

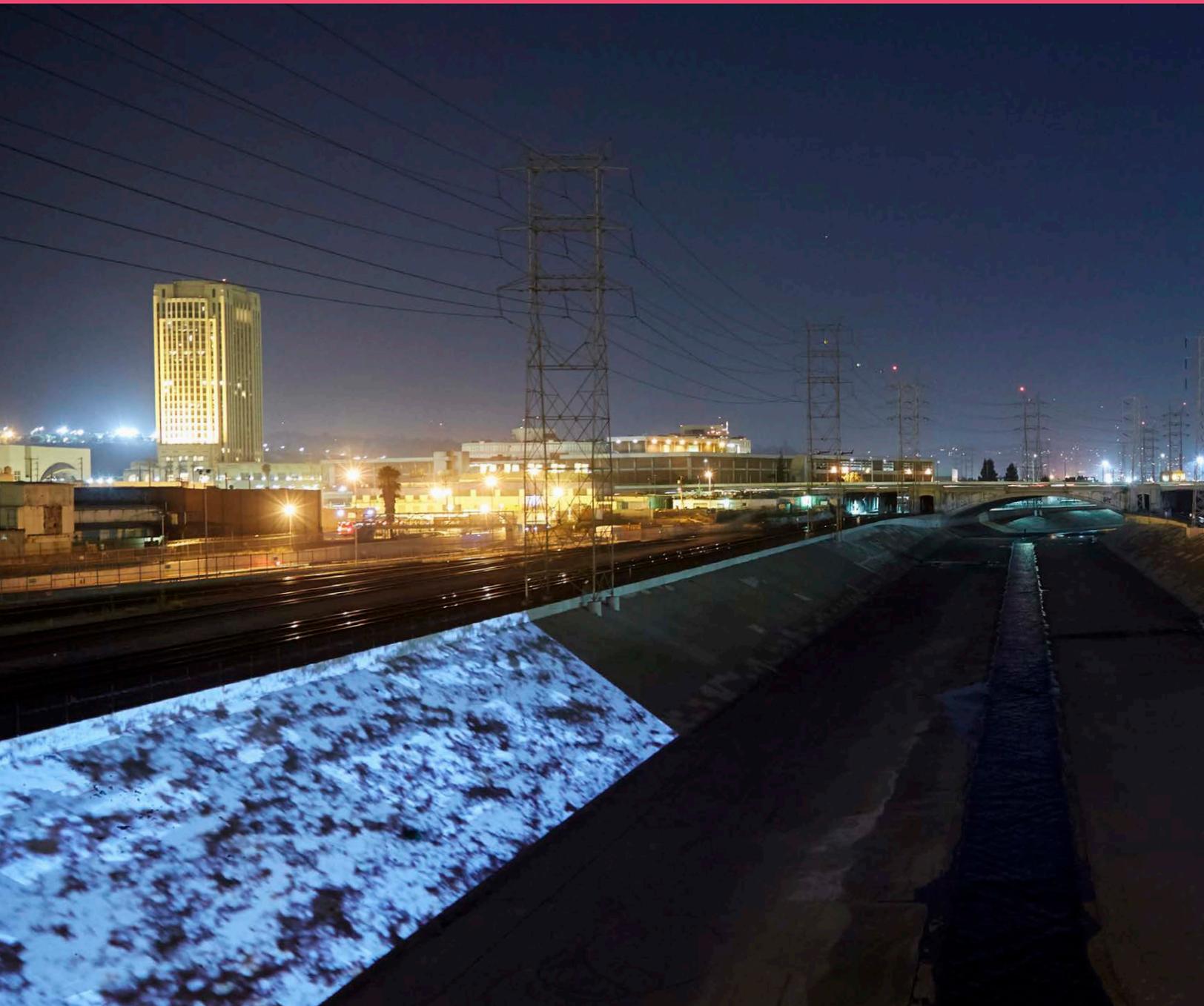
CURRENT:LA Water

Summary of Findings

Bloomberg
Philanthropies

PUBLIC ART
CHALLENGE

CURRENT:LA Water was Los Angeles' inaugural public art biennial on view from July 16 to August 14, 2016. Built around the theme of water conservation, it commissioned 15 artworks spread across Los Angeles' 15 City Council Districts, extending 58 miles north to south and 29 miles east to west.



Key Statistics



1.3 million views
of 15 *CURRENT:LA Water* installations over 30 days

\$3.8 million
catalyzed for the local economy, including:

- \$1 million Bloomberg Philanthropies' Public Art Challenge grant
- \$1.5 million local project funding
- \$16,000 in-kind contributions
- \$1.3 million investments for future arts initiatives created as a result of the project

54 partners
implemented the project, including businesses, nonprofits, government agencies and community organizations, encompassing:

- 9 city agencies
- 19 public-private collaborations activated on behalf of the projects

590 people employed
to help create and support *CURRENT:LA Water*

170 volunteers
contributed their time and talent

223 programs and activities
were held in connection to the project

111 articles
appeared in local and national print and online press

125 countries and **2,460** cities
represented by visitors to the *CURRENT:LA Water* project website

51 miles
of the LA River spanned by installations

Highlighted Project Outcomes



“I walked down to the river and I said, ‘This is it. This is where I’m happy. This is home.’”

Resident

“My family and I enjoyed experiencing a part of the city we’d never visited before, one that felt forgotten then recently discovered, with signs of activity in the land art, site sculptures and intermittent landscaping.”

Resident

“I’d like to see more of these types of public art projects in interesting neighborhoods around LA.”

Resident

The following themes emerged from interviews, surveys and open-ended responses collected from visitors to *CURRENT:LA Water* installations.

- *CURRENT:LA Water* promoted a sense of community and identity as Angeleños.
- The project provided an opportunity to experience something new and enjoyable with family and friends.
- The artworks prompted interest in the City hosting more public art and similar cultural activities in the future.
- *CURRENT:LA Water* generated a rediscovery and reprioritization of the LA River and natural landscape.
- The public art project encouraged exploration and discovery throughout Los Angeles.



“I visit museums often, but this experience was so much about engaging with a group, and I felt much more emotionally involved. I’m looking forward to visiting the other sites during this month.”

Resident

“I’m glad that *CURRENT:LA* is here. Having an event gives a reason to get together and go somewhere – and in the process discover new things and see a new section of the urban landscape.”

Resident

“The *CURRENT:LA* public art biennial is allowing us to discover the ways in which the LA River connects our city’s many communities and cultures by celebrating creativity.”

Los Angeles Mayor Eric Garcetti

In addition to stimulating feelings of community and identity, the exhibit left a lasting impression and prompted further discussion and interest in learning more about the art.

- 99% of visitors surveyed talked with friends or family about *CURRENT:LA Water* days after seeing the exhibit.
- 75% of respondents said that they looked online for more information after their visit.
- 50% of visitors surveyed said that they thought they would be visiting other sites or events.