

Traffic Boxes: Fun Public Art

The City of Pembroke Pines' latest Public Art Project – Traffic Box Wraps is catching the eyes of residents and visitors. The City's Arts and Culture Advisory Board created the theme "What Makes Pembroke Pines a 'Happy City' after the city was named one of the Happiest City's in South Florida in 2019 and 2020 by online personal finance website WalletHub. Once the theme was chosen, the creative artwork began and the 14 boxes are now ready for all to enjoy.

The City commissioned Artist John Potter, an Illustrator and Graphic



Designer, to create designs for traffic boxes wrapped at 10 locations. For six of the designs, the artist incorporated a QR code which creates an interactive experience. Residents can walk over to various boxes, download the "Eyejack" app from the App Store (iPhone or Android), hover their phone camera over the designs and watch the images come to life.

"We are very excited not only about the beautiful and creative designs from John, but having some of them come to life in this truly unique approach is amazing," said Holly Bonkowski, Assistant Director of Cultural Arts. "It a fun way for our community to engage with this public art."

The Arts and Culture Advisory Board has been tasked with bringing ideas and themes for the next set of traffic box wraps. The traffic boxes (with QR code are bolded) currently wrapped are located at:



- Flamingo Rd & Pines Blvd**
- Palm Avenue & Taft Street**
- University Drive & Pines Blvd**
- Pembroke Rd. & 72nd Ave**
- University Drive & Pembroke Rd
- Hiatus Rd & Johnson Street**
- Pines Blvd & 145th Ave
- Pines Blvd. & 196th Ave
- Pines Blvd. & 172nd Ave**
- Sheridan Street & 184th Ave**

Some examples of the traffic box art include: The University Drive and Pines Blvd. box depicts the variety of sports offered throughout the

city, particularly for the youth. The Pembroke Road and SW 72nd Ave. box references the city's historical North Perry Airport which has a long standing relationship with the U.S. Armed Forces and its use as an auxiliary training facility for the naval air station. And, the University Drive and Pembroke Road box depicts the city's vibrant public parks system, complete with playgrounds and recreational equipment. Each of these and the other boxes have been featured on the city's social media platforms.



Pembroke Pines City Commission

From left to right: Thomas Good (Vice Mayor - District 1), Angelo Castillo (District 4), Mayor Frank C. Ortis, Iris A. Siple (District 3), Jay D. Schwartz (District 2)

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