

**“Life’s a Bench” ...get one! Public Art Project**  
**PROJECT OVERVIEW**  
**2010**

**1) PROJECT DESCRIPTION**

a) Designer benches uniquely decorated primarily by southeast Minnesota artists\* will be placed throughout downtown Rochester for the public to seek out and enjoy, and throughout Greater Rochester.

**2) PROJECT BENEFITS**

a) Project will provide the following:

- 1) An opportunity to celebrate the Arts and our City of Rochester with a fun event
- 2) A promotion opportunity for businesses and individuals throughout Rochester
- 3) A free event for the public for all ages and economic levels
- 4) An opportunity to showcase artists from throughout southeast Minnesota
- 5) An opportunity to promote tourism and increase Rochester’s economy
- 6) An opportunity to raise money for the Rochester Arts Council and the Arts

**3) PARTICIPATION PLAN**

a) Goal is to have benches placed throughout downtown Rochester both inside and outside, and throughout the City

**4) BENCH LOCATIONS**

a) The location of each bench downtown will take into consideration the request of each sponsor

**5) ARTISTS SELECTION PROCESS**

a) Sponsors select the artist they would like to use for their bench with the common methods for finding artists being the following:

- 1) Internal Art Staff or Staff from the Sponsor’s Company
- 2) Sponsor knows an artist and hires them to theme their Bench.
- 3) A “Call to Artists” will be sent out to various artists throughout southeast Minnesota via Artist Mailing Lists and any artist can submit designs to be reviewed by sponsors looking for a design.

\*This activity is funded by the Southeastern Minnesota Arts Council through the Minnesota arts and cultural heritage fund as appropriated by the Minnesota State Legislature with money from the vote of the people of Minnesota on November 4, 2008. Additional funding to help defray the actual cost is provided by the Rochester Downtown Alliance.