

The City of Lowell and Cambodian Mutual Assistance Association present:





Project Overview

The City of Lowell has partnered with the Cambodian Mutual Assistance Association (CMAA) to produce a new public art installation reflecting the importance of the Cambodian community in Lowell.

The trauma of the Cambodian genocide still resonates through the Khmer community in Lowell. This project's goal is to solidify a sense of place for the Cambodian community through art by reflecting on the past, looking forward to the future, and focusing on the resiliency, vibrancy, and significance of Cambodian culture in Lowell.

The City is proud of the strong relationship with the Cambodian community. This project will continue that support of the community and add more public art to Lowell's diverse global art scene.





Project Budget

Source	Amount
New England Foundation for the Arts Grant	\$30,000
Lowell Cultural Council Grant	\$7,500
Total	\$37,500





What is the New England Foundation for the Arts (NEFA) Public Art for Spatial Justice Program?

- The Public Art for Spatial Justice Program aims to support public art that helps us see feel, experience and imagine spatial Justice.
 - Spatial Justice is the equal distribution of resources and opportunities across space
- The program gives to priority to projects that are led or co-led by BIPOC organizations that center BIPOC lead creative exploration and expression in public space.
- Rooted in community - prioritizes projects where folks are experiencing or have experienced displacement



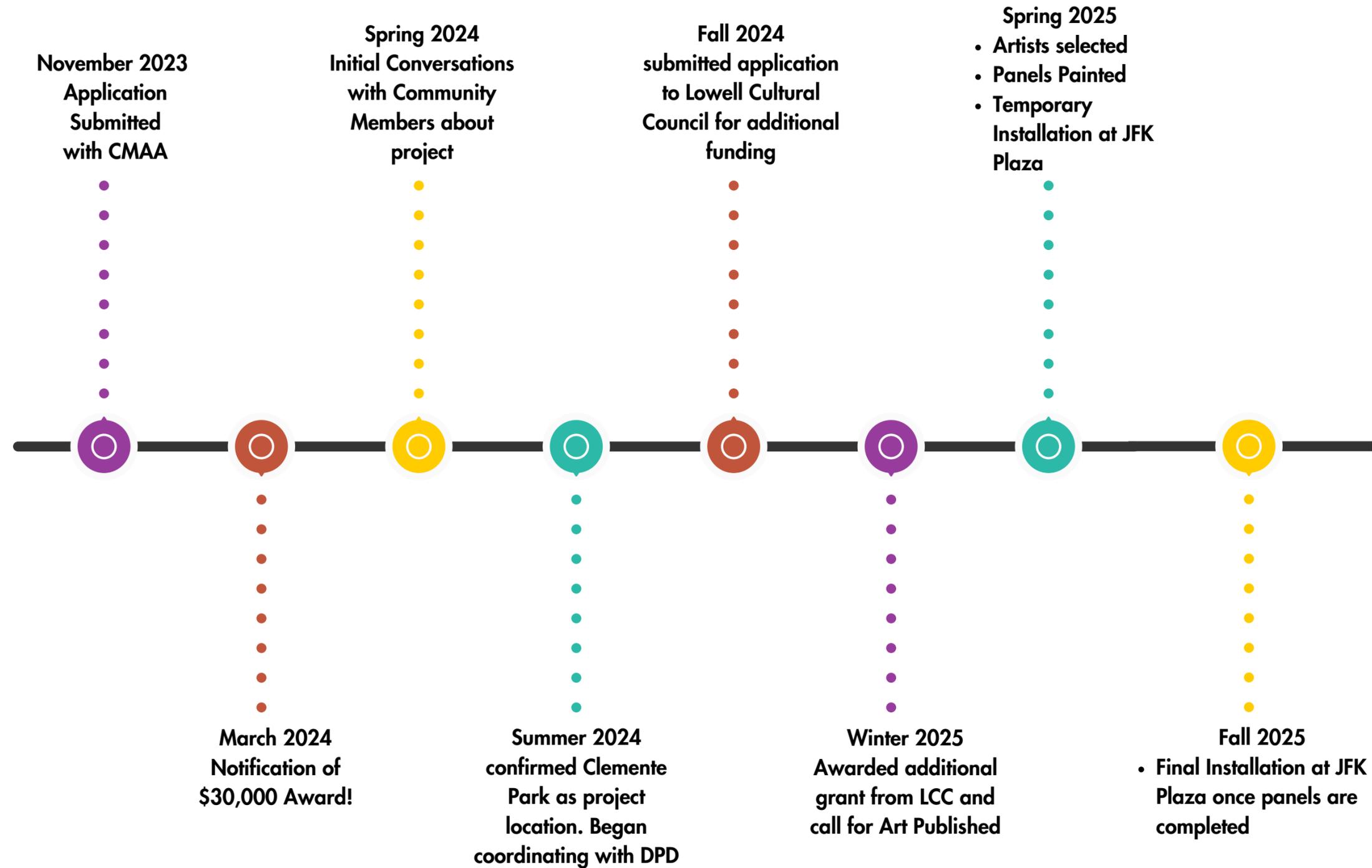


Why Lowell?

- We were especially qualified to apply for this program having participated in NEFA/MAPC's "Making it Public" training program for municipalities.
 - The CASE Office has experience managing calls for ART and is well positioned to support CMAA in managing this project.
- The Cambodian Diaspora in Lowell has become a vital part of the community and this project will provide an opportunity to tell their story. It will also provide a physical connection to the community in the form of public art.
- Lowell was the only municipality to be awarded a PASJ Grant in 2024



Project Timeline

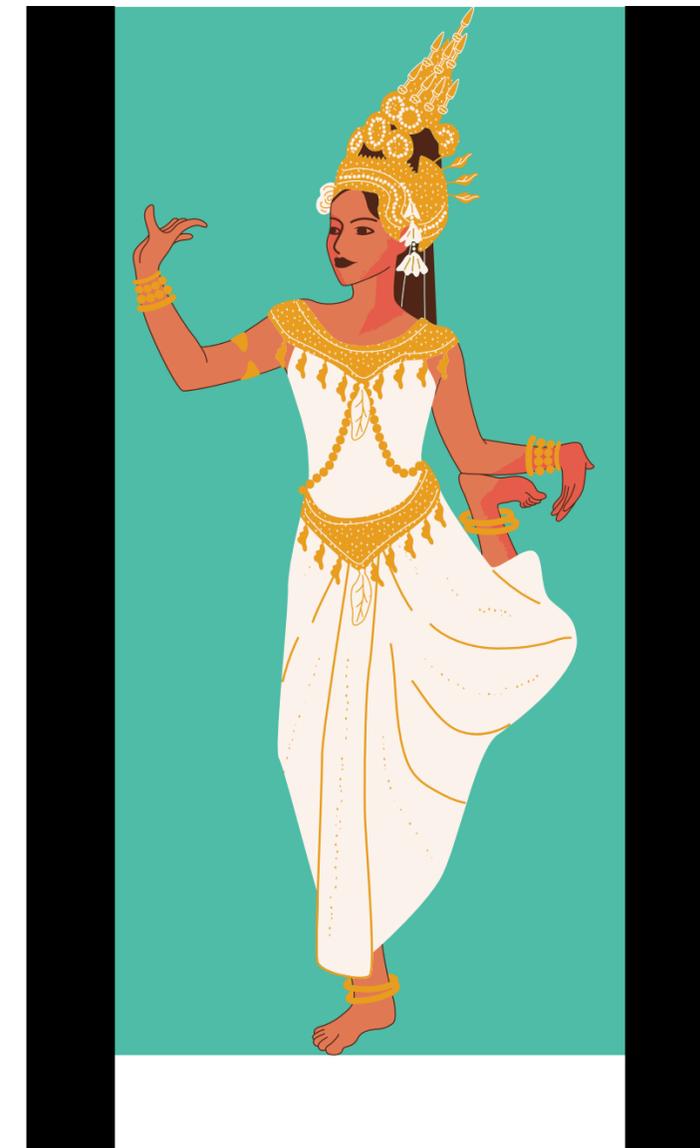




Project Concept

The concept for this project calls to have six 4'x8' panels painted. The Artist may use any medium but it must be two dimensional visual art. The call asks artist to capture the Khmer the evolution of the Khmer community in Lowell and their contributions to the community and should include aspirational elements. The panels will be displayed on JFK Plaza before moving to a permanent home at Clemente Park following the renovation. The 4x8 panels and frames are being constructed and primed by YouthBuild. The Call for Art itself was published in Khmer and other languages.

Six 4'x8' panels will feature six artists





Marketing & Outreach

In an effort to expand the reach of the Call for Art, we boosted a Facebook post promoting the call.

\$100 total was spent on the boost, resulting in the following statistics.



VIEWS
44,937



Total number of times the ad was viewed - this includes times the ad was served to the same person on multiple occasions.



REACH
24,633



Total accounts that viewed the ad - this does not include each view of the ad, meaning a portion of these accounts saw the ad multiple times.



LINK CLICKS
505



Total number of clicks directly from the ad. The cost per click was 20 cents.



Project Contributors

