

## Smart Technology Solution Powers Public Engagement Process in Fairfax County.

*Imagine Art Fairfax app invites community to identify current and future public art.*



*Emerging Leaders Institute (ELI) Volunteer Ken Cahoon explains the 'Imagine Art Fairfax' app to Redskins coach, Mike Shanahan, at the Arts Council of Fairfax County tent during the Northern Virginia Fine Arts Festival in Reston, Virginia.*

Fairfax County, VA – The Arts Council of Fairfax County is conducting an inventory of public art and is inviting the community to get involved, by reaching out to smart phone users to help identify public art sites around the county and gather feedback from the residents about locations and the type of art that is desired throughout the county. The Arts Council encourages Fairfax County residents to download the free crowdsourcing app at <https://imagineartfairfax.crowdmap.com> and add photos, videos, information and their ideas on current and future public art sites.

“*Imagine Art Fairfax* is the first step in our community engagement process to produce a Master Arts Plan for Fairfax County,” says Linda S. Sullivan, president & CEO, of the Arts Council of Fairfax County. “This tool will enable the Arts Council to reach out into all 9 magisterial districts to engage residents in the planning process, complete an exhaustive public art inventory, and gather information as to the wishes and needs of the Fairfax community for the future of the arts in their communities.”



Public art projects, such as ‘*The Thought*’ by sculptor Robert Cole, which was recently commissioned by local developer JBG Rosenfeld, will be mapped and tracked in this database.

A group of volunteers from the Emerging Leaders Institute (ELI) of Leadership Fairfax identified the open source crowdsourcing app “Ushahidi” as a tool for this inventory and community engagement process and worked with the Arts Council to launch the *Imagine Art Fairfax* app during the Northern Virginia Fine Arts Festival in Reston, Virginia. The Arts Council staff will be present at the Workhouse Arts Center’s *Summer Art Party on the Quad* in Lorton on June 22, 2013, to promote the *Imagine Art Fairfax* initiative.

The input from Fairfax citizens obtained through the *Imagine Art Fairfax* effort will inform the Master Arts Plan (MAP). The goal of MAP is to expand community access to and engagement in the arts and culture by planning cultural facilities and public art throughout Fairfax County that reflects its diversity, considers existing facilities, and responds to future growth. In 2010 the Board of Supervisors tasked the Arts Council of Fairfax County, as the official arts agency for the county, with the collaborative leadership of the Master Arts Plan. A preliminary MAP Task Force consisting of Arts Council Board members, community representatives, and government officials was formed to assess existing resources and funding strategies for the Master Arts Plan.

To obtain more information on MAP or *Imagine Art Fairfax*, visit <http://artsfairfax.org/map>.

Founded in 1964, the Arts Council of Fairfax County, Inc. is a 501(c)3 non-profit organization designated as Fairfax County's local arts agency. It is the only umbrella organization serving and representing all forms of art in Fairfax County.

The Arts Council of Fairfax County is the voice of the arts, dedicated to fostering dynamic and diverse local arts, ensuring that arts thrive by providing vision, leadership, capacity building services, advocacy, funding, education, and information.

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