack Ramsdale.

OCTOBER 1, 2021 - SEPTEMBER 30, 2022



**123,889**

PAGEVIEWS



**29,446**

REACH



**70,104**

WEBSITE TRAFFIC



**3,788**

SUBSCRIBERS



**2,053**

FACEBOOK & TWITTER  
ENGAGEMENTS



**4,494**

SOCIAL MEDIA  
FOLLOWERS

## SOCIAL MEDIA HANDLES



[@PAArchive](https://www.instagram.com/PAArchive)



[@PAArchive](https://twitter.com/PAArchive)



[/PAArchive](https://www.facebook.com/PAArchive)



# BRAND ASSETS

## COLOR SCHEME



#978980



#83B3B2



#18848C



#00C2CC



#64BDD1



#607188



#F6F6F6

## TYPOGRAPHY

- Open Sans Light
- Open Sans
- **Open Sans Bold**
- Arial Light
- Arial
- **Arial Bold**

## LOGOS

PUBLIC ART  
**ARCHIVE**  
publicartarchive.org

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## STYLE GUIDE

- [Please click here to view our style guide.](#)



# CONNECT WITH US

I Am a Man Plaza (2018). Cliff Garten Studio. City of Memphis UrbanArt Commission. Courtesy Jeremy Green .

PUBLIC ART  
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