

TONY SMITH SCULPTURE PROJECT

Why are these people illegally leafletting on cars instead of fundraising??

A LENNIE PIERRO MEMORIAL ARTS FOUNDATION PROJECT

307 VOSE AVENUE
SOUTH ORANGE
NEW JERSEY 07079 973/275/9840
TONYSMITHPROJECT@VERIZONMAIL.COM

TRUSTEES

JUDY WUKITSCH
PRESIDENT
CHERYL ARNETT
VICE PRESIDENT
JO JOCHNOWITZ
VICE PRESIDENT
ANTHONY PYE
TREASURER
SUSAN NAPACK
SECRETARY

Are our trustees supporting this

ADVISORY COMMITTEE

TYSON ARNETT
PATRICIA BELL
JIM BUCHANAN
BILL CALABRESE
AMY DAHN
KATHERINE DEFOYD
ERIC DEVARIS
ROBERTA ELLIOTT
SAULE FISCHER
CAROL GORDON
JIM GORDON
ROBIN GRAY
ELLEN GREENFIELD
MARILYN HAYDEN
NANCY HEINS-GLASER
EMILY HUBLEY
CAROL JOCHNOWITZ
JOE LANDI
JOHN LEE
LAURA LOU LEVY
CAROL MANN
KAREN MCDERMOTT
BERNICE NAPACH
DAVID NIGGLI
JOHN NYE
CHARLES PAIKERT
MARGIE PYE
DAVID RIFKIND
ROY SCOTT
LAURA SPAIN-FARROW
JUDY TARGAN
CHARLES WANTMAN
HOLLY ZICKLER

Misinformation

Dear Neighbors:

This past weekend, certain persistent and vocal opponents of the Tony Smith Sculpture Project distributed materials around town that were misleading on many fronts. This was a continuation of the malicious, nasty tactics a handful of opponents have been waging against our project.

Several opponents have: threatened vandalism of the yet-to-be installed Smith sculpture "Tau"; purposely lied about the taxpayer costs of the project; accused the Lennie Pierro Memorial Arts Foundation of being a "conspiracy of spouses" who are lying to the public; and have continued to distribute misinformation about the size, maintenance costs and other particulars regarding "Tau."

Why? These unhappy residents are angry about their high taxes, the stalled downtown redevelopment projects and the town government. So a select few have willingly chosen the Tony Smith Sculpture Project as the vehicle to express their displeasure and are trying to derail it at any cost. The level of discourse they've fostered is damaging the fabric of our community and the progress of our downtown.

If you would like to learn about the details of the sculpture project from the residents who have been volunteering their time expertise, and hard work on the project for the past 4 years, please read on.

Thank You

For more details regarding the Tony Smith Sculpture Project, please contact Project Director Cheryl Arnett at tonysmithproject@verizonmail.com

TONY SMITH SCULPTURE PROJECT

a private/public partnership of the Lennie Pierro Memorial Arts Foundation

TOP TEN FACTS ABOUT THE TONY SMITH SCULPTURE PROJECT

FACT #1: THE TV DOCUMENTARY WILL BRING PRESTIGE TO SOUTH ORANGE.

The Emmy Award-winning NJN program "State of the Arts" is ready to begin its documentary on the project and South Orange. Smith's stature, combined with the unique nature of our vibrant arts community, make the sculpture project a perfect subject for an arts documentary. Our 2003 grant proposal to the Geraldine R. Dodge Foundation sums it up:

"Given Tony Smith's ties to South Orange and New Jersey, we believe the combination of the public art work and our educational programs will provide a unique opportunity for people to feel connected to the arts on an individual and community level in a way that few projects are designed to do."

FACT #2: EDUCATIONAL PROGRAMS ARE AT THE HEART OF THE PROJECT.

After the installation of Tony Smith's "Tau" in downtown South Orange this fall, the Lennie Pierro Memorial Arts Foundation will focus almost exclusively on local arts programs. Our ongoing programs will enrich the arts curriculum throughout the South Orange-Maplewood school district. Here are some of the programs we will be working on:

- individual school grants for artists-in-residence
- grants for field trips to see and learn about Smith's work on-site (Princeton University, New York City, etc.)
- a trust to provide annual museum field trips for a variety of grade levels
- ongoing districtwide special arts programs
- grants for local arts organizations

FACT #3: A SETON HALL SYMPOSIUM WILL ADD TO OUR THE PRESTIGE.

In 2003, Seton Hall University agreed to co-host an academic symposium, after TAU's installation, that will examine Tony Smith's life, work and influence. In the 1950s and 60s, luminaries including Jackson Pollock, Barnett Newman, Mark Rothko and Tennessee Williams gathered at Smith's South Orange home to talk about art, politics, religion. The planned symposium will bring artists and academics to our Village once again.

South Orange is going to be in good company with the completion of the sculpture project. The gallery that represents the Tony Smith Estate, Matthew Marks, also represents artists ranging from Jasper Johns and Lucian Freud to Brice Marden and Weegee. Tony's daughter Kiki Smith, who grew up here and attended Columbia High School, is featured in TIME magazine's May 8, 2006 edition as one of the 100 most influential people in the world. This type of publicity for South Orange is all good.

FACT #4: THE SITE SELECTION WAS A COLLABORATIVE, DELIBERATIVE EFFORT.

Three entities worked together to choose the sculpture site: representatives of the town government, the Pierro Foundation and Jane, Kiki and Seton Smith of the Tony Smith Estate.

Many sites were considered in addition to the Sloan Street site: by the flagpole opposite Village Hall, in Meadowlands Park, at the corner of Valley Street and South Orange Avenue in front of the PNC bank building, in front of SOPAC, in Grove Park, etc.

The Sloan Street site was chosen for three main reasons:

- It will beautify our downtown and attract anchor stores, home buyers and visitors to South Orange
- It provides optimal visibility to maximize benefits to the town
- The site serves as a visible "front door" to SOPAC and an announcement of our downtown arts precinct

(over)

FACT #5: TAU WAS SELECTED FROM MANY SMITH WORKS TO FIT THE SITE.

Once the site was agreed upon, Jane, Kiki and Seton Smith chose TAU from among Smith's works still available for fabrication. TAU was chosen to fit that particular site and its dimensions are well-suited to the site. Other considerations for choosing TAU included the fact that people cannot walk, sit or skateboard on it; it is prominent enough to be seen from South Orange Avenue but not stories high, as some Smith sculptures are; and fabrication costs are not prohibitive — some Smiths cost \$1,000,000 or more just to fabricate.

Public Money has already been spent on the gazebo!! — SO?

FACT #6: PRIVATE MONIES HAVE ALREADY BEEN RAISED AND SPENT.

In 2003, the Pierro Foundation paid for the schematic redesign of the Sloan Street site. Landscape architect Ann Kearsley's concept for the downtown plaza is beautiful and functional. Kearsley was chosen because of her extensive experience siting large outdoor sculptures, including the works of Willem de Kooning, Mark di Suvero and Alexander Calder.

The Sloan Street site was redesigned with two equally important factors in mind: (1) accommodating the myriad uses of our downtown by commuters, residents, visitors and future SOPAC patrons; and (2) tastefully and properly siting TAU to bring people from both the SOPAC side and South Orange Avenue into the heart of our downtown. We worked closely on the site redesign with SOPAC, New Jersey Transit, the State Historic Preservation Office, the Village government, Main Street South Orange and others. Historic Preservation in particular is pleased with the design since it takes into account the historic concrete and other building elements of the train station and fire station opposite the site.

FACT #7: THE REDESIGNED SITE IS POSITIVE PROGRESS FOR OUR DOWNTOWN.

Because SOPAC is landlocked, the redesigned Sloan Street plaza is a natural entryway to SOPAC and a visual announcement of the downtown arts precinct. The current gazebo-fountain design implemented almost a decade ago does not integrate the SOPAC area, underpass and downtown. — huh? — 7 years ago

More importantly, the non-working fountain will pose a serious pedestrian hazard once SOPAC and Clearview Cinemas open. Currently there are two narrow points of ingress/egress. The redesigned plaza creates many pedestrian pathways while appropriately siting a museum-quality piece of art by a famous South Orange native son.

FACT #8: THE UPCOMING ART&SOUL GALA WILL BE A HUGE SUCCESS. — SO?

The Pierro Foundation's first annual ART&SOUL Gala will be held at Orange Lawn Tennis Club on Saturday, May 13, 2006. The gala sponsors and guests, along with the spectacular silent and live auctions at the event, will bring us close to our fundraising goal. The black-tie evening will be a night to remember with PEOPLE magazine managing editor Larry Hackett and other luminaries in attendance. —> SO??

No Guarantees!

FACT #9: TAXPAYERS ARE PAYING NO MORE THAN \$250,000 FOR THIS PROJECT.

Remaining funds for the approximately \$410,000 in total project costs are being raised privately by the Lennie Pierro Memorial Arts Foundation and its Tony Smith Sculpture Project, both registered as 501(c)(3) charitable organizations. In addition, the Pierro Foundation is raising the seed money to be put into a trust for future maintenance and conservation of the sculpture. Numbers or figures other than the \$250,000 in taxpayer money are simply false.

— huh?

FACT #10: THE NET POSITIVES OF THE SCULPTURE PROJECT ARE SUBSTANTIAL.

All of the above — the downtown beautification, the documentary, the prestige and the future educational programs — are all good news for South Orange. Detractors are misguided in their relentlessly negative campaign to thwart the sculpture project solely because they are angry at the Village government and stalled downtown projects.

For more information about the Tony Smith Sculpture Project please contact Project Director Cheryl Arnedt at tonysmithproject@verizonmail.com