

ART THIS WAY
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ART THIS WAY ANNOUNCES

Inclusive signage for five Art This Way mural projects!

The Art This Way program announces exciting new inclusive signage for five of the downtown murals! Downtown public artwork will be made accessible to the seeing impaired through three new mechanisms. The new plaques will be hung at an accessible height, have a QR code, which will allow the audience access to an audio file of the artist describing their work, and there will be a 3D-printed, tactile model of the artwork that allows the audience a new means of experiencing the art (see attached digital rendering). This project was made possible through funding from an AWS Foundation Mighty Money grant!

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“The Art This Way program and the Fort Wayne Downtown Improvement District believe that these projects should be inclusive; we feel that art should know no limitations and should be able to be experienced by all,” says Alexandra Hall, coordinator of the Art This Way program.

Plaques are to be installed in late June or early July, 2019.

The following five murals will have new interactive signage: 'Panda Oops' by Tammy Davis (127 W Berry St.; south wall), 'Breathe' by Matthew Plett (113 W Washington Blvd.; west wall), 'The Blue Birds' by Bryan Ballinger (927 Harrison St.; north wall), 'Untitled' by 1010 (918 S. Calhoun St.; north wall), and 'Arouse! for you must justify me.' by Tim Parsley & his USF SOCA students (128 W Wayne St.; north wall).



Example of "Breathe" mural by Matthew Plett beside 3D rendering (above)

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The 3D tactile files were created by artist Alec Johnson. The 3D models were printed by Design Collaborative. Audio and video components were made possible by the mural artists, PH Digital Marketing & Development, and Daniel Church. The plaques were made by Creative Sign Resources. A special thanks to Art This Way Art Crawl Committee member, Rachael Driscoll, who volunteered her time to compile all of these components into the plaque design.

This signage will be installed prior to the beginning of the 2019 IBSA Goalball and Judo International Qualifier event hosted by Turnstone and the United States Association of Blind Athletes. The event will draw over four hundred Paralympic athletes to downtown Fort Wayne. Through this inclusive signage project we hope to showcase our rich arts culture during the 2019 International Qualifier. Paralympic athletes and their guests will be invited to participate in guided tours of the Art this Way mural network.

The Fort Wayne Downtown Improvement District and Art This Way are building an outdoor art gallery in the alleys and pedestrian corridors in downtown Fort Wayne, IN. They have facilitated ten projects within the alleyway network. The goal of this program is to further activate these spaces by saturating the target zone with artwork. This is their Art This Way Alley Activation Project.

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