

A Proud Community Project of: Allegheny County Shuman Juvenile Detention Center & Florida Recycled

“Why Art?” Billboard Project

Allegheny Shuman Juvenile Detention Center has partnered with Florida Recycled to officially launch its newest community service project the “Why Art?” billboards that will be seen traveling Port Authority buses in targeted Pittsburgh areas. A series of twelve bus billboards, affording at-risk populations a voice in addressing the necessity of arts in our lives and culture, will be officially launched through generous grants and private donations. Twelve Port Authority billboard announcements positioned throughout targeted areas will proudly parade the city in the upcoming 2018 year answering the question of “Why Art?” through imagery. One third of the billboard will humbly ask the question “Why Art?” as the other two thirds will showcase beautiful artwork answering the question boldly with the word:

“*BeCaUSE!*”

Consecutive blank coloring posters will be created through the courtesy of Lindsey G., since released, as well as Ms. Florida in collaboration with other detained residents at Shuman Center. Once the posters size templates are completed, they will travel the units of Shuman Center where 50-70 residents and staff have an opportunity to participate in a collaborative coloring effort requiring, patience, planning and teamwork. Additionally, blank poster templates created at Shuman Center will be gifted to otherwise unlikely partnering organizations such as Spectrum Charter School (who services challenged youth), The Western Pennsylvania School for Blind Children as well as others who are invited to participate in our community sharing, exchange and partnership efforts giving Shuman Center residents opportunities to service their communities in unconventional creative ways. Future billboard contributors have the option to originate an art question that will be answered by photos or pictures created by participants or advertise an upcoming event.

Shuman Center residents have been coloring and creating posters for the past seven years and through the sale of posters with 100 percent of proceeds benefiting the Humane Society of Western Pennsylvania, the charity of choice. Sale venues across the state include national juvenile justice conferences and symposiums hosted by the Juvenile Detention and Alternatives Programs of Pennsylvania and the National Partnership on Juvenile Services as well as local venues such as A Fair in the Park sponsored by the Craftsmen’s Guild of Pittsburgh

Within the first two months of the project’s inception in 2017 , twelve Port Authority billboards have been generously funded through The Craftsmen’s Guild of Pittsburgh (7 billboards), Maria Piantanida Charitable Fund through the The Pittsburgh Foundation (3 billboards) and John Oravik Industrial Mechanical Consulting (1 billboard), Laura and Kevin Horner (1 billboard).

The Mission of Florida Recycled is to continually motivate inspirational thought through the imaginative voice of all people and incite individuals to self-discover artistically with the hope that reflections instilled through creative training helps people envision a world we don’t seek to destroy but feel privileged to live in and create.

Just to note, the coloring craze offered a great springboard to this project bringing this sedating activity into the lives of adult populations. Individuals who self-identified as having “no art” ability now enjoy the calming effects of coloring as well as actualizing their color, technique and composition abilities. The changed self-perception invites a willingness to experience other creative outlets while appreciating the value creativity brings into their own lives.



“Why Art?” Billboard Project Benefits:

- *Dilutes the stigma attached to at-risk populations by addressing delinquency issues in a more positive light. The goal is to bring public awareness to the talents of at-risk populations and create opportunities to identify and redirect the valuable skills and abilities youth possess in hopes of getting more opportunities “for” youth who face challenges and in turn get more community involvement “from” rehabilitated youth.
- *Provides importance, worth and empowerment opportunities for at-risk populations while affording opportunities to play a strategic role in addressing important art budget issues bringing the problem ground floor. The project renders a means to make voices heard and talents visible while championing pride in creating better awareness for the arts in all communities.
- *Provides a community service venue by partnering with alternative schools in a combined mission to promote arts in education. The project creates opportunities to participate in a public service message, collaborate with other institutions and create a user-friendly understanding of the importance of art... all to benefit people, education and communities.
- *Changes the stigma of delinquency to “youth in crisis” by depicting at-risk groups as talented individuals necessitating more creative opportunities with the help of community partners interested in solving the problems of delinquency and youth violence.
- *Delivers arts awareness messages to communities by addressing the necessity of art in our daily lives and opening thought on ways we all use creative end products daily. Educates and reminds the public of the importance of art education in developing innovative mindsets and the creative ability to think outside any given “box” ... especially how creative ability translates into various art necessary careers such as music, writing, theatre, interior design not to mention innovative business ideas, advertising campaigns, wedding planning etc. and the numerous ways we cannot escape the use of art in our daily lives.
- *Affords opportunities to showcase powerful young talent and remind us of the valuable human resources we stand to lose by lack of community involvement in finding alternative solutions for the problems facing all populations.

***Simply sedating, creative and fun!**

Sponsorship Levels

Reaching Thousands Through a Community Mission

Sponsorship Level 1 / Brass

Cost \$230 (Includes Creative Supplies)

What You Will Get:

One Bus Billboard:

- One custom billboard collaboratively created by 30-60 residents and staff of Shuman Center and placed on the rear of a Port Authority bus.
- You will choose a service area where the poster will travel for the period of one designated month.
- Your sponsorship will also help with the cost of creative supplies.
- Billboards may be featured in the Allegheny County Calendar for 2019 and other county promotionals.

Sponsorship Level 2 / Pewter

Cost \$450 (Includes Creative Supplies)

What You Will Get:

Two Bus Billboards:

- One custom billboard collaboratively created by 30-60 residents and staff and placed on the rear of a Port Authority bus.
- One custom designed poster conceptualized at Shuman Center and gifted to a school or community non-profit service agency for its students or residents to color. The finished poster will be returned to Shuman Center where trained “enhancers” (coloring geniuses) will add the fine touches to the poster and get it photoshop ready to place on the bus. A staff member from Florida Recycled will be present at each location during the creation of the poster.
- You will choose a service area where the poster will travel for the period of one designated month.
- Your sponsorship will also help the cost of creative supplies.
- Billboards may be featured in the Allegheny County Calendar for 2019 and other county promotionals.

Sponsorship Level 3 Seasonal / Silver

Cost 675 (Includes Creative Supplies)

What you will get:

Three Bus Billboards

- One custom billboard seasonally themed and collaboratively created by 30-60 Shuman Center residents and staff where upon completion placed on the rear of a Port Authority bus.
- One custom billboard created by Shuman Center residents and staff that advertise an event for your company. Or organization. (fundraising event, craft show, promotional sale etc.)
- One custom designed poster conceptualized at Shuman Center and gifted in your name to a school or community non-profit service agency for its students or residents to color. The finished poster will be returned to Shuman Center where trained “enhancers” (coloring geniuses) will add the final touches to the poster and get it photoshop ready to place on the bus. A staff member from Florida Recycled will be present at each location during the creation of the poster. *Examples include community center venues where the coloring event can be advertised in the local community newsletter reaching hundreds of residents in the township or borough.*
- You will choose the service areas where each poster will travel for the period of one designated month for each poster.
- Your sponsorship will also help the cost of creative supplies.
- Billboards may be featured in the Allegheny County Calendar for 2019 and other county promotionals.

Sponsorship Level 4 -All Seasons / Gold

Cost \$2775 (Includes Creative Supplies)

What you will get:

Twelve Bus Billboards:

- Eight custom billboards seasonally themed and collaboratively created by 30-60 Shuman Center residents and staff where upon completion placed on the rear of a Port Authority bus.
- One custom designed poster conceptualized at Shuman Center and gifted in your name to a school or community non-profit service agency for its students or residents to color. The finished poster will be returned to Shuman Center where trained “enhancers” (coloring geniuses) will add the final touches to poster and get it photoshop ready to place on the bus. A staff member from Florida Recycled will be present at each location during the creation of the poster *Examples include community center venues where the coloring event will be advertised in the local community newsletter reaching hundreds of residents in the township or borough.*
- Three custom billboards created by Shuman Center residents and staff that advertise an event for your company. (fundraising event, craft show, promotional sale etc.)
- You will choose the service areas where each poster will travel on the rear of the Port Authority bus for the period of one designated month for each poster.
- Your sponsorship will also help the cost of creative supplies.
- Billboards may be featured in the Allegheny County Calendar for 2019 and other county promotionals.

All Sponsorship Levels Can Be Customized

Sponsorship Level 5 - Platinum

“The Big One!”

Cost: We will work with Lamar Advertising to bring you the best price possible through their Community Support Program.

What You Will Get:

One Large Roadside Billboard: Themed **“Got H-Art”**

- Collaboratively created with the employees, partners, participants etc. of the sponsoring organization and Shuman Center residents.
- The Billboard will be themed: **“Got H-Art?”**
- Each participant will create a caricature portrait of themselves with a beautifully designed mustache framed in a decorative heart. Depending on the type and size of the billboard chosen, we can place as many as 100 individually designed portraits on the face of the billboard. A staff from Florida Recycled will be present at each location during the completion of the portraits.
- Art media for the creations will be determined considering best options to keep portraits uniform.

GOT H-ART?

Help Someone Transition Through Art!

Actual roadside billboard will reflect as many as 100 personalized mustache faces designed by employees, students etc ...your call!



What the Credits Can Look Like Depending on the Sponsor and Venue

Sample: Poster Sponsored by a Business and Colored by Employees

Conceptualized by the Talented Residents of Shuman Juvenile Detention Center
Created Through the Vision & Talents of the Employees of (Name of Business)
Generously Sponsored by (Name of Sponsor)

A Project of Florida Recycled and Allegheny County Shuman Juvenile Detention Center
Supported by the Juvenile Detention Centers and Alternative Programs & National Partnership for Juvenile Services

CONTACT:

Florida ReCYCLED

Gerry Florida Studios
412.298.2136

or

Gerry Florida
Shuman Juvenile Detention Center
412.661.6806

Web Information:

<http://floridarecycled.com/why-art-billboard-project/>