

## Meeting Locations

### Hotel Indigo

1520 Broadway, Ft Myers, FL 33901  
239-337-3446 ❖ [www.hotelindigo.com](http://www.hotelindigo.com)

### Harborside Event Center

1375 Monroe Street, Fort Myers, FL 33901  
(239) 332-6888 ❖ [www.harborsideevents.com](http://www.harborsideevents.com)

### Sidney & Berne Davis Art Center

2301 First Street, Fort Myers, FL 33901  
(239) 337-1933 ❖ [www.sbdac.com](http://www.sbdac.com)

### Florida Gulf Coast University

10501 FGCU Blvd S, Fort Myers, FL 33965  
(239) 590-1000 ❖ [www.fgcu.edu](http://www.fgcu.edu)

### Lee County Alliance for the Arts

10091 McGregor Boulevard, Fort Myers, FL 33919  
(239) 939-2787 ❖ [www.artinlee.org](http://www.artinlee.org)

### Edison & Ford Winter Estates

2350 McGregor Boulevard, Fort Myers, FL 33901  
(239) 334-7419 ❖ [www.edisonfordwinterestates.org](http://www.edisonfordwinterestates.org)



#### Speaker: Rachel Cain

Rachel Cain is the program services associate at Western Arts Federation (WESTAF) as well as the project lead for the Public Art Archive™.



#### Speaker: Anna Heineman

Anna Heineman received her Ph.D. in Art History from the University of Iowa. She is currently working as the Public Art Administrator at the University of Florida, and as the Collections Manager and Art Historian for CultureNOW.



#### Speaker: Lesley Elwood

Lesley Elwood is the principal of Elwood & Associates (E&A) a Los Angeles firm formed in 1993 to assist governmental agencies in cultural planning to satisfy their public art requirement.



#### Speaker: Rosa Lowinger

Rosa Lowinger is a graduate of the Conservation Center at NYU's Institute of Fine Arts and a Professional Associate of the American Institute for Conservation since 1984, she is the principal of Rosa Lowinger and Associates, a private sculpture and objects conservation firm with offices in Miami, FL and Los Angeles, CA.

**"Nothing is impossible. We merely don't yet know how to do it", 1922**

**"To pioneer a thing is to get it on its feet", 1892**

**-Thomas Edison**

Fort Myers, the City of Palms, is pleased to host FAPAP's 15th Annual Conference, the first ever held in Southwest Florida. In honor of the world-class inventor, Thomas Edison, who wintered here, the theme for this conference is Innovations and Strategies in Public Art. Highlights include informative sessions led by leaders in the field about new ways of conserving, promoting and marketing public art in the 21st century; tours of public art, art center receptions, a presentation showcasing public art statewide, a scenic bus tour of Lee County's gulf coast beaches and an evening to enjoy galleries and restaurants in the beautifully restored historic downtown River District. This conference is open to public art professionals, artists, architects, urban planners, consultants and all who are interested in learning more about the field of public art.

The mission of the Florida Association of Public Art Professionals is to provide educational, informational and networking opportunities for individuals, institutions, governments and businesses involved in all aspects of public art; to encourage awareness of the social and economic benefits of public art programs.

## 2012 FAPAP Conference Host Committee

**Barbara Hill**, Committee Chair, FAPAP Representative

**Lydia Black**, Exec. Director, Lee County Alliance for the Arts

**Pam Brown**, Coordinator, LCVCB & TDC

**Chris Pendleton**, Pres/CEO, Edison & Ford Winter Estates

**Mark Flickinger**, Public Art Admin., Fl. Gulf Coast University

**Jim Griffith**, Exec. Dir., Sidney & Berne Davis Art Center

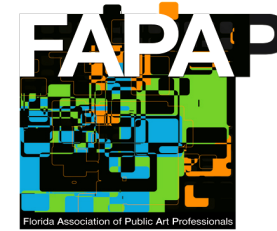
**Pamela Johnson**, Sales Director, LCVCB & TDC

**Donna Lovejoy**, City Liaison, Fort Myers Public Art Committee

**Ava Roeder**, Chair, City Public Art Committee

**Rose Rundle**, Manager, Harborside Event Center

**Leigh Scrabis**, Dep. Director, Ft. Myers Rdlvlpmt. Agency



*Innovations and  
Strategies in  
Public Art:  
Conservation,  
Promotion  
& Marketing*

**2012 Annual  
Conference**  
May 3 — 5, 2012  
City of Fort Myers and  
Lee County

Florida Association of  
Public Art Professionals

Association Manager  
Malinda Horton  
459 Cedar Hill Rd.  
Tallahassee, FL 32312

ph: 850-222-6028

f: 850-222-6112

[fam@flamuseums.org](mailto:fam@flamuseums.org)

[www.FloridaPublicArt.org](http://www.FloridaPublicArt.org)

## CONFERENCE SCHEDULE

INNOVATIONS AND STRATEGIES  
IN PUBLIC ART: Conservation,  
Promotion and Marketing

### THURSDAY, MAY 3

12 p.m. - 1 p.m. — Harborside Event Center  
— Grand Foyer

- Registration and Lunch

1 p.m. - 2:15 p.m. — Harborside Event Center  
— Grand Foyer

- Welcome Remarks, City of Fort Myers, Mayor Randy Henderson
- Statewide Public Art Updates, FAPAP President, Terry Olson

2:30 p.m. - 4:15 p.m.

- Walking Tour of Fort Myers Public Art, Chair Public Art Committee, Ava Roeder

4:15 p.m.

- Drop off Hotel Indigo

5:00 p.m. - 7:00 p.m. — Sidney & Berne Davis  
Art Center

- Cocktail Reception, Host SBDAC Executive Director, Jim Griffith

7:00 p.m. — 9:00 p.m.— French Connection  
Restaurant.

- Across from the Art Center. — Dutch Dinner

### FRIDAY, MAY 4

- Breakfast at Hotel Indigo's Vino de Notte

8:30 a.m.

- Bus Pickup at Hotel Indigo

9:00 a.m. — 11 a.m.— Florida Gulf Coast University,  
Estero — Administration Building AB-5

- Tour of FGCU Public Art Collection, Mark Flickinger, with introduction by Barrett Genson, Director of FGCU Facilities Planning, FGCU Art Professor Morgan Paine

11:15 a.m. — 12:30 p.m. — FGCU Arts Complex,  
Room 111

- 2011 FAPAP *Public Art Review*, Highlights of new public art projects in Florida, Cabeth Cornelius.

12:30 a.m. - 1:30 p.m. — FGCU Arts Complex,  
Room 111 — Box Lunch

1:30 — 2:00 p.m.— FGCU Arts Complex, Room 111

- **SESSION I: PROMOTING PUBLIC ART THROUGH NEW TECHNOLOGY**, Presenter Anna Heineman, Culture NOW, a non-profit institution based out of New York City, has created an online "museum without walls" that anyone can access or join. A smart phone application allows viewers to learn more about the artwork and listen to podcasts of artists while standing in front of the work. This session will explain Culture NOW's mission and provide a hands-on demonstration to show how the phone application works.

2:00 - 2:30 p.m. — FGCU Arts Complex, Room 111

- **SESSION II: BEST PRACTICES, PUBLIC ART DATABASE FOR EVERYONE**, Presenter Rachel Cain, Public Art Archive™

Public Art Archive™ is the first free, online, publicly available, centrally located source for comprehensive data and rich media about public art, employing best practices in the cataloging of our cultural heritage. See a demonstration of the site including sophisticated search results, records of artworks with multimedia files, the collection showcase page, and google maps. Bring your mobile device to find artworks near you on the mobile site!

2:30 — 2:45 p.m. — 15 minute break

2:45 — 3:30 p.m.—FGCU Arts Complex, Room 111

- **SESSION III: AN OUNCE OF PREVENTION: THE CASE FOR PRE-FABRICATION CONSERVATION REVIEW OF NEW PUBLIC ART COMMISSIONS**

Presenters Lesley Elwood, Elwood & Associates Los Angeles, CA and Rosa Lowinger, Rosa Lowinger & Associates, Conservation of Sculpture + Architecture, Miami, FL/ Los Angeles, CA

A work of public art is an investment in a community and needs to be cared for and shepherded just as all public improvements. At present, many of the nation's leading public art programs are over 20 years old and the fact that there was little pre-planning about maintenance and the aging of ma-

terials at the time of commissioning is coming back to haunt administrators. This panel will present two papers that illustrate a program for pre-construction review of new public art commissions by a conservator. The aim is to reduce the need for costly conservation treatments by vetting materials and processes at the outset and making professional recommendations for maintenance. This program takes the onus off of the artist and provides clear expectations about long-term expenditures to the agency responsible for the care of the work.

3:30 p.m. — Bus Pickup at FGCU

3:45 p.m. — 4:45 p.m.

- Scenic Bus Tour of Bonita Beach, Lover's Key, Ft Myers Beach
- 4:45 p.m. — 5:45 p.m.— Lee County Alliance for the Arts
- Cocktail Reception and Exhibition, Host LCAA Executive Director, Lydia Black

5:45 — 6 p.m.

- Bus Pickup
  - Tour continues, via historic McGregor Blvd.
- 6 — 10 p.m.
- Drop off at Hotel Indigo
  - ARTWALK: Enjoy downtown's local art scene and dine in historic River District.

### SATURDAY, MAY 5

- Breakfast at Hotel Indigo's Vino de Notte

9:30 a.m. - 11:00 a.m.— Edison & Ford  
Winter Estates

- Guided Tour of Thomas Edison & Henry Ford's winter home, museum and lab, President/CEO Chris Pendleton

11:00 a.m. - 12:00 p.m. — Caretaker's Cottage and Grounds at the Estates

- Catered Brunch

12:00 p.m. - 2:00 p.m. — Caretaker's Cottage at the Estates

- Annual Meeting, Election of Officers, FAPAP President, Terry Olson

2 p.m.

- Conference Adjournment