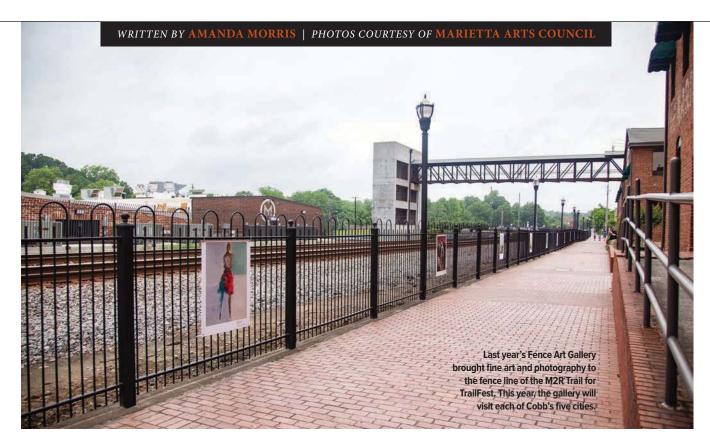


TRAILFEST'S FENCE ART GALLERY HITS THE ROAD THIS SUMMER



he show must go on – at least, for the Mountain to River (M2R) TrailFest's Fence Art Gallery.

The festival is still slated for Saturday, May 9, although it will look (and sound) a little different than in years past. The immersive arts festival that travels through downtown Marietta each year will still incorporate its visual arts displays and activities, just without performance art this year, in light of the coronavirus outbreak.

During TrailFest, public art is scattered throughout the city. Murals decorate the sides of many buildings, sculptures beautify the Marietta Square and nearby parks and a fine art and photography installation lines the fence alongside the train tracks. This year, the latter of those art mediums, the fence gallery, will be traveling Cobb County.

The Marietta Arts Council conceived the idea of the Fence Art Gallery while scouring the town for public art site selections in 2018. When they walked beside a very long fence that lines the trail into and through the







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Residents come from all over each year to enjoy the trail and take in the festival's art installations, including the Fence Art Gallery. The Gallery will travel throughout the county for the first time this summer.

Marietta Square, the members decided to turn the fence into an art gallery. The mile-long, barrier-free stretch of the M2R will once again be adorned with 30" x 40" styrene panels printed with artwork selected by the TrailFest committee of the Marietta Arts Council.

Each year, the Fence Art Gallery has gained in popularity, doubling in size from its first to second year. Last year, a student section was added. "This year, we are hoping to have close to 240 panels," said Bonnie Reavis, chair of the Marietta Arts Council. "The quality has gotten better year over year. We are very excited to see what comes in this year, particularly with the expanded promotion we are having throughout Cobb."

By traveling from town to town, many more eyes will see the artists' works. "There's a great awareness that's built around having so many people see it throughout the county," said Vanita Keswani with Cobb Travel & Tourism and Cobb Arts VIBE. "I hope there are artists from everywhere who can take advantage of being able to submit their work."

As with the murals and sculptures, the submissions for the fence gallery are open to anyone across the world. "The largest misconception we have is that it is only for Cobb artists and photographers, and that is not the case," said Reavis. "Not that we couldn't fill it with enough good works - because there is a lot of talent here - but it is not just a local artists' installation. It is a local installation of artists' work."

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> - Vanita Keswani Cobb Travel & Tourism and Cobb Arts VIBE

This year brings a new phase for the Fence Art Gallery, as it will travel to other towns throughout Cobb. After 60 days in each city, the printer, MaxVision, will remove the panels for one to two weeks for a quality-check, making any necessary repairs or replacements. Then, the panels will move on to the next town. "It will live in different places in each city. In some areas, it will be exhibited through parks. Other areas, it will be at business sites or downtowns," said Keswani.

The curated Fence Art Gallery will be displayed in Marietta from May to July before moving to Acworth from July to August. Next, it will appear in Austell from August to September and in Powder Springs from October to November. There will be a break during the holidays before the fence gallery appears again in Kennesaw in January 2021. The installation will last appear in Smyrna in February, just in time for the 2021 Fence Art Gallery's artist submission timeline.

Each town will decide if they will use the entire collection or hand-pick pieces to display. "It is not a one-size-fits-all, it is taking this vast resource of curated artwork and allowing it to kind of mold and flow throughout the city," said Reavis.

It took months of meetings and introductions for the Fence Art Gallery's expansion to solidify other Cobb towns.



Lucy Cottle of Marietta has a little fun with the water photography by Stokes O'Shields, found at last year's Fence Art Gallery.



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"A large portion of that is only possible because of what Vanita is able to do in reaching out to different cities within Cobb County," said Reavis.

Keswani has met with arts organizations, city planners, and business councils throughout the county to bring the idea to their towns. "We were really thrilled with the entire concept of being able to help take the Fence Gallery into multiple cities around Cobb," exclaimed Keswani. "I had conversations with them and their arts organizations and essentially said this is a great opportunity for your artists and area artists to be able to have their work exhibited."

The cities, arts organizations and businesses were just as thrilled to display the art in different cities. "They thought it was a great way to link all of the different arts organizations so that they could learn more about one another," said Keswani. "It was really wonderful to see how supportive everyone was of the program and making sure that they continue the quality that the Marietta Arts Council has worked so hard to develop."

The art installation will bring an economic benefit to each of the towns it visits. When visiting them to see the gallery, many people will also visit the nearby restaurants and stores.

"The Marietta Arts Council has seen such a huge impact in their community from their art installations. Other cities know that is a possibility within their own downtowns and their own communities," said Keswani. "It has been eyeopening and very exciting to see how the arts are more and more a relevant experience to make that economic impact, and how an artistic installation like this does draw people. I think it's an exciting time to be an arts organization, and to see a lot of this starting to blossom within our community."

Even those who aren't able to visit the exhibition in person will have their chance to view the artwork. "The entire curated installation will be available online at M2RFence.com," said Reavis. "So even if people aren't able to see it in their particular town, or even if they see a truncated version of it in one city, they'll be able to see the full collection online."

For more information on the Marietta Arts Council, TrailFest and the council's other art installations, visit mariettaartscouncil.com.

