



in public spaces

A Cultural Arts Alliance of Walton County Initiative



U.S. Hwy. 98 Underpass Project

About The Cultural Arts Alliance (CAA)



As the creative core of our community for three decades, **the Cultural Arts Alliance** is a Local Arts Agency that fosters creativity in Walton County, Florida through the inclusive and collaborative advancement of the Arts. Through advocacy efforts, support for the creative sector, and production of arts and educational programming, the CAA provides opportunities for residents and visitors to experience diverse forms of art and learning, connecting them to a broader view, critical exploration and answers only the Arts have the power to provide.

CAA Mission: To foster creativity in Walton County through the inclusive and collaborative advancement of the Arts.

CAA Vision: The Cultural Arts Alliance envisions a thriving Walton County where everyone experiences the power of the Arts.

Visit www.CulturalArtsAlliance.com to learn more.

U.S. Hwy. 98 Underpass Project



About The CAA + Art In Public Spaces



The Cultural Arts Alliance of Walton County's **Art In Public Spaces Program (AIPS)** originated in 2018 with the introduction of The Underwater Museum of Art (UMA). Since then, the program has expanded to include the Billboard Art Project, a series of murals in Grand Boulevard Town Center, and most recently, The Watersound® Monarch Art Trail (MAT).

The CAA's Art in Public Spaces Program (AIPS) is designed to foster collaboration, celebrate community, encourage tourism and exploration, stimulate the economy, and enhance the physical environment as well as the unique culture and beauty of Walton County.

AIPS Mission: Enhance Walton County's cultural fabric locally, regionally and nationally by creating meaningful experiences and engagement, expanding public awareness and enjoyment of the arts in everyday life, thus making Walton County a more inspiring and memorable destination.

AIPS Vision: Enrich community connectivity by capturing the distinctive character of Walton County through public art and strengthening the appreciation of art and culture, as well as each other.

Visit www.CulturalArtsAlliance.com/Art-In-Public-Spaces to learn more.

U.S. Hwy. 98 Underpass Project



About The Project



In partnership with Scenic Walton, Visit South Walton, Walton County Board of County Commissioners, and the Florida Dept. of Transportation, and with support by the National Endowment for the Arts, the Cultural Arts Alliance of Walton County (CAA) will create a public art project to be incorporated into the U.S. Hwy. 98 Underpass located at Inlet Beach in Walton County, Florida. **This project will be the first pedestrian and cyclist underpass to be constructed in the county and will be located at the corners of Highways 98 and 30A, both designated scenic corridors.**

The public art component will include two Underwater Museum of Art (UMA) replica sculptures installed next to each tunnel entrance and a 5-year, revolving mural project created on the tunnel's interior walls. There will be ten local muralists selected from the CAA's pre-vetted [Public Artist Directory](#). The tunnel will measure 12 ft wide x 8 ft high x 136 ft long in total. Each artist will create a mural that measures 20 ft wide x 8 ft high.

U.S. Hwy. 98 Underpass Project



About The Project & Public Art Theme



The overall project outcome will be a safe, practical, and necessary crossing that also provides enhancement to the surrounding area through indigenous landscaping and beautiful, engaging, and thought-provoking artwork.

Artistically and conceptually, and in recognition of this underpass being the first in the area, the theme of the art installations will be “connectivity” and “relationship” - among and between humans and connection with our built environment through creativity. Through this theme and the linear quality of the tunnel, people who utilize the tunnel will enjoy a variety of artwork in the form of a “mini museum” to view, reflect and connect with.

We also encourage a tie-in with the geographical uniqueness and the nature of Walton County as something to consider with loose interpretation.

The public art project will be a welcoming anchor in southeast Walton County and a continuation of existing public art projects located in the adjacent communities, including the Alys Beach sculpture exhibition, and the Watersound® Monarch Art Trail.

U.S. Hwy. 98 Underpass Project



Call For Support



Be an integral part of this groundbreaking U.S. Hwy. 98 Underpass Project and become a supporter the CAA's Art in Public Spaces program.

- Your support will enable the CAA and project partners to commission high-quality, beautiful thought-provoking art that is also sustainable and lasting.
- "Creative Placemaker" partnerships offer general support opportunities; or partners can support specific works that make up this project.
- You or your company's name will be credited as a partner in creating this special public art project that will be the first of its kind in Walton County.

U.S. Hwy. 98 Underpass Project



Partnership Opportunities



Partner Levels	Availability #	Pricing	Benefits
AIPS Underpass Projects Partners *2 RESERVED*	–	\$25,000+ each	*See next slide
Sculpture Partners *3 RESERVED*	–	\$12,000 each	*See next slide
Mural Partners *6 RESERVED*	4	\$7,500 each	*See next slide
Creative Placemakers	10	\$2,500	*See next slide

Partnership Opportunities



Partner Levels	Benefits
<p>AIPS Underpass Projects Partners *All Fulfilled</p>	<ul style="list-style-type: none">● Credit as Project Partner for the 2023 Underpass Install (in perpetuity)● Credit as Project Partner in all mentions of Underpass● Logo on all collateral for 2023 Underpass (second tier)● Logo, business name and link on CAA website (second tier)● Logo included on plaque within the Underpass● Tickets for 8 to the ribbon cutting and Grand Opening of Underpass● Sponsorship of one mural (first-come,first-choice of mural)● Receive a minimum of two social media tags● Inclusion in a minimum of (1) e-newsletter● Other custom benefits commensurate with Partner Investment level
<p>Sculpture Partners *All Fulfilled</p>	<ul style="list-style-type: none">● Credit as exclusive partner for (1) sculpture (5 year duration, first come, first-choice)● Logo, business name and link on CAA website (third tier)● Logo included on plaque by sculpture● Tickets for 6 to the ribbon cutting and Grand Opening of Underpass● Receive a minimum of two social media tags● Inclusion in a minimum of (1) e-newsletter
<p>Mural Partners *6 RESERVED*</p>	<ul style="list-style-type: none">● Credit as exclusive partner for (1) mural (5 year duration, first come, first-choice)● Logo, business name and link on CAA website (third tier)● Logo included on plaque within the Underpass● Tickets for 6 to the ribbon cutting and Grand Opening of Underpass● Receive a minimum of two social media tags● Inclusion in a minimum of (1) e-newsletter <p data-bbox="1277 1024 1829 1051"><i>*Partnership Opportunities cont'd on next slide</i></p>

Partnership Opportunities Cont'd



Partner Levels	Benefits
Placemakers	<ul style="list-style-type: none">• Logo, business name and link on CAA website (third tier)• Tickets for 4 to the ribbon cutting and Grand Opening of Underpass

Sculpture Locations



Let's Not Blow This

The Gray Pineapple

Common Chord

Sculpture Locations



LET'S NOT BLOW THIS by Kevin Reilly *RESERVED*

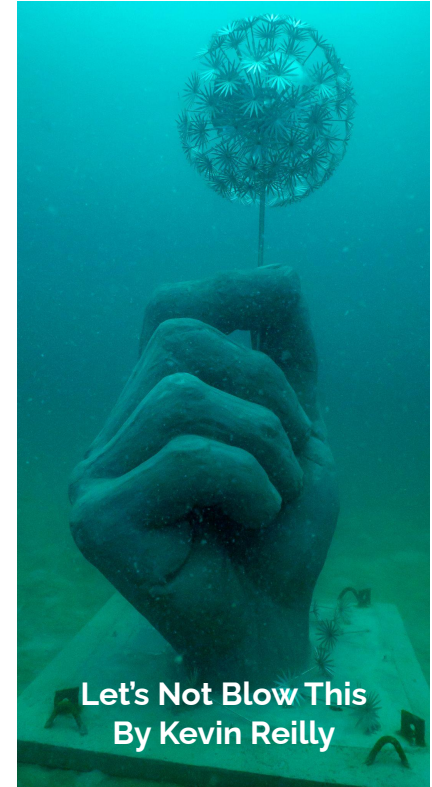
Underwater Museum of Art (UMA) Replica Sculpture



LET'S NOT BLOW THIS is a creation by designer **Kevin Reilly**. This piece represents the earth as a fragile dandelion. The hand represents man's potential to restore and protect our environment. It is meant, now more than ever, as a hopeful call to do all that we can to preserve our natural world. Underwater Museum divers will also be able to visit Kevin's 2018 installation, *JYC's Dream*, an homage to the "Aqualung," arguably Jacques Cousteau's greatest invention.

The Underwater Museum of Art is the first permanent underwater sculpture garden in the U.S. Located in the Gulf of Mexico, off of Walton County, Florida. The museum lies at a depth of 58-feet and at a distance of .93-miles from the shore of Grayton Beach State Park.

The sculptures quickly attract a wide variety of marine life and, over time, metamorphize into a living reef. This eco-tourism attraction not only entices art lovers and divers from around the country and around the globe, it provides a much-needed habitat for local marine life and fisheries as well as providing marine scientists, wildlife management professionals, ecologists, and students, with an opportunity to study marine life and measure the impact of artificial reef systems on the Gulf ecosystem.



COMMON CHORD by Vince Tatum *RESERVED*

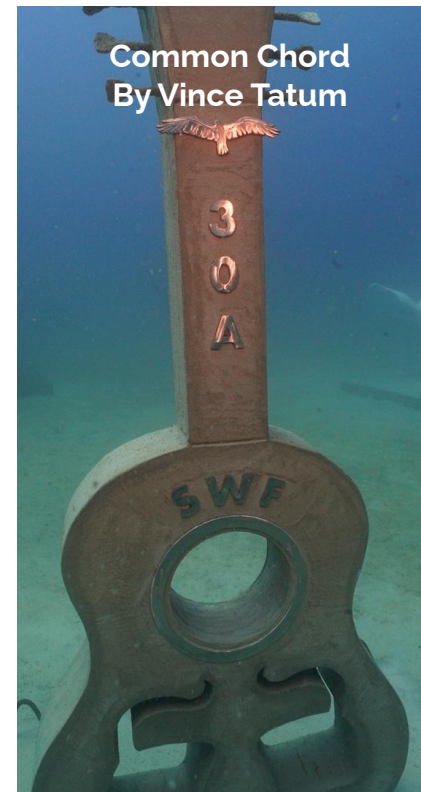
Underwater Museum of Art (UMA) Replica Sculpture



The Gulf of Mexico and live music are two common chords that bring people together on 30A according to **artist Vince Tatum**. His sculpture, **COMMON CHORD**, combines these two local loves by joining music with nature in perfect harmony. The sculpture is a celebration of the natural beauty that surrounds us all and brings us together. Whether it's gathering on the beach with Osprey soaring overhead, playing in the Gulf while stingrays glide below, or dancing like nobody's watching while the band plays into the night. The natural beauty of it all, brings us together. It's the Common Chord.

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GRAYT PINEAPPLE by Rachel Herring *RESERVED*

Underwater Museum of Art (UMA) Replica Sculpture



THE GRAYT PINEAPPLE is a creation by designer **Rachel Herring**. The inside of the piece will remain hollow, and the outline of the leaves on top will look like the sun when viewed from above. Herring has painted most of her life but has recently begun working with discarded wood and other found pieces. "What better way to bring new wildlife to the area than with a pineapple, the symbol of welcoming and hospitality," said Herring, who has paired her love of working with her hands with mastering new tools and techniques.

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**Grayt Pineapple
By Rachel Herring**

Francisco Adaro *RESERVED*



Style + Color Palette Example



Tunnel Mural Selects

U.S. Hwy. 98 Underpass Project

Katherine Boggs *RESERVED*



Tunnel Mural Selects

U.S. Hwy. 98 Underpass Project

Heather Clements



Tunnel Mural Selects

U.S. Hwy. 98 Underpass Project

Bradley Copeland



Tunnel Mural Selects

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Olga Guy



Tunnel Mural Selects

U.S. Hwy. 98 Underpass Project



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Wes Hinds

RESERVED



Tunnel Mural Selects

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RESERVED

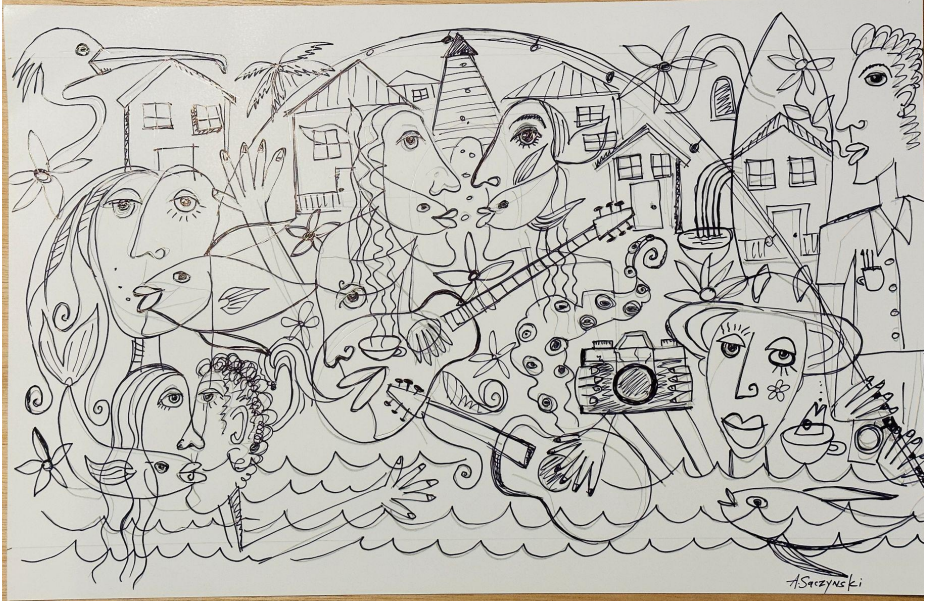
Sarah Page



Tunnel Mural Selects

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Andy Saczynski *RESERVED*



Color Palette Example



Tunnel Mural Selects

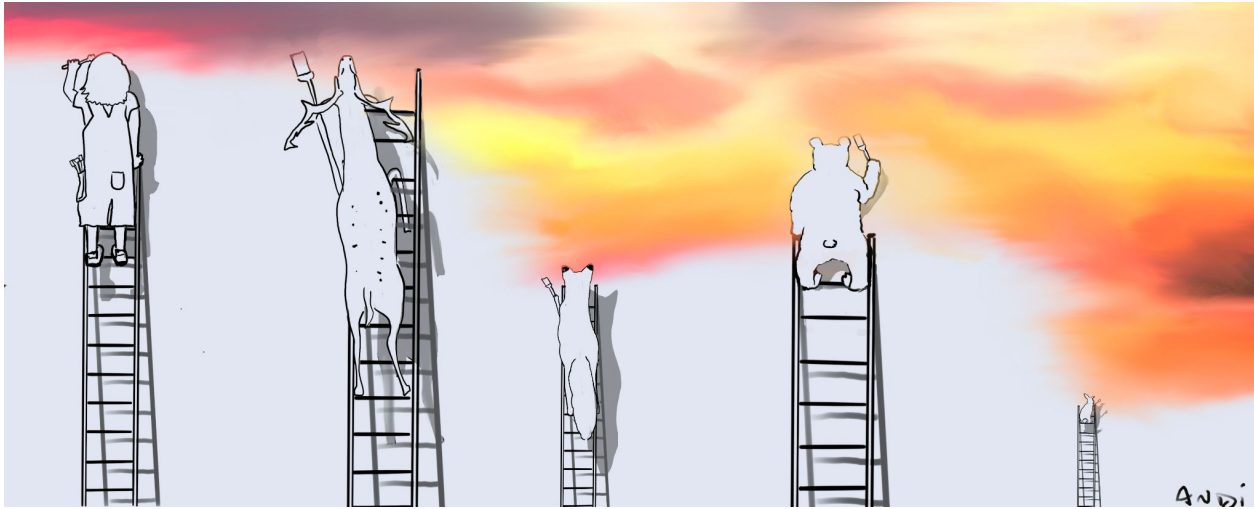
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Andi Scurto *RESERVED*



Tunnel Mural Selects

U.S. Hwy. 98 Underpass Project

Lindsay Tobias



We would like to see this concept with background suggestions behind hands such as a light color to fill the negative space



Tunnel Mural Selects

U.S. Hwy. 98 Underpass Project

US HWY 98 UNDERPASS TUNNEL MURALS



North Entrance Tunnel Measures 136' wide x 8' tall



South Entrance Tunnel Measures 136' wide x 8' tall



U.S. Hwy. 98 Underpass Project

Artist Example for Sponsor Name Plaques (Between Murals)



Morgan Summers

[View More Here](#)



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For sponsorship opportunities, please contact
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Thank You For Supporting the Arts in Walton County!