



SICA Director Doug Ferrari

# Uniting triCities

## Long Branch Sculpture event expands into Asbury Park

**ASBURY PARK** – Picture the installation of outdoor sculpture in high profile public places – specifically in about 60 spots in Long Branch and Asbury Park.

Then imagine them up for almost six months, garnering attention for those cities and our region as a whole.

Definitely sounds triCity to us!

And it's all going to happen this May when the Shore Institute of Contemporary Arts (SICA) joins forces with the Arts Coalition of Asbury Park (ArtsCAP) to expand SICA's acclaimed Sculpture event.

Normally held just in Long Branch, this year it will also include Asbury Park.

That's big news.

Week after week, this newspaper does all it can to strengthen the three triCities – Asbury Park, Red Bank and Long Branch – in the arts and culture department.

The end goal is to transform the triCity region of eastern Monmouth County into a suburban area like no other. Where the creative and alternative are ascendant. A place as happening as any happening medium sized city.

And we're particularly on the watch for when artistic leaders in Asbury Park, Red Bank or Long Branch join together in some project. This newspaper jumps all over that.

For example, we're particularly proud of the annual triCity Arts Tour, which has no affiliation with this newspaper, except that we gladly encouraged organizers in Asbury Park, Red Bank and Long Branch to use the triCity name.

And now comes the Sculpture event expansion into Asbury Park.

Sculpture is very special and popular. For the past three years, cultural leader SICA has sponsored it to great reviews.

Sculpture attracts a lot of notice. After all, it's a multi-month installation in highly visible places. And the sculpture is quite eclectic, contemporary and creative. You can't miss it.

Sculpture definitely makes a statement. And it's a positive one. The vibe is creative-urban to the core. Just what we need here.

According to SICA Executive Director Doug Ferrari, this year Sculpture will feature 37 installations in Long Branch and 22 in Asbury Park.

Asbury locations for Sculpture include spots c Sunset Lake, Wesley Lake, the transit center at Library Square Park.

"We always wanted SICA to be more of a regional contemporary arts center," Ferrari said. "Branching out beyond Long Branch follows that goal."

As for the Sculpture event, Ferrari says "Most people just really enjoy it. Parents tell me that their kids will actually ask to be brought back to see some sculpture. They make their parents ride through Long Branch to see."

Obviously, the arts bring people into cities. And Ferrari has already seen the impact of Sculpture in Long Branch. He says it will have the same effect in Asbury Park.

"It will help beautify," he said. "We usually encourage a walking tour so we put maps out. And people do take the walking tour. It gets them out and about in

the city."

"Because it's an urban area it's conducive to walk," said Ferrari about Sculpture. "Plus you have the beach and the waterfront. You're meandering."

Sculpture will run from May to October in both triCities. That's enough time to have an impact. The sculpture in Long Branch has always been high profile. It really jumps out. We expect that in Asbury too this year.

SICA and ArtsCAP are currently soliciting artists to display their work. They search nationwide, and they usually get a juror with a background in sculpture to make the call on who gets in. For example, one year the Director of the Jersey City Museum was the juror deciding on the artists.

Obviously, owners of the property are consulted about the selections to be installed in their locations. Don't want to have anyone freaking out. In Asbury Park, though, it seems like most of the spots are public spaces. Ferrari said ArtsCAP secured those locations.

**Deadline for submissions by artists who want to participate is March 13. Visit [Sica.org](http://Sica.org) for more information.**

