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Second Functional Art Bicycle Rack Debuts in Downtown Hollywood

HOLLYWOOD, FL – July 31, 2009 – Cyclists in Historic Downtown Hollywood have a choice of whimsical spots to park their ride with the recent installation of a second functional art bicycle rack.

The eye-catching “Recycle Tree” sculpture, a yearlong project by acclaimed South Florida artist Brian Cumiskey, was installed in late June on the corner of Hollywood Boulevard and 20th Avenue, in front of Anniversary Park.

The 11-foot-tall work of art is fabricated almost entirely from aluminum, most of which is recycled. The tree’s canopy is punctuated with colorful slab glass and topped by a mosaic finial ball created from recycled crockery. “Recycle Tree” can accommodate nine bicycles.

Cumiskey said his work celebrates our “personal relationship” with the most plentiful vehicle on earth, pays homage to the “physical form of tropical vegetation” and acknowledges “our place beneath the canopy of the earth’s environment.”

The City of Hollywood Community Redevelopment Agency (CRA) - Downtown District unveiled its new Functional Art Program, which showcases public art that also serves a public function, in March. Award-winning mosaic artist Robyn Crosfield, owner of Mosaica contemporary craft gallery and mosaic studio in Downtown Hollywood, used thousands of iridized and gold glass tiles in creating a 6-foot “diamond” ring sculpture that doubles as a bicycle rack outside Morningstar’s Jewelers at 2000 Hollywood Boulevard.

Cumiskey and Crosfield were selected by the Downtown Hollywood Business Association’s Design Committee from a field of 13 artists who submitted proposals through a “call to artists” coordinated by the Art and Culture Center of Hollywood.

A native of Longford, Ireland, Cumiskey is a multi-disciplined artist/designer who is formally trained in engineering and engaged in projects ranging from brochure design to large-scale installation art. His previous “Smile to the World” art project brought together 130,000 Irish schoolchildren in creating a 100-foot-long, 18-foot-high “banner of hope and healing for the world.” The banner, a rainbow of some 2,000 paintings by young artists, was displayed in the Dublin City Centre and the lobby of the United Nations headquarters in New York in 2003.

Cumiskey conceived the concept for “Recycle Tree” during a rainy-day visit to Hollywood in June 2008, and its design was inspired in large part by “a powerful sense of place that Hollywood enjoys,” he said. “My hope is that the ‘Recycle Tree’ succeeds in celebrating this creative and joyous energy, becoming a vital part of the streetscape and public art for Hollywood residents and visitors and cyclists all.”

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Functional Art Bicycle Rack

For more information on the Functional Art Program or Downtown Hollywood events or businesses, call 954-921-3016 or visit www.downtownhollywood.com.

The Hollywood Community Redevelopment Agency (CRA) was created under the authority of Florida's Community Redevelopment Act of 1969. The CRA's mission is to encourage economic development through the use of tax increment financing by funding development, special projects and enhanced services that address areas of community concern. The Downtown District was established in 1979 to promote Hollywood's central business district including Historic Hollywood Boulevard, Young Circle and nearby residential neighborhoods. The Downtown District is approximately 580 acres and extends from 22nd Avenue on the west to generally 17th Avenue on the east, Johnson Street on the north and Washington Street on the south.

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