

# ANNUAL REPORT

**2021**

## MISSION / ACKNOWLEDGEMENTS

Rockland County’s *Percent for Art* program was established through Local Law #6 of 1986 introduced by legislators Harriet Cornell and Bruce Levine. Under guidelines approved by the County Legislature on March 7, 2006, its mission is “to enhance the quality of life in Rockland County through Public Art.” Now in its 35th year AIPP has installed more than 50 artworks at accessible county sites. It has also restored valuable county public artworks, as well as a collection of WPA paintings entrusted to the county, in perpetuity, by the Federal government.

AIPP functions under the guidance of the AIPP committee. Members include: Chairman Dan Sherman (Sparkill), Ken Linsner (Sloatsburg), Shari Fischberg (Upper Nyack), Emily Harvey (Garnerville), Pat Hickman (Haverstraw), Carl Opalek (New City), Judy Esterow (Suffern), Lisa D’Amico (Bardonia), Debbie Silberburg (Valley Cottage) and Mark Attebery (South Nyack).

Represented areas of their expertise include: fine arts, photography, graphic design, art history, art education, curatorial, art appraisal, conservation, restoration, landscape architecture, technology, social media, art publishing, illustration and arts marketing.

In 2021, artist, June Lee Van Dunk was elected to the AIPP Committee.

The committee works cooperatively with Rockland’s County Executive,

Ed Day, who has supported new projects throughout the year.

AIPP functions under Rockland County’s Department of General Services lead by Robert H. Gruffi, Director of Facilities Management. Bob provides AIPP with technical advice and installation support for its projects and helps AIPP work efficiently with the various branches of county government including the County Legislature, the Department of Budget and Management, the Department of Law, the Parks Department, the Highway Department and the Drainage Department.

Rockland Center for the Arts administers all aspects of the AIPP program**.**

**COVID-19 CONTINUES**

**The Covid-19 pandemic continued altbough a new vaccine helped mitigate its deadly effects. AIPP continued to hold virtual meetings and had to curtail its educational programs.**

**2021 PROJECTS IN PROGRESS**

**The Cropsey Farm Project, New City .**

The project was awarded to Jean-Marc Superville Sovak who proposed laser-cut enameled steel panels depicting illustrations and Jersey Dutch aphorisms used by slaves held by farmers in the Hudson Valley until 1829 including those held by the Blauvelt family, the original owners of the Cropsey Farm. Jersey Dutch was a *patois* of Dutch, English and West Indies creole. This project is chaired by Dan Sherman. Committee Members: Lisa D’Amico, Emily Harvey, Shari Fischberg.

**New Highway Department Building, Spring Valley.**

The property was under construction for most of the year while the committee selected a final site near the new Highway administration and engineering building. The committee is co-chaired by Dan Sherman and Mark Attebery. Members include: Carl Opalek, Ken Linsner and Judy Esterow.

**CONSERVATION OF EXISTING PUBLIC ARTWORK**

Over the years, public artwork can

deteriorate and require restoration.

Maintaining county-owned public artwork respects the integrity of the artwork, preserves the intent of the artist, honors the viewing public, and preserves the value of objects that are a part of the county’s asset base.

**CONSERVATION COMMITTEE REVIEW AND REPORTING**

Members of AIPP’s Conservation subcommittee, led by appraiser and conservator, Ken Linsner, conduct semi-annual reviews of existing AIPP-commissioned artworks and issue condition reports with recommendations for any conservation work needed. AIPP arranges for the restorations or repairs using project funds held back for maintenance needs on the original project.

In 2020-21, the Roseman sculptures at RCC were repaired and are now restored.

**CONNECTING TO THE PUBLIC:**

**AIPP ONLINE AND AIPP SOCIAL MEDIA**

**AIPP Website**

**www.aipprockland.org**

The website announces calls for entry for upcoming projects, features an archive of completed projects with photos and descriptions, and a clickable site map with directions. A video featuring many projects and the history of the program is posted online for public viewing. Managed by Lisa D’Amico, the website archives the Minutes of past meetings and Annual Reports.

# Social Media

AIPP committee member, Lisa D’Amico, manages the AIPP Facebook and Instagram pages and YouTube channel that feature up-to-date news and studio-based video interviews with AIPP commissioned artists. In 2021, AIPP began interactive social media campaigns to create awareness. The first campaign, Museum Without Walls added 500 new followers to AIPP’s social media sites.

**Library-Based Enrichment Classes**

In 2021, AIPP’s outreach classes were

on hold due to Covid-19 restrictions.

## Aipp PR and Photo Archive

The AIPP Committee maintains an archive of video, photos and press coverage of AIPP installations and artworks. Committee member Judy Esterow chairs the PR committee, prepares press releases on completed projects and coordinates dedication ceremonies and their associated print and electronic news media releases. AIPP posts its completed projects on The Public Art Archive.

# AIPP PUBLIC ANNOUNCEMENTS THROUGH ROCA

# [www.rocklandartcenter.org](http://www.rocklandartcenter.org)

New projects, committee vacancies, public notices of dedications and new installations are also posted through RoCA’s email notification system. RFQ replies are processed at RoCA into a format viewable for selection by the AIPP Committee members.

Art Maintenance and Deaccession Policy

The AIPP Guidelines were amended and approved by the legislature to add, as a separate section, a new art maintenance and deaccession policy. The policy will be added to artists’ contracts.

# A COMMUNITY OF ARTISTS

Since the mid-19th Century, Rockland County has attracted world class artists who chose to make their home in this beautiful region in the lower Hudson Valley. With such a rich cultural past and present, it is fitting that Rockland became the first County in New York State outside New York City to pass a Percent for Art Law that marks its place among those enlightened communities and states that support and display works of publicly accessible art. Today, through AIPP, Rockland residents can find significant artwork throughout their county.

To date, 80% of commissions have been awarded to Rockland County artists, Other projects have brought to the county the work of accomplished artists from beyond our borders. This open exchange of creativity encourages our own artists, who, in turn, seek public art commissions elsewhere. In addition, these projects provide opportunities for local vendors to perform ancillary work, beautify the environment in which we live and work, attract the attention of visitors, enhance the reputation of the county and tie the community to both the national and international art world.

Report prepared by

***Julianne Ramos, AIPP Administrator December 29, 2021***

**Logo:**

AIPP logo designed by Carl Opalek.