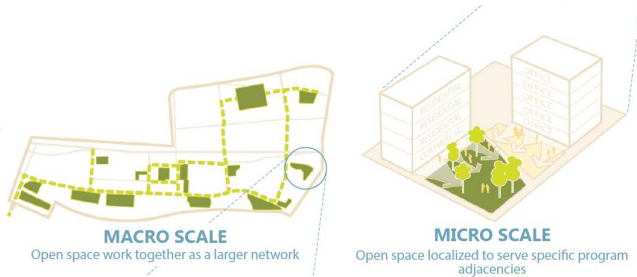




## NATIONAL LANDING PUBLIC ART STRATEGY (2019)



Bressi worked as an urban design, public art and placemaking consultant to OfPlace, collaborating with Via Partnership, in the development of a curatorial and programming strategy for public art in Crystal City, Arlington.

With large public and private investments being made in National Landing (an area of Arlington and Alexandria that includes Crystal City), JBG Smith, a major landowner, sought to commission a public art strategy that would maximize public art investment and private development art requirements.

The strategy – developed with Crystal City and County agency stakeholders – establishes a vision and overarching goals for a public art program; as well as a curatorial direction, opportunities and priorities advancing those goals. Public art implementation processes would follow existing guidelines in Arlington County.

The strategy envisions Crystal City as an urban sculpture garden, and describes how permanent and temporary public art can help people navigate typical paths through Crystal City (such as to and from the Metro Station or National Airport) as well as leisurely walks.


The strategy embraces the following foundational ideas:

- Public art in National Landing will be experienced as an urban sculpture park, embracing the area’s unique juxtaposition of urban activity, green space and mature landscape.
- Residents, workers and visitors will engage with a curated, diverse and evolving collection of throughout the area’s parks and high-quality, thought-provoking artworks of global caliber
- Public spaces will be anchored by timeless permanent artworks and will serve as platforms upon which exhibitions, temporary installations, performances and other activations will be layered.
- The mix of permanent and changing artworks will create fresh experiences, encourage exploration and stimulate conversations about art, community life, urban spaces and the environment.

The strategy was incorporated into JBGs officially approved “Phased Development Site Plan” for the area as a means of fulfilling Arlington County’s developer conditions for public art.

**Client: JBG/Smith, OfPlace**  
**Collaborator: Via Partnership**

**PLACE TYPE**  
**PLACE ANCHORS**




There are several locations that are focal points of public activities. Artworks here will be destinations and anchors, integral to both identity and functioning of these spaces.

Each artwork will be carefully considered – in terms of scale, material, color, form and location – in relation to the space surrounding it. Each will have a symbiotic relationship with the patterns of circulation and activities in the space.


**PLACE TYPE**  
**LOOPS**

Loops are routes that people will walk in order to experience National Landing’s public art, just as they might explore a traditional sculpture garden. The collection can be seen along short, medium and long routes, shown on this map with approximate walking times.



Recommended Art Projects

**PLACE TYPE**  
**THRESHOLDS**



Key locations that are transitions or thresholds between National Landing and adjacent districts. Artworks in these locations will be experienced one at a time, over repeated visits to National Landing. These artworks will be memorable and visible, especially along prevailing sightlines. They will be curated to create a set of distinct gateway experiences that, as a group, provide multiple perspectives on National Landing’s identity.

Graphics from the public strategy that indicate different types of locations for public art, based on how spaces function and are perceived within the broader context of the district.

