

## HEALDSBURG PUBLIC ART GRANT PROGRAM

# Lil' MoHA

## A Free Little Art Gallery for Healdsburg

Art, in its many forms, is a universal language that connects and inspires people. Recognizing this, we propose to establish the **Lil' MoHA** (Little Museum of Healdsburg Art) on East Street in Healdsburg, a project aimed at democratizing art and fostering a community of creativity and sharing. The Free Little Art Gallery (FLAG) concept is akin to the popular Little Free Library, but with a focus on small artworks instead of books. The **Lil' MoHA** will be a space where anyone can contribute or take home small pieces of art. It's a testament to the belief that art should be accessible to all, irrespective of one's background or expertise.

The primary objective of **Lil' MoHA** is to:

- Encourage community members to engage in artistic creation, regardless of their skill level.
- Foster a sense of community through the sharing and appreciation of local art.
- Make art accessible to everyone, highlighting that art ownership and creation are not limited to those with formal training or financial means.

**Location and Structure:** The **Lil' MoHA** will be located at 316 East Street, on private property easily accessible from the public sidewalk. The location at the corner of East Street and Plaza Street is convenient to residents, tourists, students, and visitors to the Healdsburg Senior Center. It's also just off the Plaza where many galleries (with much larger pieces of art) are located. While we don't have the budget to hire the latest architect, the gallery will be a weatherproof, visually appealing structure securely mounted to a post or fence. See the attached sketch for our vision of the structure.

**Community Involvement:** Local artists, schools, and community groups will be invited to contribute to the **Lil' MoHA**. The ethos "Take Art. Leave Art. Love Art" along with information about how to participate will be clearly displayed at the site. Special thematic "exhibitions" will be organized to inspire and educate community members about creating art.

**Promotion and Awareness:** The initiative will be promoted through local media, social networks, and community events to encourage participation. Many Free Little Art Galleries have an online presence on Instagram or Facebook (search for #freelittleartgallery for examples).



Above: Examples of existing Free Little Art Galleries

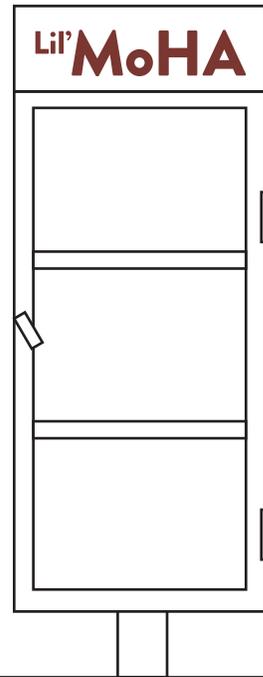
### What's a Free Little Art Gallery (FLAG)?

The Free Little Art Gallery website ([freelittleartgalleries.art](http://freelittleartgalleries.art)) provides information about the global art movement. There's no official organization, and each of the 415 mapped locations have been built and maintained by individuals or organizations around the world. The closest gallery to Healdsburg is located in Santa Rosa. See the online map for more locations.

**Artwork Guidelines:** The art pieces should be small enough to fit within the gallery space. All forms of art are welcome — paintings, sculptures, pottery, crafts, etc. The key is that they should be made with the intention of sharing and spreading joy. We intend to initially set the structure up to contain one shelf for paintings and drawings, and a second shelf for a “sculpture gallery.” The goal is that there is a constant rotation of artwork.

**Maintenance and Management:** Residents at 316 East Street and other recruited volunteers will oversee the maintenance and regular organization of the gallery. This will ensure that the space remains a welcoming and inspiring place for all, always containing new and rotating artwork.

The Free Little Art Gallery on East Street will not just be a place for art exchange; it will symbolize a community’s commitment to inclusivity, creativity, and shared joy. It will be a testament to the idea that art is for everyone — to create, to own, and to enjoy. We look forward to making this vision a reality and seeing the diverse expressions of our community’s talents and passions.



Above: Sketch of Lil’MoHA

**Project Contact**

Noah Jeppson  
 316 East Street, Healdsburg, CA 95448  
 214-300-5735  
 noah.jeppson@gmail.com

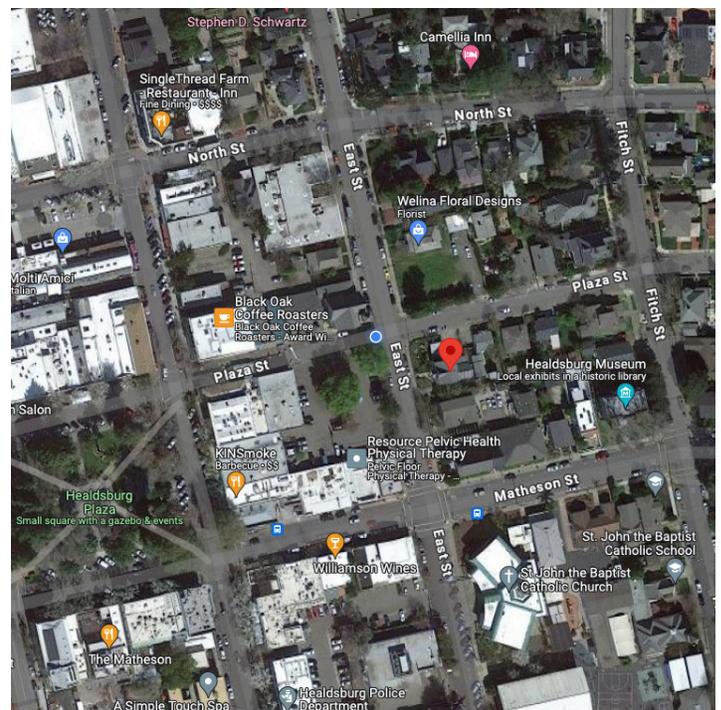
**Project Budget**

TOTAL for Supplies                      \$700.00

**Project Timeline**

Construction/Installation              April-June 2024

Project Completion                      June 28, 2024



Above: Proposed Location of Lil’MoHA