



OCEAN DRIVE ART BOARD INITIATIVE

South Bethany's Community Enhancement Committee (CEC) has organized an Ocean Drive Art Initiative. South Bethany features 17 walkways that lead to our beautiful beaches - 15 are located along Ocean Drive (our Gateway to the Beach) and 2 are located along Seaside Drive (found within the Sandpiper Village section of South Bethany). The Art Initiative involves local artists placing facsimiles of their original artwork along the broad side of the receptacles situated at each walkway (see photos below). This endeavor presents an opportunity to feature creative focal points for the enjoyment of the many South Bethany residents and visitors who frequent this area and a wonderful opportunity for local artists to exhibit/promote their work!





ARTIST, TARA FUNK GRIM – “ BEACH BRELLIES” Art Board Located on Ocean Drive at S. 3rd St. – Prints of Tara’s “Beach Brellies” are available through Tara@TaraFunkGrim.com



ARTIST, CAROLYN MARCELLO – “HISTORIC WWII TOWER” – Art Board located on Ocean Drive & Jamaica St. – Prints available through Carolyn Marcello: cdm24@verizon.net



ARTIST, CELESTE SPEER – “DOLPHINS AT PLAY” – Art Board located on Ocean Drive & N. 2nd St.

How the Art Board Initiative Works:

- Interested artists contact: Sue Callaway, Chair, CEC
sue.callaway@gmail.com or 302-829-8535 (home) or 301-467-1642 (Cell)
- Participating artists submit a design sketch to the CEC for review and approval - the CEC is focusing on coastal-related themes.
- Upon approval the artist is notified and the magic begins!
- Artist creates original artwork - 24" x 48" in size. The original artwork will be scanned and then imaged onto a substrate product that measures 28" x 48." This product allows the artwork to withstand any outdoor elements for a significant period of time (6-year lifespan).
- Prior to scanning, the artist signs the original artwork which may also include website or contact information.
- The scan is emailed to Insta Signs Plus, Inc. in New Castle, DE who creates a vinyl image of the art from the scan and then mounts the vinyl image to a substrate product.
- The original artwork is returned to the artist after scanning.
- The cost of the scan is \$100 and the cost of the vinyl imaging and adhesion to substrate product is \$150. Local South Bethany artists may volunteer to contribute the cost of the scan and/or vinyl imaging to the substrate product or the CEC will cover the cost if funds are available.
- The Community Enhancement Committee website, found on www.southbethany.org will host a photograph of the artwork and artist contact information.
- The artwork is placed at one of the walkways along Ocean Drive in South Bethany between April 1 until December 1. The artwork is re-hung on April 1 each year.
- Artwork will be displayed in an 8-month long art exhibit, year after year!
- We plan to exhibit the original artwork or prints, during the summer months at the South Bethany Town Hall.

The Community Enhancement Committee thanks you for your interest!