



## **The Greenway ARTbeat Series to Bring Public Art and Programming to Downtown Boston Along The Greenway**

*Activation and marketing effort sponsored by Greenway Business Improvement District to engage workers and residents, increase foot traffic, and support Greenway Conservancy and partners*



(BOSTON, MA – June 5, 2024) – The Greenway Business Improvement District (BID) and the Rose Kennedy Greenway Conservancy are proud to announce the launch of ["The Greenway ARTbeat series,"](#) a seasons-long initiative, supported by \$350,000 in funding from the Greenway BID, to enhance and expand public art and public programming throughout the entirety of The Greenway. The series aims to engage downtown office workers and the community at large in making Boston a more vibrant and exciting place to live, work, and visit by centering public art and programming that provides unique experiences for residents and visitors alike.

The Greenway ARTbeat series features five stunning and thought-provoking pieces of public art that span the 1.5 miles of the linear park as well as over 50 free public programs. Programming ranges from opening celebrations following the installation of public art, live music and dance performances, community block parties, food truck festivals, and other special events throughout the work week and weekends. These gatherings serve to encourage the downtown community and beyond to connect with art and culture by coming together on The Greenway. Two pieces of

public art are already on display in the park: [Year of the Dragon by Ponnappa Prakkamakul](#) and [Far Away, From Home by Zhidong Zhang](#). Additional artists and works of art, including the next Dewey Square mural, will be announced in the coming weeks and months.

"Shared experiences in community spaces like The Greenway help to create a sense of place and excitement within our city. The Greenway ARTbeat series is a testament to the Greenway BID's commitment to creating a vibrant and dynamic urban environment that contributes to the cultural fabric of Boston by providing a platform for gathering with one another to unwind and explore new experiences together," said Stephen Faber, Board Chair of the Greenway BID and an Executive Vice President at Related Beal. "We believe that public art and programming has the power to transform spaces, spark conversations, and inspire creativity. We are excited to see this series build on the success of other Greenway BID efforts to improve the park for all that enjoy it."

The Greenway BID and Conservancy encourage downtown office workers, residents, and visitors to take advantage of the "ARTbeat of The Greenway" series during their lunch breaks or after work. By exploring the art installations and participating in the programming, people have the opportunity to take a break from their busy schedules and immerse themselves in the city's vibrant cultural scene.

"We are very grateful to the membership and leadership of the Greenway BID for this support," said Chris Cook, Executive Director of the Rose Kennedy Greenway Conservancy. "The Greenway ARTbeat Series will deepen our relationships with Boston's returning Downtown workforce while furthering our mission of connecting diverse communities to vital greenspace, ideas, and each other through ecological horticulture, contemporary public art, and vibrant programs."

The Greenway Business Improvement District is a consortium of more than 40 abutting property owners who have agreed to increase their property taxes to provide support to the Greenway. Since its creation in 2018, the Greenway BID remains focused on supporting, enhancing, and enlivening the park that generates economic activity and fosters togetherness in our city. The BID recently completed work to restore the bamboo structures in Chin Park, funded the installation of new benches, and provided critical support for an upcoming lighting and pathways improvement project.

For more information about the "ARTbeat of The Greenway series" and upcoming events, please visit The Greenway Conservancy's website: <https://www.rosekennedygreenway.org/artbeat>.

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### **About the Greenway Business Improvement District (BID)**

The Greenway BID is a consortium of more than 40 abutting property owners who have agreed to increase their property taxes to provide support to the Greenway, designed to contribute \$1.6 million each year to support the maintenance, horticulture costs, and future enhancements of The Greenway. Properties that meet certain criteria within the BID boundaries pay a special assessment as part of their property taxes to support improvements that benefit property owners and the public alike. By contributing to The Greenway through a stable, streamlined process, BID Members help ensure these 17 acres of greenspace in the heart of downtown remain vibrant, providing the opportunity for advancing a forward-looking and impactful vision for this public space. Greenway BID members also have opportunities to vote on enhancements, supplemental support along the entirety of The Greenway to create a more engaging and activated public realm. The Greenway BID plays an essential role in supporting an appealing, accessible, and vibrant experience in the BID district for all that visit The Greenway to gather, relax, unwind, and explore.

### **About The Greenway and the Greenway Conservancy**

The Greenway is the contemporary public park in the heart of Boston. The Greenway welcomes millions of visitors annually to gather, play, unwind, and explore. [The Greenway Conservancy](#) is the non-profit responsible for the management and care of The Greenway. The majority of the public park's annual budget is generously provided by private sources.

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