

DRIVING BUSINESS

Art Students Brighten the Roanoke Parking Experience *Murals gifted by area artists jazz up garages*



New mural painted by students showcased in Center in the Square Garage.

Public Art has an enormously positive impact on the American community today. Investment in these art forms can improve one's sense of place and convey a feeling of friendliness, openness and community pride. In economic development surveys many people rank "public art, parks and green spaces" higher than other indicators as a driver of "attachment" to the place where they live or would choose to live.

PARK Roanoke has been fortunate to welcome some budding student artists who have contributed to the downtown public art landscape with their work in public garages. Student art projects such as these bring multiple benefits both to downtowners and to the students participating in them. Learning to work together, plan together and to apply amazing collective talents to a project makes for a fun experience for the student art team and a great gift to the community.

PARK Roanoke is so appreciative and proud of these student projects on display that we wanted to share a bit of their story with you.

First, let's introduce you to Market Garage. "Stanley, the Bicycle Man" adorns the walls of the Market Garage. This colorful mural titled "Parts and Pedals" was provided by the artistic talents of Hollins University students and is made entirely from bicycle part outlines. To the left of the mural is a colorful bicycle route map as well as an Arts Bicycle Route Map. This bicycle themed art located on the first floor of the garage complements the adjacent free public bicycle fix-it station.

With a colorful splash of green, Market Lot is adorned with repurposed file cabinets and a few other discarded office treasures to create some interesting planters and a bit of whimsy for our parkers. These add some jazz and draw attention to a lot that is a bit hidden from the beaten path. Once located, most users do not forget that green and return often to grab a space that is very convenient to the center of downtown's shopping.

The Center in the Square Garage displays large, colorful wall murals which were sponsored by the Arts Council of the Blue Ridge through Roanoke Youth Art Connections. Artist Ed Dolinger worked with city youth to create these energetic and vibrant murals. These are easily viewed from the entrance to the garage on Campbell Avenue in downtown.

PARK Roanoke is pleased to announce its most recent addition to the arts scene with a new mural created in Center in the Square Garage (see above photo). The mural was designed and painted by local art students from Arnold R. Burton School of Technology led by art teacher, Pamela Rose. The students designed a mural of jellyfish and butterflies as a fitting entrance into the Science Museum of Western Virginia which houses aquariums, the butterfly pavilion, and a jellyfish exhibit. The mural is located on the first floor of Center in the Square Garage.

We hope to partner with other student teams to create some unique art at our other garage locations in the near future. On your next walk downtown, take a moment to notice PARK Roanoke's garages, their architectural elements, design, and of course their public art! For questions or more information, please contact PARK Roanoke at (540) 343-0585 or email us at parking@PARKRoanoke.com.

