

Colossal Media Comments on Proposed Rule LL 163

As a New York-born institution that prides itself on being an innovator in public art and a trusted creative partner for the world's largest brands, agencies, nonprofits, and artists, Colossal Media supports proposed rule LL 163. We believe this rule will play a vital role in improving public and mental health through more accessible public art.

In support of the proposed rule, Colossal Media suggests the following changes for consideration to increase access to public art and awareness around the mission and work of the New York City Department of Cultural Affairs (DCLA):

- Allow landlords to engage corporate sponsors for public art on temporary structures by including sponsorship information within the final artwork.
- Allow hand paint as a method of application to add another layer of artistry and human touch to this artistic endeavor.

We are confident that there is an opportunity to offset art production costs on temporary structures by allowing corporate sponsorship information to be included in the approved artwork. Like the City Canvas program for nonprofits, sponsored artwork can abide by standards set forth by the city and still include a QR code that redirects art viewers to the DCLA website where information about the artwork, artist, vendor, corporate sponsor, and credit to DCLA for supporting the program can be featured.

If this recommendation is considered and approved, the new ruling can unlock streamlined funding for future temporary public art installations and increase the methods of application — all made possible by DCLA. If welcomed, Colossal Media would be honored to collaborate with DCLA on this venture toward accessibly beautifying more public spaces and uplifting NY artists and creatives.

Kelly Peppers, President
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