



**Are the famous
Greensboro Lighted Holiday Balls
a 'public art installation?'**
YES, INDEED!



Celebrate this great holiday tradition by entering our first PHOTOGRAPHY CONTEST!

Action Greensboro and The Public Art Endowment at The Community Foundation of Greater Greensboro are partnering to celebrate one of the most beloved annual public art installations in town -- the Lighted Holiday Balls that transform city neighborhoods this time of year!

And we're inviting the public to participate in a fun Instagram Photo Contest! Here's how it works:

- Take a photo of -- or a selfie with -- our local Lighted Holiday Balls
- Photos should be taken between now and December 20, 2015
- During this time-frame, post your photos to a **public** Instagram profile
- Each photo posted for consideration must include **all three** of these tags: **#GSO**LightedHolidayBalls, **#soGSO** and **#PublicArtGSO**
- Photos will be judged by a committee of Action Greensboro and Public Art Endowment representatives
- A "People's Choice" prize also will be given to the photo that receives the most "likes" ... so share news of the contest with others and get them to vote!

The Grand Prize is an overnight stay at the beautiful **O.Henry Hotel** (a value of \$309!) Additional prizes include generous gift certificates and special deals from **Undercurrent Restaurant, 913 Whiskey Bar, 1618 Concepts, Scrambled! Southern Diner, Lindley Park Filling Station, Josephine's Kitchen Catering and more!**

The Lighted Holiday Ball Displays as 'public art'

New Media, Technology-based	Functional Street Amenities	Landmarks, Beacons
Festivals, Parades, Spectacles	Interactive Art, Audience-activated	Light Installations and Projections
Installations in Vacant Storefronts / on Rooftops	Murals, Mosaics, Wall Treatments	Land Art, Eco-art
Public Performance	Temporary Streetside Displays	Overhead Cables for Art Displays
Sound Installations	Commemorative Memorials, Markers	Community Engagement, Social Practice
Wayfinding Elements	Platforms for Art and Events	Sculpture, monuments, installation art

Recently, The Public Art Endowment hosted a lecture by the nationally renowned public art expert Jack Becker on *The Evolution of Public Art in America*. In his talk, Jack pointed out that sculptures -- such as the iconic piece of Gen. Nathanael Greene downtown or the Dennis Oppenheim work on the grounds of the Wrangler building -- are easily recognized as public artworks. But there are many, many forms of "public art," he said, and used this slide (left) to illustrate his point. Learning of Greensboro's annual lighted ball tradition, Jack pointed out that this, too, is a "public art installation" and should be recognized as such. And he's right!

So please join us this year as we celebrate the season -- and the ingenuity, beauty and creativity of what the residents of Sunset Hills and other neighborhoods have accomplished with their unique public art displays for all of us to enjoy! Take a photo and post it in our contest -- and share this fun opportunity with others!

Special thanks to these businesses for supporting this fun contest!

 **O. HENRY HOTEL**

