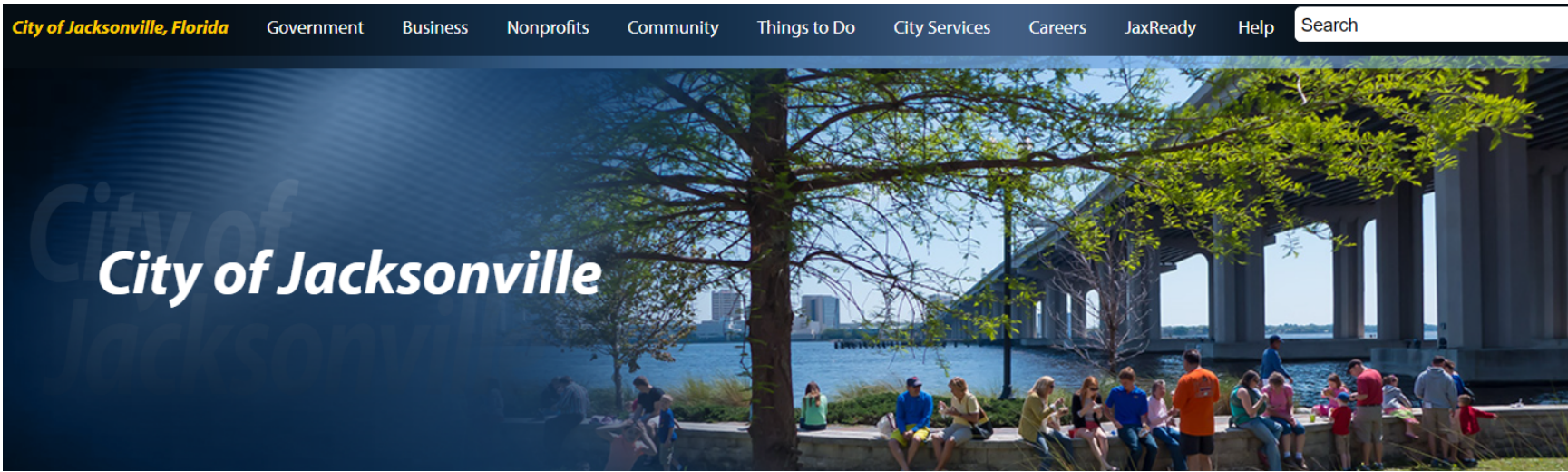




New Downtown Public Art: Laura's Flower Sculpture Assembly And Installation

November 02, 2020

The Cultural Council of Greater Jacksonville and Farah & Farah Reveal 20-Foot-Tall Sculpture on Laura Street. The Cultural Council of Greater Jacksonville in collaboration with Farah & Farah, a leading personal injury law firm founded in Jacksonville, will install and reveal a 20-foot-tall sculpture called Laura's Flower positioned just outside of one of Farah & Farah's offices located at 100 N. Laura St. (at the northwest corner of Forsyth Street). The sculpture is the sixth installation by the Downtown Sculpture Initiative, which partners with private companies to enhance the core city.

Laura's Flower sculpture is named after the daughter of Jacksonville founder Isaiah D. Hart, for whom Laura Street was also named. Farah & Farah and the Cultural Council funded the design and construction of the artwork. Farah & Farah owns and will maintain the sculpture.



Gus and Lina Ocamposilva, a husband-and-wife team from Clearwater, Florida are the visionaries behind the project. Their work includes table-top size pieces — made of clay, cast stone, resin, and steel — and more than 60 public large-scale art sculptures in cities, such as Chicago, New York, Atlanta, Miami and Las Vegas. In 2013, the City of New York invited them to exhibit three 13-foot-tall sculptures designed for the East River Park Promenade in Manhattan.

“Investing in Jacksonville is one of Farah & Farah’s core pillars and greatest honors,” said Eddie Farah, founder and managing partner at Farah & Farah.

“Laura’s Flower is the second sculpture that our firm has backed in the last five years to support the beautification and development of downtown Jacksonville. We’re proud to be a part of this project and look forward to the enhancement it will bring to the downtown scenery!”

Laura’s Flower combines elements of abstract and figurative, classic and contemporary forms. The hand-textured aluminum material is configured to appear soft and fluid. The curved forms incorporate tubes, exposed bolts and applied color, meant to enliven the sculpture and surrounding area.

The Cultural Council is the local arts agency for Northeast Florida. The public art program manages the City's Art in Public Places program and assists private developers, donors, and other agencies with public art projects.

