



Placemaking through Public Art

Nob Hill, Albuquerque, New Mexico

Nob Hill Main Street





Neon Gateways, Washington Ave. and Girard Blvd.

Neon inspired entry ways characteristic of Route 66



Orchid Thai Cuisine, East Nob Hill

Cultural depictions of classic architecture, landscapes, and way of life of Thai peoples



The Yarn Store, West Nob Hill

Hand made out of yarn



Barrymores Antiques, East Nob Hill



Masks Y Mas, West Nob Hill

Día de Los Muertos inspired façade- Characteristic of the art and products found inside.



“Albuquerque Mural”, Artisan Art Supply, West Nob Hill

Funded by PNM and Artisan Art Supply

Artist Larry Bob Phillips

2015



Nob Hill is 100, Moxi Hair Studio, West Nob Hill

Nob Hill is 100 Celebration Campaign

Funded by Bernalillo County and Nob Hill Main Street

Artist: Aaron Stronmberg

2016



Manole Mural, Nob Hill Body and Soul Center, East Nob Hill

Funded by Nob Hill Main Street

Artist Antonio Caballero

2017

Nob Hill Main Street Public Art Financial Support Guidelines:

Nob Hill Main Street (NHMS) seeks to promote public art throughout the district. Previous art projects have been funded on a case by case basis. In the event that a property owner has identified a project and requests assistance from NHMS the following guidelines must be met for consideration:

1. The artist, property owner, or tenant must provide some portion of the total budget whether through cash or in-kind donation.
2. The artist should be able to show examples of work that prove he/she is able to complete a project of appropriate scale in the time provided.
3. Durability (quality materials) will be required in a successful proposal.
4. Subject matter of the project should be timeless. The chosen artist must consider the local setting and weigh the long-term impact that the piece will have on the immediate environment. NHMS will not fund a public art project that portrays current tenants of a building or property. (For assistance with a project specific to a certain business or organization please request information regarding façade improvement projects)
5. Subject matter should portray or celebrate one or more of the following themes:
 - a. The Nob Hill neighborhood, City of Albuquerque, or state of New Mexico
 - b. Route 66
 - c. Local history, character, architecture or uniqueness
 - d. Other themes as identified on a project by project basis
6. Artist should consider the Albuquerque Public Art Appropriateness Statement:
 - a. *“Proposals for, or existing, Works of Art that include subject matter such as the apparent representation of violence, inappropriate nudity, degradation of individuals of cultures, or desecration of significant cultural symbols, will be reviewed for their appropriateness for public display. Proposals for, or existing, Works of Art that include religious subject matter or symbols may be placed in a public space as long as it is not in a location where it cannot be revered and is solely for the purpose of exhibiting cultural or historical traditions.”*

Proposals for public art projects should include 2-4 concept sketches, in addition to a statement appropriately explaining imagery use, meaning and inspirational sources. No more than 100 word count per sketch.

If a concept is selected NHMS board members and staff may work with the artist to finalize details of the concept.

NHMS will fund projects or portions of projects subject to budget constraints and long term organizational goals which are identified on an annual basis.

Property owner must be financially committed – cash or in-kind

Artist must prove ability to complete project on time and to scale

Murals be produced through quality materials

Subject matter should be timeless

Placemaking by subject matter

Nob Hill Neighborhood, City of Albuquerque, or State of NM, Route 66, local history, character, architecture

Investment \$\$

Cost per mural (average) \$5,000
artists fee, supplies, facade preparation

Total # of Murals in the district (estimate) 20

Estimated Investment \$100,000

Main Street Investment \$20,000



THANK YOU!!!

You guys are so awesome, and I am extremely appreciative of your support! Now that my paints & supplies are paid for, I am in a very unique position to help other artists out. A mural is a very large undertaking. **With any extra donations I receive through this campaign, I would like to hire two or three talented artists, and pay them for their time.**

For artist interested in helping me, they may send applications to:
aaronstrombergart@gmail.com

Aaron Stromberg
is raising money for supplies to paint the
"Nob Hill Is 100" Mural

To Donate, Please Visit:

#abqnobhill #abqmural #nobhillabq #Albuquerque #albuquerqueart #nobhillart #505 #streetart #nobhilldistrict #nobhillmainstreet



District Promotional Benefits: Social Media

Thank you!

