

**From:** Ashley Traynum-Carson <atraynum-carson@ashevillenc.gov>  
**Sent:** 7/3/2019 3:17:54 PM  
**To:** Christina Harris <charris@ashevillenc.gov>, Cortina Jenelle <cortinajcaldwell@gmail.com>  
**Cc:**  
**Subject:** Re: PRESS RELEASE: Visiting Artist Project gets a new name, deepened focus on African American heritage and issues a call for artists

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Christina and Cortina

Thank you for updating the page. There is a link in the middle of the page that doesn't work. We need to update that.

Also, Christina, I'm going to put some time on your schedule next week to format the page with the City style guide.

Enjoy the holiday! Thank you both again for all of your work.

Ashley

On Wed, Jul 3, 2019 at 3:48 PM Stephanie Dahl <[smonson@ashevillenc.gov](mailto:smonson@ashevillenc.gov)> wrote:  
Thanks for completing all of this so quickly! I will be sure to help push the local artist call.

On Wed, Jul 3, 2019 at 3:45 PM Cortina Jenelle <[connect@theadeproject.org](mailto:connect@theadeproject.org)> wrote:  
Call for Artists for the **Celebrating African-Americans through Public Arts** is officially OUT! Share with your people (:

I'll be sharing this and doing another public push of the project rebrand, call for artists, artist workshop dates, and directing folks to our [newly updated website page](#) on July 9.

We're in motion! Happy extended weekend!

In Gratitude & Service,

**Cortina Jenelle Caldwell** (Pronouns: She/They)  
Founder + Creative Director

 **PROJECT**

actualize equity, spark creative inquiry + reclaim the narrative

[Book Me + Schedule a Time to Meet!](#)

Web: [theadeproject.org](http://theadeproject.org) | Email: [connect@theadeproject.org](mailto:connect@theadeproject.org)

Social Media: [Facebook](#) | [Instagram](#) | [LinkedIn](#)

...all art holds up a mirror to society and shows us who we are and how we are evolving. It provides a voice for people who might not otherwise have their voices heard...what I realize is that it doesn't

----- Forwarded message -----

From: **Ashley Traynum-Carson** <[atraynum-carson@ashevillenc.gov](mailto:atraynum-carson@ashevillenc.gov)>

Date: Wed, Jul 3, 2019 at 9:26 AM

Subject: Fwd: PRESS RELEASE: Visiting Artist Project gets a new name, deepened focus on African American heritage and issues a call for artists

To: Cortina Jenelle <[cortinajcaldwell@gmail.com](mailto:cortinajcaldwell@gmail.com)>

----- Forwarded message -----

From: **Polly McDaniel** <[pmcdaniel@ashevillenc.gov](mailto:pmcdaniel@ashevillenc.gov)>

Date: Wed, Jul 3, 2019 at 9:23 AM

Subject: PRESS RELEASE: Visiting Artist Project gets a new name, deepened focus on African American heritage and issues a call for artists

To: Ashley Traynum-Carson <[atraynum-carson@ashevillenc.gov](mailto:atraynum-carson@ashevillenc.gov)>

FOR IMMEDIATE RELEASE

Date: July 3, 2019

City of Asheville | Communication & Public Engagement Department

Contact: Polly McDaniel, Communication Specialist | 828-232-4507 | [PMcDaniel@ashevillenc.gov](mailto:PMcDaniel@ashevillenc.gov)

## PRESS RELEASE: Visiting Artist Project gets a new name, deepened focus on African American heritage and issues a call for artists

The City of Asheville is pleased to announce a call for local artists, which will complement the work by Art Ecologie and be supported by Asheville-based artist collective, ad© PROJECT.

In partnership with the community, Art Ecologie and ad© PROJECT, the work that was formerly known as the Visiting Artist Project has been rebranded as Celebrating African Americans Through Public Art (CAAPA). The inaugural public artwork will be a community-informed project that will honor THE BLOCK. **In order to complete a mural and two installations representing the legacy and memories of THE BLOCK, Art Ecologie and ad© PROJECT seek (4) local artists to work collaboratively with on this creative process.**

### Call for artists

This call seeks artists experienced Asheville area to assist Art Ecologie with the public art installation and design in THE BLOCK. Selected artists will be paid an honorarium for their participation by the City.

- Mixed media artist: Experienced fine artist working with collage and other mixed media.
- Muralists: Experienced in detailed outdoor murals including lettering.
- Literary artist: Experienced with poetry / spoken word.

### Project outline

Selected artists will work with Art Ecologie members to implement their public art installation design. Duties may include: Co-facilitate community art workshops; work collaboratively to create mixed media collage elements; engage in community listening; and assist with murals.

### Submission guidelines

- Lived experience | African-American/persons of color are highly encouraged to apply.
- Portfolio to include 5-10 quality images or video of previous work plus website/ social media site.
- Artist statement | short biography and curriculum vitae.
- References | Contact information for one to two references.

**Early submissions:** Due 5 p.m. July 9

**Final submissions:** By 5 p.m. July 18.

Email submissions with content above to [connect@theadeproject.org](mailto:connect@theadeproject.org).

### Program background

In 2018, the City of Asheville's Public Art and Cultural Commission announced the creation of the Visiting Artist Program. The 2018 partnership is funded by the City's [Percent for Public Art Policy](#), sponsored by the [Public Art and Cultural Commission](#), and being guided by a local leadership team of artists, arts and culture educators, activists, and promoters.

Celebrating African Americans Through Public Art is the recently rebranded Visiting Artist Project. The project focuses on the goal to enhance underserved communities and address needs in the city's public art collection by setting into motion a mission to create public art that emphasizes public input.

### For more information

For more information on this project, or with questions, please contact Project Manager Cortina Caldwell at [connect@theadeproject.org](mailto:connect@theadeproject.org). For general questions about the City of Asheville's public art program, email Steph Monson Dahl of the Economic Development Department at [sdahl@ashevillenc.gov](mailto:sdahl@ashevillenc.gov).

Find a copy of this press release on [Asheville City Source](#).

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Stephanie Monson Dahl  
Strategic Development Office Director  
City of Asheville, NC  
(828) 337-4111 mobile and text

Check out [Living Asheville](#), your comprehensive plan for the city

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