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Functional Art Program to debut in Downtown Hollywood

Downtown CRA will unveil giant "diamond" ring sculpture as bicycle rack

HOLLYWOOD, FL – March 20, 2009 – Downtown Hollywood's Functional Art Program will debut this month with an attention-grabbing 6-foot "diamond" ring sculpture that will serve as a bicycle rack outside Morningstar's Jewelers.

Installation of the concrete monument ring will take place on Thursday, March 26 on the sidewalk in front of the landmark store at 2000 Hollywood Boulevard. Award-winning mosaic artist Robyn Crosfield, owner of Mosaica contemporary fine craft gallery and studio in Downtown Hollywood, plans to start bringing the giant ring to life on Monday, March 30.

Crosfield said it will take several days and thousands of mosaic tiles to make "The Ring" look "as lifelike as possible," using durable gold glass tiles for the band and iridized tiles for the foot-and-a-half-tall "diamond."

"It will look like real gold when it's finished," said Crosfield. "When the sun shines, it's just going to sparkle. It's going to be incredible."

Crosfield's enthusiasm is shared by project sponsor Morningstar's Jewelers.

"We are thrilled to be the project sponsor for an exciting piece of artwork that everybody in the city can enjoy," said business owner and president Louis Morningstar.

"The Ring" is the first project to be unveiled by the City of Hollywood Community Redevelopment Agency (CRA) - Downtown District under the new Functional Art Program. In addition to its dual role as public art that also serves a public purpose, "The Ring" is expected to draw attention to Morningstar's Jewelers, a Downtown Hollywood mainstay for 50 years.

In coming up with the concept for the sculpture, "We envisioned what would best represent our business and what we're all about," said Carole Morningstar, Louis' wife and business administrator. "I think it's going to be awesome, I really do."

Crosfield, who has owned Mosaica, at 2020 Hollywood Boulevard, with her husband James since 1994, specializes in mosaic creations that include mirrors, tables, urns, and floor and wall inlays, and she has created public art for other cities. Crosfield is one of two artists 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 second functional art bicycle rack will be created by acclaimed South Florida artist Brian Cumiskey on the corner of Hollywood Boulevard and 20th Avenue, in front of Anniversary Park.

For more information on the Downtown CRA's Functional Art Program, call 954-921-3016.

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Downtown Hollywood Functional Art Program

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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