

Hibiscus Painting Presentation to the Venice, FL Public Art Advisory Board

By Venice Heritage, Inc.

Purpose

Venice Heritage, Inc. (VHI) is working to raise funds for key historical projects in the Venice area. The main priority right now is the restoration of the Lord-Higel House. Over \$250,000 is still needed to complete this project. VHI would like to present the following project to raise funds not only for current LHH restoration, but as a way to continue a stream of income for future funding.

Inspiration

We'd first like to give you some background on where a similar activity is already successful. Just a 2-hour drive North of Venice sits Dunedin; a quaint, artsy town with many similarities to Venice. If you haven't been recently, you'll notice something new has popped up on buildings and homes throughout the city: oranges. They're both big and small and painted on the buildings in various spots. Some in very overt places, and some hidden.

Why oranges? Dunedin has a history in the citrus industry. A local painter is bringing this history to life with beautifully painted oranges throughout the city. He has painted almost 1,000 oranges on homes and buildings and still has a backlog! Seeing this common theme throughout the city shows a sense of community and pride in *their* history. This also inspires visitors to learn more about Dunedin's past. Reference [Dunedin Orange Pictures](#).

Idea for Venice

VHI would like to bring this to Venice, but as a fundraiser for VHI with an opportunity for various local artists to participate.

Imagine hibiscus flowers painted on homes and buildings throughout the city to demonstrate *our* sense of community and pride in *our* history.

Why hibiscus? In 1966, a specific strain of the hibiscus was created in Venice and named "Venetian Sunset". In November of 1966 it was named the city flower. It's not common knowledge that the hibiscus is the city flower, but it can be with this project! Reference [Hibiscus Images](#).

Details

Through VHI, a building or home owner can submit a purchase to have a hibiscus flower in any color painted on their exterior wall. The layout will be decided by the home owner. They may choose 1 flower, or multiple. The price will vary by size. We will start by offering 12" x 12" sized paintings. We plan on increasing the size options, based on demand.

VHI will work with local artists to paint the hibiscus flowers. The home or building owner will ultimately approve the final location, colors, and layout with the artist.

In Summary

VHI is requesting approval from the City of Venice Public Art Advisory Board to proceed with a fundraising project to allow building and home owners to purchase hibiscus flower paintings for external walls. This will not only help in our mission to support local history, but will also proudly display Venice's strong culture, community, and history.

Dunedin Orange Pictures



Hundredth Orange goes up at Institute for Creative Arts.



Hibiscus Images

