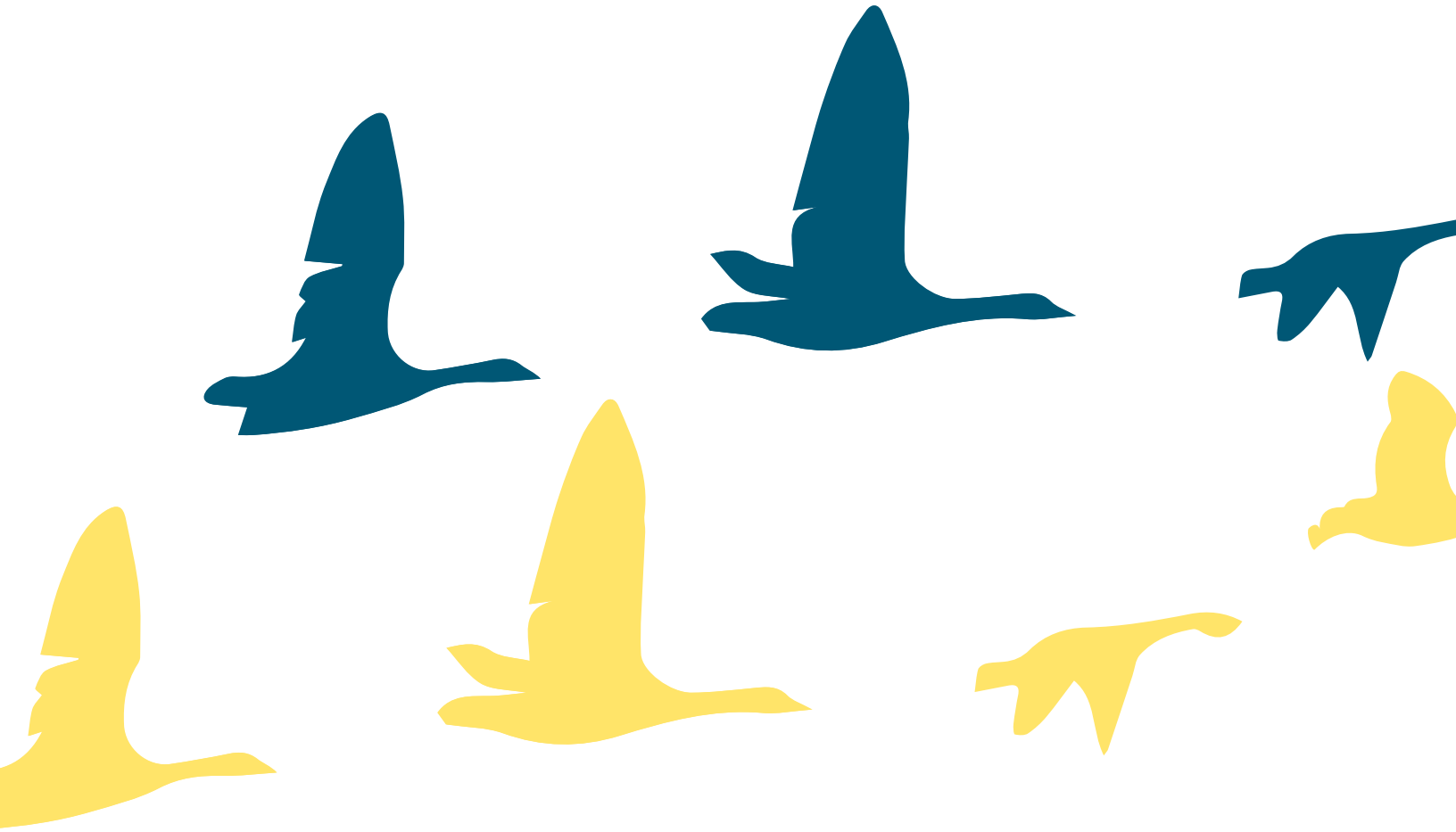


GOSHEN COUNTY

Public Art Community Guidebook

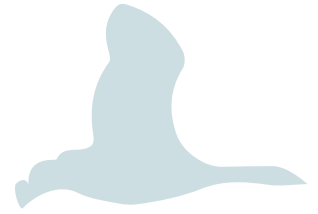


WHAT IS PUBLIC ART?

In simple terms, public art is art in community spaces. For most folks, this term might bring to mind statues of historic leaders in parks or bronze forms of children reading storybooks outside your local library. Today's public art is not about town hall portraits or that baffling piece of sculpture in the square — it captures and expresses community life today in vibrant works that can be temporary, permanent, interactive, functional, and even performed.

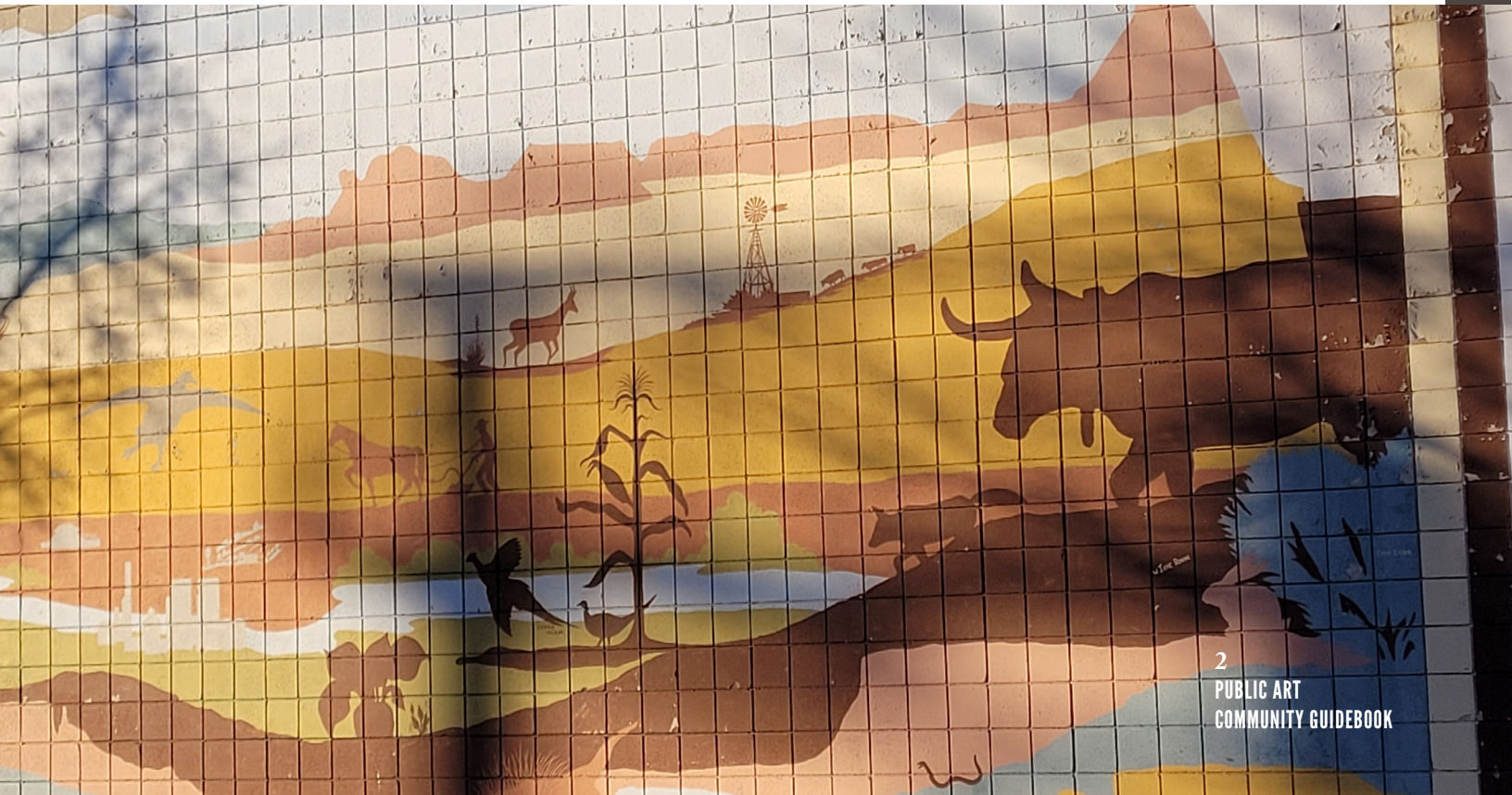
At its best, public art contributes to and celebrates an authentic sense of people and place. It is powerful in its ability to promote and portray community expression, identity, and stimulate dialogue. Public art breathes life into our local infrastructure and forms an atmosphere, creating a uniquely unforgettable feeling for those who live locally and those who only wish they did.

Public art is not always understood by everyone, but it is there and open to everyone. It explores what we share in common and opens our eyes to what makes us unique. Public art isn't aesthetically good or bad. Public art is valuable when it invites you to stop, take a moment and tuck away a thought. Public art is doing its job when it uniquely imparts a sense of place, be it your hometown, or a place you are visiting.



ABOUT THIS GUIDEBOOK

Goshen County is proud to showcase the exceptional character of our people and places. We present you with this guide to encourage the county-wide cultivation of diverse forms of art that embody the artistic and cultural spirit of our particular way of life. With your help, we will build a collection of public art that tells our human story in a shared language of work, play, struggle, dreams, history and future — spoken with unmistakable Goshen County pride.



COMMUNITY RESEARCH AND RESPONSE

Building on the extensive research Goshen County conducted to create its unique brand, an additional survey in 2022 captured residents' opinions on the subject of public art. A summary appears below, with the first two questions providing the greatest directive for the County's public arts initiative:

- A large majority of respondents answered “yes” to the question, “Do you want public artwork displayed in Goshen County?”
- When asked to rank types of artworks preferred, respondents chose murals and sculptures to tie for first place at 46% each, with temporary art installations ranking in third place at 8%.

Open-ended questions covering topics from genres to display locations revealed engaged and differing opinions. One respondent wished to see something less typical than Wyoming standards, while another hoped for art steeped in the tradition of land, agriculture, the West, patriotism, history, wildlife and literature. A thought was offered that no genre of public art would be valuable until their town was first rid of trash. Suggested locations for public art were busy places like downtown/main street areas, parks, pools, and overpasses. More specific recommendations called out particular sites in Torrington, Yoder and Hawk Springs.

Additional comments included positive support for public art, a request to clean up downtown to improve image along with adding art, and a caution to avoid art that is trendy. Several people added their names as interested in serving on the Goshen Main Street Art Committee.

“People here, like their frontier forebears, are fiercely independent yet intensely welcoming, with a warm howdy and a helping hand, to fellow settlers and passers-through alike.”

Goshen County
Graphic Standards Guide

GOALS FOR PUBLIC ART

Public Art is for everyone. It should be actively inspired by our neighborhoods and communities, reflecting the spirit of living in Goshen County. Public art is an enriching, daily experience that raises quality of life, builds economy and visitation, and challenges us to rethink familiar spaces with new vision.

How will Goshen County's public art be notable from other places? What should differentiate our special brand of art that attracts visitors to check us out, and beckons residents to linger longer in community spaces?

The following goals represent a Goshen County Public Art initiative of value:

Create an experience inspired by community

Elevate our authentic appeal and singular sense of place

Capture the life we hold in common and celebrate our diversity

Share our history, culture, and lifeways for the enrichment of everyone

Support art and local and visiting artists as part of our creative economy

Build a collection of art forms and views with both local and universal appeal

Under these goals, Goshen County business owners, public service agencies, organizations and residents who consider adding art within their community should reflect on these goals before commissioning or installing a work of art. Examples of themes and types of art that represent Goshen County follow.

THE GOSHEN COUNTY EXPERIENCE

Whether your family has roots in Goshen for generations, you're a recent arrival or a visitor taking in the view, the pioneering spirit of this place is in us all.

How does it feel in Goshen County? What makes our experience unique, valuable and meaningful?

To stand in Goshen County is to experience a natural feeling of connection — it comes from our relationship with the land. You see it in our faces and our hard working, yet easy manner. If it's good, we shake on it. We like our small-town feel but carry a big vision for the future.

Both residents and visitors experience authenticity and meaning through local ties to historic parks and lands, the cultivation of farming fields and cattle, the wide-open beauty and opportunity.

If you dwell here, your experience is more intimate. You know the expanse of acreage to the horizon line, the helpful neighbors, the change of seasons, the gathering spots outside stores, the river at sunrise, the honking geese. You cherish the smell of the soil and the colors at sunset.

As a visitor, this unaccustomed beauty and tradition calls us to remember our age-old connection to the wind and earth. Goshen immerses one in tones of green and gold, an impossibly blue sky, air buzzing with light and sound, the conversation of ranchers about their pastures and the small-town wonder of being a stranger welcomed into the fold.

But what does that look like from an art perspective?

GOSHEN PUBLIC ART: CREATING OUR OWN LOOK AND FEEL

How do we choose public art that tells our true story? That honors our spirit? That connects our story to art in surprising and delightful ways? That hones our identity and instills community pride?

It starts with exploring themes and mediums that capture the authentic ideas, values, feelings and experiences associated with Goshen County. Local people, landscapes, animals, events, education, culture, history, farming, agribusiness, recreation — all are inspiring topics to consider.

Exploring these ideal subjects with working artists and committees can spark a vision for public art that is exciting and different yet best represents Goshen County.

“When you're here you'll find hard-working people who are inheritors of the resilience, determination and adaptability of the pioneer who made a home for themselves on this land.”

Goshen County
Graphic Standards Guide



GOSHEN PUBLIC ART: RELEVANT THEMES

The following are a few overarching public art themes with supportive ideas to consider based on community thought and opinion.

Growing Season

Goshen County is known for its milder climate and extra-long growing season, bringing more bounty of all kinds to our lives.

Imagery: fields, plants, animals, growth, rooted, weather, frontier, farmers/ranchers, farm life/ranch life, family, children, crops, cattle, food/meals, viticulture, local cooking

Narrative: home, bounty, warmth, providing, close-knit, love, tradition, growing, reaching, learning, working, deep roots, down-home, home-grown, farm to table, eat local, local beef

Room to Breathe

Goshen County invites everyone to connect to the spirit of the wide-open land and sky, expand their horizons, dream big or enjoy the simple life.

Imagery: sky, plains, horizon, fields, open spaces, friends, family, individual faces, uncrowded spaces, hunting, birding, joyful tasks/events, relaxed people, content faces

Narrative: wide-open, abundant, opportunity, freedom, space, expression, relaxation, unhindered, boundless, room to grow, stretch out, independence, pioneering, peaceful, content, accessible, flying birds

Journeys

Goshen County is forged by dreamers and doers, old and new. Across the vast expanse, sojourners still blaze paths of discovery and adventure in all directions. History is alive on the legendary trails and sites that mark America's great migration, our land a place of converging wagon trails and guide posts for those who heeded the call to Go West.

Imagery: sky, plains, horizon, fields, scenic, hiking, climbing, panorama, leading/following, homesteading, farming, industry, business, creating, education, exploring, building, historic sites and trails, national landmarks

Narrative: breathtaking, adventure, discovery, inspiration, wisdom, ideas, bold, brave, pioneering, leading, exploring, calling, historic trails, forging ahead, human migration, expansion, origins, Oregon Trail, historic Fort Laramie and Hell Gap

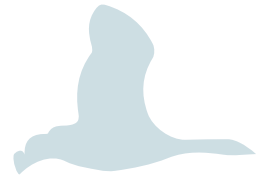
PROMOTING GOSHEN COUNTY PUBLIC ART GOALS

Following these simple guidelines ensures that representative projects support the integrity of the public art initiative.

- Public art includes any visual or multi-disciplinary art project that is publicly accessible and typically created or overseen by a professional artist in the case of community projects (e.g., art created by local students). This can include a variety of artistic media from sculptures to functional art (e.g., benches or bike racks), to sound art, to creative places for contemplation, relaxation and play.
- There are no limits on the imagination or creativity of the art created to enrich, enhance and enliven the experience of Goshen County residents and visitors, but works should reflect the spirit and nature of our communities.
- Artwork that is created within the common themes presented in this document supports curatorial goals for a public art collection throughout Goshen County.
- Artwork that in no way represents a connection to Goshen County is discouraged.
- Use of residential and business buildings, neighborhoods and outdoor spaces as potential sites for art must be considered in the context of their history, purpose, character, culture and nearby residents.

“The physical environment invigorates and provides countless opportunities for recreation and relaxation.”

Goshen County
Graphic Standards Guide



INSPIRATION PROJECTS

Public art can be infused in every corner of the county through interactive, temporary, permanent, and global projects. Some projects might include:

- A project that beautifies a main street area and encourages people to gather and experience the public art.
- A heritage project showcasing diverse traditions and cultures old and new.
- A community mural project as a competition. Coordinating with regional street artists, youth groups, schools, neighborhood associations, and others, residents (as judges) would travel across the county to view the artworks, giving participants an opportunity to connect outside of their hometown.

The following examples of artwork and projects support a strong and consistent public art program for Goshen County to follow.



Martha M. Cantu, *Field of Dreams*, mural, 2018.

Monument design located at the Farm Workers Village entrance in Immokalee, Collier County, Florida.



To celebrate it being named by UNESCO (United Nations Educational, Scientific, and Cultural Organization) as the third City of Literature in the world, and the only one in the United States, in 2008, Johnson County, Iowa created Book Marks. This public art project features over 60 book-themed statues, each 5 feet by 3½ feet, displayed throughout the county.



Deborah Butterfield, *Winter*, sculpture, 2018.

Unique Cast Bronze with Patina. Arts Council of Big Sky, Bozeman, Montana.

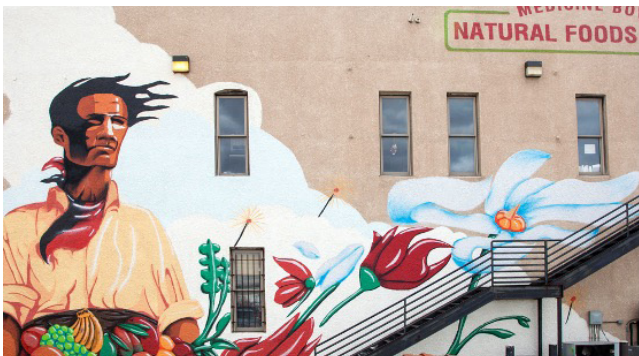
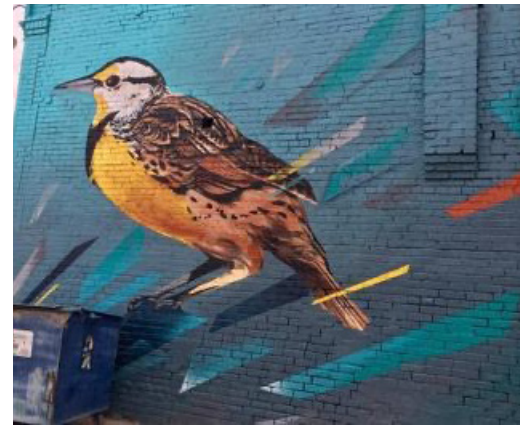




Heather Rapp, Art on the Street Utility Wrap.
A community project that wrapped almost 40
utility boxes and public trash receptacles.
Arts Council of Big Sky, Bozeman, Montana.



Cameron Moberg, Meadowlark, mural.
Great Falls, Montana.



Talal Cockar, Tierra y Libertad (Land and Liberty), mural, 2011.
Laramie Mural Project, Wyoming.



GETTING STARTED WITH YOUR PROJECT

Ready to bring your public art idea to life?

Follow these steps for project proposal, submission and approval.

1. Create a proposal for the City department or outside entity that controls the work's proposed site. Consider these tips to provide a clear understanding of the project:
 - a. Be as specific as possible by describing the art in style, medium and size.
 - b. List artist(s) involved and provide bios or CVs for artists if available.
 - c. Lay out project steps, a timeline for completion and length of time it will be on public display.
 - d. List the artist(s) and materials costs along with a funding plan.
 - e. Include materials that support the project description, such as:
 - i. Photographs of the proposed site
 - ii. Renderings of the artwork
 - iii. Construction plans

2. Submit and present the project at a City Council Meeting:
 - a. Request the City Clerk add your project presentation to an upcoming meeting agenda.
 - b. Email a pdf copy of the proposal to the City Clerk.
 - c. Present your proposal before City Council for approval.

We look forward to pioneering the Goshen County Public Art program with you!



Brought to you by Goshen Economic Development

110 W 22nd Avenue • Torrington, WY 82240

307.532.5162

Goshenwyo.com