

Artists and a team of creative consultants cohesively engineered a custom-designed public sculpture, successfully transforming an ordinary rooftop into a joyful expression of nature.

The artwork celebrates our coastal region and Louisiana's wildlife diversity. Colorful translucent ribbons provide an abstract representation of land and water, supporting playful flora & fauna panels.

This rooftop scene was designed to ease the stress of families in an intense medical setting. By installing the sculpture in a public space, Woman's Hospital enables a multitude of families, nearly 1,000 each year, to enjoy and interpret the piece.

Art creates a sense of pride and place for those in the community. By creating art that reflects local culture, communities are honored and respected, while enabling open space for dialogue to emerge. Public artworks mitigate a social climate, allowing everyone to come together and enjoy the creation simultaneously, regardless of race, class, or education.

Even more, public art can cause a resurgence in the local economy. Small businesses and patrons alike are drawn to the landmarks, creating a bevy of interaction. Beyond helping businesses, public art through The Walls catalyzes

local artists and creatives, enabling the Baton Rouge creative economy to grow.

By recruiting and supporting local artists, The Walls is able to invest in and grow the art community. The current estimated economic impact created by The Walls now tops over \$1 million thus far in the local sector alone.

Through public art, like murals and sculptures, the city and surrounding areas of Baton Rouge are able to grow and change culturally, economically, and as a community.

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"Being able to put this beautiful artwork outside of the walkway to the Neonatal Intensive Care Unit, where the most critically ill babies are, is [...] so inspiring for the families and siblings of those babies."

Teri Fontenot
 President/
 CEO
 Woman's
 Hospital

