

# Memorandum



CITY OF DALLAS

DATE April 18, 2014

TO Honorable Members of the Arts, Culture & Libraries Committee: Philip T. Kingston (Chair)  
Monica R. Alonzo (Vice Chair), Vonciel Jones Hill, Jerry R. Allen, Carolyn R. Davis,  
Jennifer Staubach Gates

SUBJECT Nasher XChange Impact Report

On Monday, April 21, 2014, the Arts, Culture & Libraries committee will receive the Nasher XChange Impact Report from the Nasher Sculpture Center.

The Nasher XChange was a dynamic public art exhibition where 10 public sculptures were newly commissioned and temporarily installed throughout the city. The exhibit began October 19, 2013 and ended February 16, 2014.

Please contact me if you have any questions or need additional information.

A handwritten signature in blue ink, appearing to read 'Joey Zapata'.

Joey Zapata  
Assistant City Manager

## Attachment

c: Honorable Mayor and Members of the City Council  
A.C. Gonzalez, City Manager  
Warren M.S. Ernst, City Attorney  
Craig D. Kinton, City Auditor  
Rosa A. Rios, City Secretary  
Daniel F. Solis, Administrative Judge  
Ryan S. Evans, Interim First Assistant City Manager

Jill A. Jordan, P.E., Assistant City Manager  
Forest E. Turner, Assistant City Manager  
Charles M. Cato, Interim Assistant City Manager  
Theresa O'Donnell, Interim Assistant City Manager  
Jeanne Chipperfield, Chief Financial Officer  
Shawn Williams, Interim Public Information Officer  
Elsa Cantu, Assistant to the City Manager – Mayor & Council



10 YEARS. 10 ARTISTS. 10 SITES.

NASHER XCHANGE

October 19, 2013 - February 16, 2014

**Nasher Sculpture Center**

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## IMPACT REPORT

Arts, Culture & Libraries Committee

April 21, 2014



FEBRUARY 20, 2013



10 YEARS. 10 ARTISTS. 10 SITES.  
NASHER XCHANGE  
**Nasher Sculpture Center**



**A LEGACY OF PUBLIC ART**



10 artists commissioned

10 works created

10 years celebrated

1 city transformed

The historic Nasher XChange was the first ever museum-curated citywide public art exhibition in the United States, and commemorated the 10-year anniversary of the Nasher Sculpture Center. More importantly, it enriched the cultural life of Dallas and produced something meaningful for the city and its visitors, fostering community dialogue and creating a resounding sense of place in the diverse spaces Dallasites live, work and play.

288,374 people engaged virtually  
( email, social media, digital, app, web )

32 public events held  
( education, community and stakeholder focus during exhibition )

67 community partnerships  
( education, community and stakeholder focus during exhibition )

1,926 individuals inspired to donate  
( at site of one work, benefiting three different charities )

49 states represented in visitation  
( to site at Nasher Sculpture Center )

36 countries represented in visitation  
( to site at Nasher Sculpture Center )

97% positive community feedback  
( in person testimonials and social media )



# Nasher XChange Exhibition Sites



1. **Lara Almarcegui**  
*Buried House*  
Oak Cliff Gardens
2. **Good/Bad Art Collective**  
*Curtains*  
Bryan Tower
3. **Rachel Harrison**  
*Moore to the point*  
City Hall Plaza
4. **Alfredo Jaar**  
*Music (Everything I know  
I learned the day my son  
was born)*  
Nasher Sculpture Center
5. **Liz Larner**  
*X*  
University of Texas at Dallas
6. **Charles Long**  
*Fountainhead*  
NorthPark Center
7. **Rick Lowe**  
*Trans.lation*  
Vickery Meadow
8. **Vicki Meek**  
*Black & Blue:  
Cultural Oasis in the Hills*  
Paul Quinn College
9. **Ruben Ochoa**  
*Flock in Space*  
Trinity River  
Audubon Center
10. **Ugo Rondinone**  
*dear sunset*  
Fish Trap Lake



**LARA ALMARCEGUI**  
*Buried House*  
Oak Cliff Gardens



**GOOD BAD/ART COLLECTIVE**  
***CURTAINS***  
Bryan Tower



**RACHEL HARRISON**  
*Moore to the Point*  
City Hall Plaza



**ALFREDO JAAR**

*Music (Everything I know I learned the day my son was born)*

Nasher Sculpture Center



LIZ LARNER

X

University of Texas at Dallas



**CHARLES LONG**  
*Fountainhead*  
NorthPark Center



**RICK LOWE**  
*Trans.lation*  
Vickery Meadow





VICKI MEEK

*Black & Blue: Cultural Oasis in the Hills*

Paul Quinn College



**RUBEN OCHOA**

*Flock in Space*

Trinity River Audubon Center



**UGO RONDINONE**  
*dear sunset*  
Fish Trap Lake

“If a sprawling city like Dallas  
can do it, why not others?”

**- *The New York Times***