

*There is a new way  
to energize  
cultural, social and  
economic growth  
simultaneously.*



SHARED  
PUBLIC ART *for* COMMUNITY TRANSFORMATION  
VISION



## *International Symbols of Our Shared Humanity*

**S**hared Vision creates monumental public artworks of exceptional quality that engage the public directly in their making. We harness the combined imaginative power of thousands of people to build a potent force for the revitalization of cities and communities.

Shared Vision has launched a nationwide search to identify a site for its next project. This work will become an international symbol of our shared humanity, drawing creative input from individuals across the United States and around the world. It will attract national media attention and millions of visitors during its creation and the

first few decades of its lifespan. It can become an enduring cultural centerpiece, illuminating the ties that bind us together while building economic strength at the urban core of the city.

Democracy is built on tolerance and the inclusion of multiple viewpoints. Shared Vision uses these diverse perspectives to illuminate common ground. We create dynamic partnerships between arts, culture, education, tourism, and economic development. The goal is to create a more integrated approach to public art, one that contributes to progressive change in society.



*The stonework on Community Bridge is a painted illusion. Many of the stones contain carved symbols that represent the spirit of community. The symbols were suggested by individuals from across the country and around the world.*

## *Art at the Heart of Community*

In 1998, we completed a Community Bridge that transformed a city and touched the world. In the process, Shared Vision rewrote the rules for public art, pioneering a new method to inspire and unite communities and generate economic strength. Now Shared Vision is conducting a national search for its next project site.

Shared Vision is not just a name. It is a holistic, multidisciplinary approach to community building. Shared Vision builds partnerships with every segment of the community, engaging countless people and scores of organizations to forge a collective vision. The community and artists working together in a new way make the artwork truly extraordinary, as diverse voices join together to illuminate the common ground

that underlies our differences. In the process, collective perceptions are shifted, breaking down barriers that limit and separate, unleashing creativity, and opening many new possibilities for the future.

This new approach to revitalization is called co-creation, and it is why Shared Vision projects become much more to a community than just a spectacular work of public art.

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*“Twenty-five years ago, advocates for public art used words like beautification, quality of life, design integrity ... Projects like Community Bridge have upped the ante considerably. These days, it is not uncommon to hear terms like conflict resolution, economic development and revitalization ... they dramatically raise the stakes and broaden the playing field for public art.”*

— BILL CLEVELAND  
Director  
Center for the Study of Art and Community

# Monumental Work, Extraordinary Transformations



ABOVE: Artist William Cochran transformed this concrete slab bridge into an artwork symbolizing the spirit of community.

BELOW: A temporary text artwork graced the bridge until the painting grew to cover the entire surface.



The prototype for Shared Vision projects is Community Bridge. This mural project transformed a plain concrete bridge into the permanent, detailed painted illusion of an old stone bridge. The structure is located in Frederick, Maryland, near Washington, D.C. It is a centerpiece of the planned Carroll Creek Park, the city's key economic development project. The future park lies along the symbolic racial and economic dividing line in the city. The park was stalled by controversy and disagreement until the bridge became a catalyst for revitalization and a symbol of connection and the spirit of community. Shared Vision forged alliances with local government, non-profit and civic organizations and led teams of artists, community leaders and volunteers. These teams engaged the public in a united, co-creative effort that eventually grew to include people from around the world. The public/private partnership inspired hundreds of businesses and individuals to give time, labor, materials and funds to make the bridge a reality. Today the artwork draws tens of thousands of visitors a year, making it one of historic Frederick's most important attractions.

Visit Community Bridge online:  
[www.sharedvision.org](http://www.sharedvision.org)

*"Community Bridge ... has been tremendously successful at redirecting public and private interest downtown, building a broad sense of ownership and creating a catalyst for reinvestment. [It is] a cultural touchstone, a gathering area, a bridge between groups and constituencies. The community spirit it created provided the foundation for the success of the projects that followed it."*

— RICHARD GRIFFIN  
Executive Director  
Greater Frederick Development Corporation



# Public Art from Public Ideas



Carved symbols fill the stonework of the bridge. The symbols, stones, and even the algae and moss are all painted illusions.

*“Community Bridge...is a monument to human communion.”*

— NEW AGE JOURNAL

*“A truly amazing demonstration of the artistic, collaborative possibilities of the web.”*

— KENNEDY CENTER/  
ARTEDGE

*“It tricks the eye, dazzles the mind, and warms the soul.”*

— ASSOCIATED PRESS

*“Community Bridge is so astonishingly unusual that, at first, it is difficult to see its many dimensions. You've got to read the story behind it to get the full impact of its quietly creative audacity.”*

— NETSURFER DIGEST

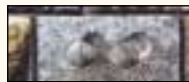
*“I've conducted tours of Frederick County for state legislators and staff. Nothing I can show them grabs their attention like Community Bridge. They are captivated by the magnificence of the artwork, by the way it expresses the history and spirit of the area, and by its development power for tourism and the economy. Many of them say they will return to the bridge with their families.”*

— JACK DERR  
former Maryland state senator, District 3  
Frederick and Washington Counties

Thousands of people gave answers to the artist's question "What object represents the spirit of community to you?" The ideas contributed by individuals of all backgrounds were transformed by the artist into symbols "carved" into the stone of the bridge and, in fact, they shaped every part of the bridge design. Taken together they offer insight into the nature and spirit of community.



*The sign language symbol for unity.*



*A Möbius strip appears to have two sides, but only has one.*



*A child said we are each part of the same puzzle.*



*Community ideas shaped the design of the project, a grand illusory painting which engages people of all ages.*

## *Uncommon Vision, Exceptional Talent*



ABOVE: Cochran paints "The Forgotten Song" on community Bridge.

BELOW: Artist's concept for the Weaving Wall (see next page).



William M. Cochran is one of America's leading muralists and co-founder of Shared Vision.

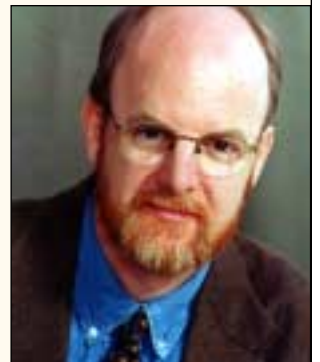
He is a *trompe l'oeil* master whose painted illusions attain a level of excellence rarely seen outside of museum settings. They are so convincing that many viewers touch them to see if they are real. It is the poetic levels of meaning within the work, however, that most often touch the viewers.

He creates monumental projects in urban areas that are a fusion of art, architecture, community and history. The works are deeply integrated into the fabric and heritage of their surroundings.

Most importantly, he engages the public on a mass scale directly in the creative process. Cochran utilizes a range of media from dance and music to video and the World Wide Web, and he often collaborates with artists and scholars in various fields.

He is experienced in the art and science of anamorphic projection, an advanced perspective technique that creates astonishingly convincing illusions. He is the first American artist to be trained in the legendary German mineral paint techniques of the eighteenth century, which result in murals of unsurpassed durability.

Cochran has keynoted national and international conferences and his work has been used for leadership, vision, creativity and diversity training in the corporate world and in the fields of education, mental health, sociology, urban design, public participation, spirituality, and art. He has been featured in many television broadcasts and hundreds of publications. His work has appeared in classroom materials, including science and art history textbooks, and has won several national awards.



Artist William Cochran

## *Art that Reveals History*

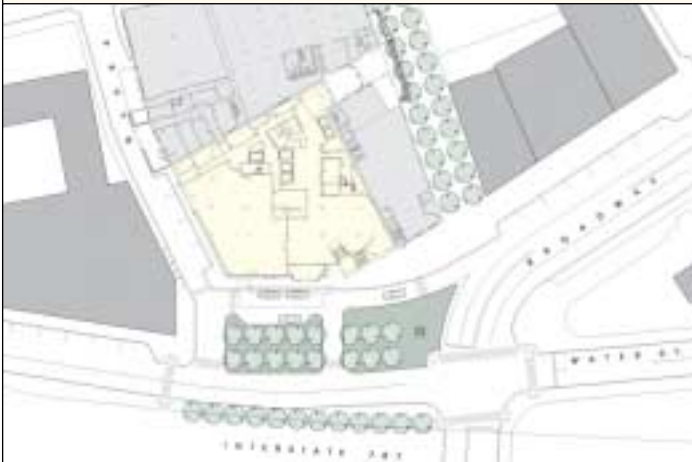


*Sky Loom is a 17-story holographic light shaft. Mirrors redirect sunlight down the tower's shadow side, where holographic glass weaves the light into changing patterns of light and color.*

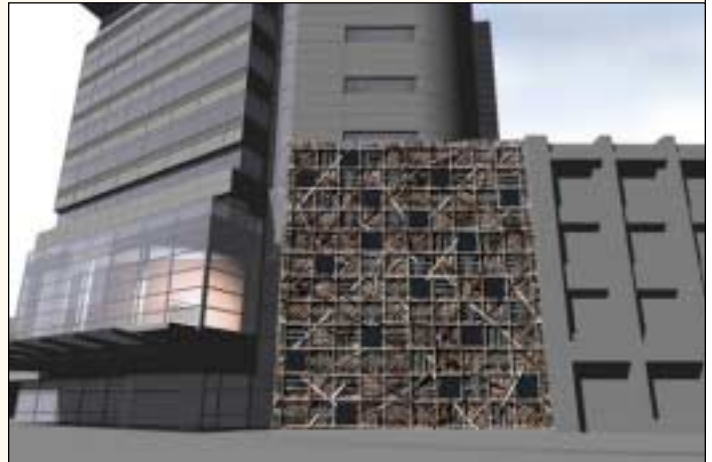
Artist William Cochran is currently designing a community-spirited public art program for a 26-story cyber center and conference center in the historic district in Albany, New York.

Working with leading scholars, Cochran developed a narrative of early American history for this city, the oldest continually occupied frontier settlement of the original 13 colonies. This narrative roots the art into the authentic story of the land. It shows that collaboration between diverse peoples, and contributions from each, led to the death of tyranny in America, and the birth of a new kind of society built on ideals of human freedom and equality.

Working with a team of nationally respected artists, Cochran conceived three artworks using themes and materials from this site history, within an overarching metaphor of weaving. Each work explores the notions of collaboration and synergy in a different way.



*Covenant Park, in front of the Weaving Wall, will be a public park designed as an interactive artwork that reveals the history of the land in innovative ways.*



*Weaving Wall is a four-story painted illusion that depicts an architectural scale weaving of materials linked to the early cross-cultural trade on the site. The materials carry text messages expressing the dreams of thousands of people. Art glass panels within the weaving project patterns of sunlight, color, and text onto interior walls and illuminate Covenant Park at night.*

**More information can be found at [www.insynergy.org](http://www.insynergy.org)**

# Searching for the Next Shared Vision City

*Shared Vision is searching for its next site. To see if your city qualifies, visit [www.sharedvision.org](http://www.sharedvision.org).*



*Thousands of participants gather to celebrate the completion of a collaborative artwork that reached around the world.*

Within each of us is the energy to remake our world. Shared Vision leverages that energy as a catalyst for community transformation.

The grand artistic statements of a Shared Vision project have a very broad appeal. They generate traffic, good will and endless publicity, leading to a wide range of direct and indirect economic benefits. The work can catalyze private developer interest in under-performing areas, and can serve as a vibrant centerpiece for downtown redevelopment and cultural renewal.

Apart from the economic rewards, Shared Vision public artworks are important contributors to cultural and social growth and change, influencing perceptions of the community and of one's place in the world. They instill self-confidence and pride, encouraging tradition, modernity and diversity to thrive side-by-side. Because their themes are drawn from the creative input of the public, they extend these social benefits deeply into each segment of the community. They celebrate the great strengths and advantages of a pluralistic society.



## PRAISE FOR SHARED VISION'S PUBLIC ART

*"This is the kind of project that should be done all over the country."*

— FRANCOISE YOHALEM  
Public Art Consultant  
Washington, D.C.

*"Community Bridge is a clear demonstration of public art at its best – the highest quality of art and a community completely engaged."*

— CINDY KELLY  
Public Art Consultant  
Baltimore, Maryland

*"What I find remarkable about the Community Bridge project is its ability to reach out locally and globally with a very clear purpose and process for participation while maintaining the highest artistic integrity."*

— JACK BECKER  
Managing Editor  
Public Art Review

*"As one who has dealt with art and its relationship to society since the 1960s, I have not experienced a more successful effort in dealing with issues of race, ethnicity and community participation."*

— FLOYD COLEMAN  
Chair, Art Department  
Howard University