

ABOUT THE ARTIST

Taron “Silly Genius” Sparks is a self-taught, Southside artist well known for his wall murals throughout Richmond, although his heart is in Southside. He is the founder of All City Art Club, which mission is “to introduce street art to underserved communities without the goal of tourism or gentrification. . . . Believing that residents should not have to be pushed out in order to make a community beautiful, this art collaborative is bridging the gap between community and citizens. Art makes people feel good about where they live. Giving residents a sense of pride in their community is the first step of rebuilding.”

CORRELATION TO RICHMOND 300 AND THE PUBLIC ART MASTER PLAN

Richmond 300 Master Plan

Goal 4: Urban Design (p. 99)

Public art is critical to showcase a place’s uniqueness, culture, and history. . . . Future public art projects and improved streetscapes in all parts of the city set the tone for high-quality development and create pride for residents as they look forward to the future prosperity of their neighborhood and their personal household.

Objective 4.2 (p. 102)

Integrate public art into the built environment to acknowledge Richmond’s unique history and neighborhood identity, and engage the creative community, focusing public art efforts in areas that do not have public art today.

Public Art Master Plan

Distribute Public Art Equitably (p. 55)

. . . To engender interest and enthusiasm about public art in the city, the program must be active in neighborhoods outside of the downtown core to engage more citizens. Smaller-scale projects created by artists that interact with neighborhood residents can contribute to the texture and identity of an area and help provide a sense of community by adding landmarks, touchstones, and a unique character.

Priority Sites & Projects (pp. 83-89)

- SITES THAT ADDRESS AREAS OF THE CITY NEEDING ATTENTION: . . . Strategic decision-making about where public art is best sited on the south side will be crucial.

ATTACHMENT(S)

Artist’s Proposal