



City of Ketchum

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Ketchum issues call for creative crosswalks

KETCHUM, Idaho –The Ketchum Arts Commission is seeking designs for crosswalks along the newly rebuilt portion of Sun Valley Road.

The designs are intended to enhance crosswalks, create safe crossings, add vitality to public life, and celebrate artistic talent.

A recent Asphalt Art Safety Study, produced by a Bloomberg Philanthropies consulting group, shows that streets become considerably safer for pedestrians with asphalt art.

The results of the study include a 50% decreased rate of car crashes involving pedestrians or cyclists, a 27% increase in the rate of drivers yielding to pedestrians, and an overall decrease in driver-pedestrian conflicts of 25%.

Two designs from two artists will be selected to be placed on the four intersections on Sun Valley Road at Leadville, East, Walnut and Spruce avenues.

Possible themes may include activities in the vicinity of the intersection, recreation, culture, flora, fauna, dark sky, or local history.

Artists must apply by Jan. 13 to be included in the jury for selection. Chosen artists will receive a design fee of \$1,000. Details on the project can be found in the Call for Artists & Designers at ketchumidaho.org/arts.

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About Ketchum Arts Commission

The Ketchum Arts Commission (KAC) was created by the City of Ketchum in 2007 with the objective of integrating arts and culture into the community's life. It seeks to encourage opportunities for Ketchum residents to participate in artistic activities and to promote the development of Ketchum artists. At the KAC's initiative, the city recently increased its Percent for Art Ordinance for public projects from 1.33 percent to 5 percent, which is believed to be higher than any other city in the country. The Commission consists of local volunteers who are active in and passionate about the arts.