

FOR IMMEDIATE RELEASE

CODAworx Announces Multi-Billion Dollar Public Art Industry, Research Publication *The Economic Power of Public Art*

Copies of the 200+ page publication full of photos, case studies, and data insights are shipping

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Over the last year, CODAworx has been working on *The Economic Power of Public Art*, a 200+ page research publication measuring the size and impact of the public art industry.

This new documentation of the public art industry includes findings that:

- \$4.4 billion dollars in public art commissions occurred in 2023
- Public artists took home approximately \$1.7 billion in fees last year
- Some of the world's best airports also have some of the best public art
- Public art may increase the real estate values of properties near it by more than 30%
- Over 70% of consumers prefer spending money on experiences over material possessions.
- Measurable, positive, health outcomes which can occur when encountering public art
- Were mostly from research focused on the industry in the United States, not accounting for the massive global public art economy

And much more: the experience economy, which reaches citizens and consumers who shop, work, and entertain themselves in communities, may have generated \$12 billion in 2023.

The first edition of this publication has been printed, and copies are now beginning to ship to artists, government leaders, public art commissioners, and other powerful advocates for the industry. A research project including hundreds of photos and an array of case studies, actual price breakdowns, and data representations, *The Economic Power of Public Art* documents the effects of public art divided in nine different impact areas: Tourism, Urban Revitalization, Infrastructure, Sustainability + Environment, Social Equity, Wellness, Public Engagement, Cultural Identity, and Memorials and Monuments.

The Economic Power of Public Art includes research from hundreds of responses to a survey conducted with the help of respected firm [ThinkLab](#) and data from the [CODAworx Project Library](#). CODAworx's library holds information on thousands of commissioned art projects, and with over

350,000 annual online visitors returning to CODAworx, this comprehensive library is a major source of data, making CODAworx a well-positioned authority on the state of the public art industry. .

[CODAworx](#) is on a mission to demonstrate the power of public art to change the world. As the public art industry leader, we provide creative professionals a platform to showcase their work, connect, and find opportunities. Powered by a database showcasing thousands of projects, CODAworx leverages live events, awards programs, publications, data, and digital tools to empower public art in the experience economy.

Press contact:

Kristian Petrov Iliev

Marketing Manager

kristian@codaworx.com

608 716 4348

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