

FOR IMMEDIATE RELEASE

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New Leaf Society sculpts new look for Burlington, N.C., traffic circle

BURLINGTON, NC (July 24, 2013) - New Leaf Society recently completed landscaping of the Boone Station Drive traffic circle, including the installation of new public artwork purchased at the Alamance County Arts Council's 2012 Willow Walk. The City of Burlington has also approved the naming of the traffic circle in honor of New Leaf Society and in recognition of their beautification efforts in Alamance County. The roundabout will officially be called "New Leaf Circle."

"We wanted to make the entire traffic circle into an art piece," said New Leaf Society President Rett Davis. "The site is a prominent landmark in the city of Burlington, as well as a well-traveled entrance to Alamance Crossing, one of our primary economic centers. We thought the art piece coupled with seasonal landscaping would make a statement both about New Leaf Society's commitment to the beauty of our city and about the pride our citizens take in our growing community."

Anchoring the newly designed landscape of the traffic circle is sculptor Jeff Hackney's work, "Chasing the Wind" - an artistically rendered tricycle made out of steel and bronze. To highlight the piece, the topography of the circle has been raised and the piece offset, making it more visible to moving traffic. Three "wheel trails" create the illusion of depth, distance and movement. The "wheel trails," or paths, will be seasonally landscaped four times a year and will be funded and maintained by New Leaf Society.

New Leaf Society selected the site because of its visibility and because it was the first site established as a location for public art in partnership with the Alamance County Arts Council and the City of Burlington. Completed in 2010, the first installation of art included a sculpture called "Let's Build It Together" by North Carolina sculptor Michael Waller.

Alamance County Arts Council Executive Director Cary Worthy believes the new landscaping and sculpture placement will create a landmark for the community. “We went into the 2012 Willow Walk with the objective of selecting a new sculpture that would suit the Boone Station Drive traffic circle,” said Worthy. “When we found Hackney’s tricycle, we knew it would be just the right statement for that space. The partnership of public art and landscape art has created a showpiece for our city.”

The new arrangement with the City of Burlington gives New Leaf Society naming rights, permission to place permanent signage and landscape maintenance responsibilities.

About New Leaf Society

New Leaf Society is a non-profit organization focused on enhancing the quality of life in Alamance County through unique beautification projects in high-visibility areas. To learn more about their mission and accomplishments, visit their website (www.newleafsociety.org).

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