



NEWS AND INFORMATION

FOR IMMEDIATE RELEASE

11/24/2008

Arts Leaders Gather at Knowledge Exchange to Discuss Public Art Master Planning

WASHINGTON, D.C. — Nationwide, community leaders are looking to public art to improve public spaces and revitalize civic infrastructure. On December 5 and 6, Americans for the Arts, the nation's leading nonprofit organization for advancing the arts in America, in partnership with the Arlington County Cultural Affairs Division, Arts Council of Fairfax County, Initiative for Public Art Reston, and The Greater Reston Community Center present **Public Art Master Planning: Developing a Plan for Your Community**, an arts and culture knowledge exchange.

"A public art master plan offers a way to define a community's identity," said Robert L. Lynch, President and CEO of Americans for the Arts. "It also addresses cultural and physical improvements within the context of broader urban and regional planning efforts."

This Knowledge Exchange will provide an in-depth exchange of insight and information among public art, urban planning and design, and private development professionals from across the country. A case study approach will examine the public art master plan currently in development for Reston, VA, alongside the well-established plan in Arlington, VA. Guest speakers will include **Roger Lewis**, architect and writer for *The Washington Post*; **Robert Simon**, developer of Reston, Virginia; **Todd Bressi**, urban planner; and **Meridith McKinley**, arts consultant. Presentations will focus on the development and planning process, gaining support, implementation, and examining lessons learned from other model plans in the United States.

Americans for the Arts is the leading nonprofit organization for advancing the arts and arts education in America. With offices in Washington, D.C. and New York City, it has a record of more than 50 years of service. Americans for the Arts is dedicated to representing and serving local communities and creating opportunities for every American to participate in and appreciate all forms of the arts. Additional information is available at www.AmericansForTheArts.org.

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