



## Roads Diverge art installation brings together art, community and people in Madison

By Paul R. Soglin, Mayor

As we work to get through this cold winter weather, the Madison Children's Museum is a good way to spend a number of hours. If you are heading down there, take a look at the new artwork outside the building.

Are you at a fork in the road wondering which road to take? Try the road less traveled, "Roads Diverge" at the intersection of N. Pinckney and E. Mifflin on the stage at Rotary Centennial Plaza. The City recently installed "Roads Diverge," a playful art piece

made of street signs that reference poems, lyrics, children's games, and common idioms, with sources as diverse as Bob Dylan, T.S. Eliot, Shel Silverstein and Emily Dickinson. Roads Diverge is a project of the Madison Arts Commission, Rotary Club of Madison, and Madison Children's Museum created by collaborative design team including: consulting artist Aaron Stephan, Rotarian and Landscape Architect David Schreiber, City Planner Rebecca Cnare, and Artist and Madison Children's Museum Director of Exhibits, Brenda Baker.

"Roads Diverge" is a great example of the kind of Placemaking opportunities that can bring together art, community and people in a space to explore, play and enjoy our common places. The local design team hoped to take inspiration from consulting artist Aaron Stephan's vision, and create an interesting and fun Placemaking opportunity to enhance the Museum's outdoor stage. Fifty signs in blue and green are set atop the existing light poles to create a word canopy above the stage and provide a lighthearted backdrop to all of the great

activities surrounding Madison Children's Museum. The bright colors and mischievous language tries to speak to visitors of all ages and ask them "Should I stay? Or should I go?"

This new piece is just one example of Placemaking in Madison. Lighter, quicker, cheaper, we are seeing it in neighborhoods around the city. Feel free to share your ideas with me and other city staff. Together we can make this an even better place to live, work and raise a family. Stay warm!

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