

THOMAS DANE GALLERY

Elda Silva, "Linda Pace honored with artwork near Main Plaza", My SA, December 24, 2013

SAN ANTONIO — Those familiar with the art and writing of the late Linda Pace know her favorite color was red.

Perhaps it's only fitting then that the first large-scale public art installation by the [Linda Pace Foundation](#) is an abstract work painted entirely in that vibrant hue.

"Adam," a 25-feet-high and 98-feet-wide piece by internationally acclaimed artist [Arturo Herrera](#), has been installed in view of Main Plaza on the side of the [Frost Bank Tower's](#) parking garage. A dedication ceremony was held Dec. 14.

Painted directly on the wall, the piece will be displayed for three years.

"It's sort of a public face for the institution and a kind of democratic gesture as well because it's free to everybody," said [Maura Reilly](#), executive director of the foundation, which provides funding for Artpace, CHRISpark, the exhibition of Pace's contemporary art collection and work by contemporary artists.

Born in Venezuela, Herrera, 54, currently lives in Berlin. He first came to San Antonio in 2000 as an Artpace resident. More recently, the Linda Pace Foundation presented an exhibit of Herrera's work, including pieces from Linda Pace's collection. Herrera has had solo shows at [Dia Center for the Arts](#) and the [Whitney Museum of American Art](#) in New York, and the [Hammer Museum](#) at the [University of California, Los Angeles](#), among other institutions.

Herrera, who was friends with Pace, originally created "Adam" for a two-artist show in Berlin. He chose the color red for its dynamic quality.

"'Adam,' to me, always was red because it's about this energy field ... I thought, 'Red, it's about life, basically.' And then when they came and they were interested in the piece, I thought, 'Oh, my god. This is, in a sense, in perfect relation to Linda's idea of red as a spiritual color, as a physical color.'"

Herrera scouted potential locations for the wall. Ultimately, he chose the parking garage wall because of its proximity to Main Plaza, a gathering place where the painting can be seen by both pedestrians and motorists.

"We thought that is a very important area," Herrera said. "The building has always been there, but I think by bringing some color and some movement, people will look up and it will in a sense activate the area."

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Public Art San Antonio manager [James LeFlore](#) approached [Tom Frost III](#), senior executive vice president of Frost Bank, about the possibility of making the wall available for the project. Bank management approved the idea, said Frost, an arts patron who has served as chairman of the [Blue Star Contemporary Art Museum](#).

The foundation chose Herrera's wall painting for its first public art project in part because of “the history of muralism in San Antonio and the importance of public work here,” Reilly said. “So it became a kind of wonderful opportunity for a contemporary artist to be part of that long historical dialogue.”

Using stencils from a sketch created by Herrera, sign painter and consultant [Norm Laich](#) painted “Adam” on the wall. Herrera has been working with Laich, who is from Los Angeles, since 2001.