

PUBLIC ART INITIATIVE

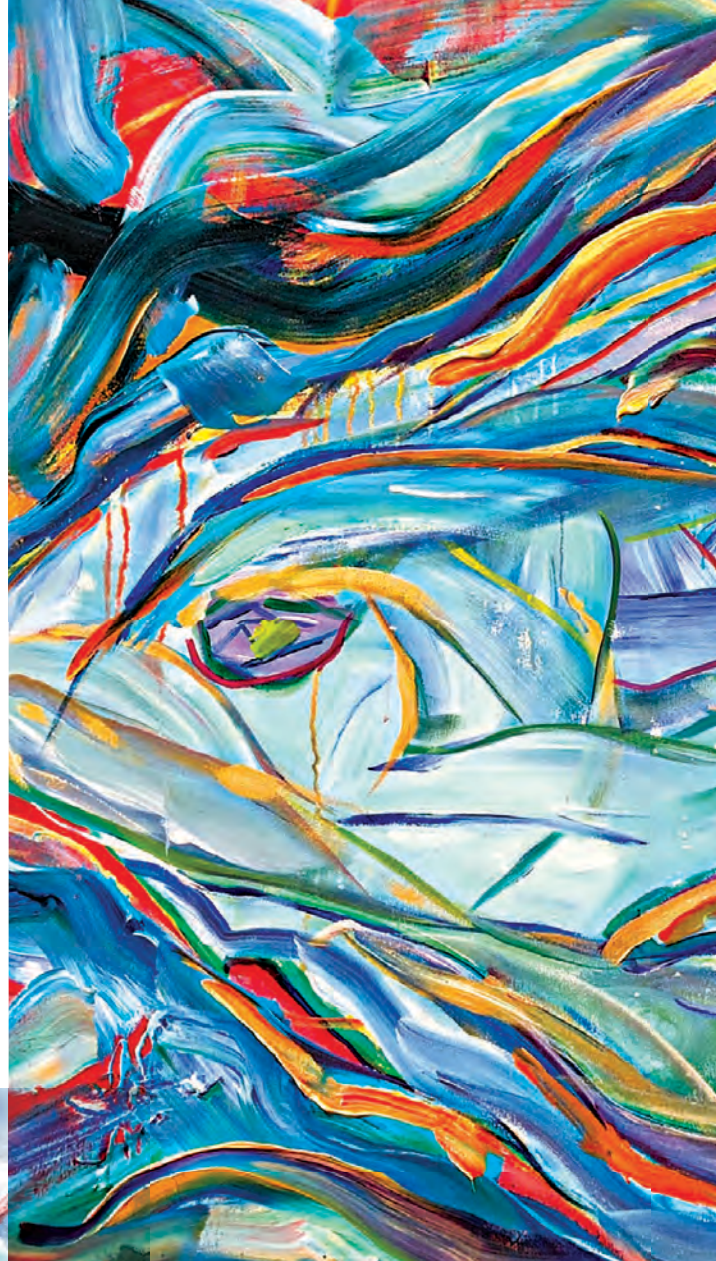
FIFTH AVE'S ART TAKEOVER

INSIDER

It's been a fruitful last few years for public art across Southwest Florida, as groups fund an ever-expanding crop of murals and sculptures.

One of the best recent examples we've seen is along Naples' Fifth Avenue. The downtown area already has its Sculpture Walk, which was started by the Hoffmann group and now includes more than two dozen pieces by artists such as Ruth Bloch and Pamela Ortiz dotting the district.

More recently, Fifth Ave's 837 building—home to Chops City Grill—got an artsy makeover with the help of architect Matthew Kragh, designer Heather Serrano and Bonita-based landscape architect Scott Windham. Enter the building through Fourth Avenue, and you'll pass a breezeway-turned-outdoor gallery, with living green walls, graffiti-style prints and planters filled with blooms that echo the art. The owners named the open-air gallery #ArtAveto5th.



Fifth Avenue's 837 building recently debuted an outdoor gallery in its breezeway with graffiti-style prints and public art displays, such as tenant Emillions Art's Living Art Series. Previous artists included Rachel Pierce, known for her beachy scenes (left), and abstract painter Carol Calicchio (right).

Courtesy images, from left: Rachel Pierce, Carol Calicchio, #ArtAveto5th/Samantha Bloom



Design-minded tenants follow suit, too. Emillions Art, an art consulting firm that debuted a showroom at 837 earlier this year, started a Living Art Series, in which artists such as NBC2 anchor Rachel Pierce and Carol Calicchio craft new works live in front of passersby.

These are just a few of the ways Fifth Ave. continues to reinvent itself to remain at the heart of the city's creative and social life. —*Jaynie Bartley* 📍