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www.cityofmadison.com/mac

BLINK Grant Application

Applicant Information

Name Emily Leach and Ben Orozco
 Address (no P.O. boxes) 802 Williamson St. APT 4
 City/State/Zip Madison, WI 53703
 Phone (781) -789 - 0005
 Email eleach@wisc.edu

Project Description

Project Title Something (nothing will come of nothing)
 Location(s) Starting Block, 821 E Washington Ave.,

Start date/time _____ End date/time _____

Project costs:

_____ \$ _____

_____ \$ _____

_____ \$ _____

Additional project income (if any):

_____ \$ _____

_____ \$ _____

_____ \$ _____

Amount requested from MAC

Estimated Total Costs / Income

Do you have the necessary insurance coverage?

Yes No

Do you have all necessary permits and permissions?

Yes No In progress

Deadlines

- Deadlines are: February 1, June 1, and October 1
- All application materials must be emailed to the Madison Arts Commission (madisonarts@cityofmadison.com) by 4:30 pm on the day of the deadline.



"The Beehive Project" by Chele Isaac, was an interactive public art project consisting of a large scale beehive, featuring a queen bee inside typing a story on an old typewriter. The public participated by helping to write the story.

Madison Arts Commission

The City of Madison (MAC) recognizes the unique value of the arts and the contribution they make to the quality of life within our community. Madison Arts Commission was created by ordinance in 1974, to advise the Mayor, Common Council and city agencies on matters which relate to the creation, presentation and funding of public art.

Conceptual Approach

Something (nothing will come of nothing) is an installation honoring Madison's history of industry and progressivism. The wording of the piece ("nothing will come of nothing") ironically insists that even the smallest act is a significant one. The piece will be installed in a window-space, viewable from the street, along driving or walking commutes leading to the Wisconsin State Capitol. Neon is a high impact medium that demands attention, even in its ubiquity. The piece will disrupt and galvanize the daily routines of Madison residents and affirm the value of labor. Using fog machines to obscure and eventually erase the text stimulates the curiosity of viewers and reinforces the significance of the phrase; ultimately, something is created out of nothing.

Project Description (400 words or less)

Something (nothing will come of nothing) is an installation composed of neon lettering and ephemeral effects created by a fog machine. The type, rendered in white neon, will be obscured and eventually disappear as the density of fog increases.

Depending on the approved location, the piece will either be wall-mounted or suspended within a freestanding plexiglass structure. It will be constructed on a human scale, able to fit within standard interior spaces. The wall-piece will be approximately 10 feet wide, or fitted to the dimensions of the window space, and the freestanding structure would be built approximately 10 feet wide by 7 feet tall and 5 feet deep. The first iteration of the project was wall-mounted and 75 inches wide.

The piece will shut down from 12-5 a.m. every day of its duration, depending on the needs of the municipal ordinance, in order to conserve energy. Fog will be released incrementally using an Arduino microcontroller to automate the process, until the type is fully obscured or barely legible. An attendant will occasionally need to refill the fog machine. Following the fog effect, it will naturally dissipate or an automated fan/vent will be used to lower the concentration.

Depending on the permissions gathered for the proposed spaces, we would like to have the work open for three to five weeks.

We will use marketing costs to pay for documentation for postcards or posters of the installation after the installation is complete.

Emily Leach 802 Williamson St Apt #4
Madison, WI 53703
eleach@wisc.edu
781 789 0005

Education

Bachelor of Fine Art
University of Wisconsin-Madison
GPA: 3.96/4.00
Graduation Date: May 2019

2017 **Inspiration and Expiration with Stine Bidstrup**
Hot Glass Workshop, Haystack Mountain School of Crafts, Deer Isle, ME

2014-2016 **Madison Area Technical College, Madison, WI**
Completed Liberal Arts Transfer Program.

2013-2014 **University of Wisconsin-Madison, Madison, WI**
Completed coursework as Special Student.

2008-2011 **Swarthmore College, Swarthmore, PA**
Completed coursework towards a Bachelor's Degree in Studio Art.

Teaching Experience

Fall 2018 **Teaching Assistant**
ART 354: Glassworking
Will assist with technical instruction, mentoring students and running practice sessions.

2017-2018 **Teaching Assistant**
Glassblowing Workshop for students with Parkinson's disease
University of Wisconsin-Madison, Madison, WI

Work Experience

2017-present **Studio Assistant for Helen Lee**
Madison, WI

2015-2016 **Communications and Strategic Marketing Intern**
Madison Area Technical College, Madison, WI

2011 **Archive Assistant**
Swarthmore College Friends' Historical Library, Swarthmore, PA

2008-2011 **Circulation Services Assistant**
Swarthmore College McCabe Library, Swarthmore, PA

Honors

2017-2018 Dean's List at University of Wisconsin-Madison

2014-2016 Dean's List at Madison Area Technical College

Ben Orozco 454 W Gilman St. #4
Madison, WI 53703
borozco@wisc.edu
608 213 7665

Portfolio benorozco.com

Education **Bachelors of Fine Art**
University of Wisconsin–Madison
GPA: 3.88/4.00
Graduation Date: May 2019

2018 **Illuminated Fantasies with Cédric Ginard and Wayne Stratman**
Intermediate Flameworking and Plasma Workshop, Pilchuck Glass School,
Stanwood, WA

2017 **Signz of the Timez with Leo Tecosky**
Intermediate Neon Workshop, UrbanGlass, Brooklyn, NY

Work Experience

2016–present **Studio Assistant/Fabricator for Helen Lee**
Madison, WI
Studio assistance, graphic design, documentation, and fabrication for
Assistant Professor of Glass Helen Lee.

2016–present **Graphic Designer at StudentPrint**
Madison, WI
In-house design, client design, and technical assistance for team members.
Worked flexibly on multiple projects simultaneously, allowing StudentPrint to
deliver a wide range of services to the campus and Madison community.

2016–present **Graphic Designer at the UW-Madison Glass Lab**
Madison, WI
Design posters and promotional materials for visiting artists, exhibitions and
events, update and maintain WordPress sites and photograph documentation.

Teaching Experience

2017 **Teaching Assistant for ART 454: Neon**
Assisted teaching fundamental bending techniques, facilitated installations,
designed patterns for students, and assisted students in troubleshooting projects.

Solo Exhibitions

2017-2018 **Tropicalia**
Memorial Union Class of 1925 Gallery, University of Wisconsin–Madison,
Madison, WI

Exhibitions

- 2018 ***Make A Mark Exhibition***
100state, Madison, Wisconsin
- Chroma***
Madison Museum of Contemporary Art, Madison, Wisconsin
- Balance: UW-Madison Light Biennial***
Stock Pavillion, University of Wisconsin–Madison, Madison, WI
- 2017 ***Myth or Magic: Neon Exhibition***
Elvejem Curatorial Lab, Chazen Museum of Art, Madison, WI
- Good Versus Evil: Neon Exhibition***
Elvejem Curatorial Lab, Chazen Museum of Art, Madison, WI
- 2017 WUD Student Art Show***
Gallery 1308, Union South, University of Wisconsin–Madison, Madison, WI
- 2016 ***Gl@ss Exhibition***
Art Lofts, University of Wisconsin–Madison, Madison, WI
- Madison Children’s Museum Neon Exhibition***
Madison Children’s Museum, Madison, WI

Writings About Work

- 2018 Scott Gordon, “Ben Orozco’s leafy neon lexicon,” **Tone Madison**, January 16, 2018.
- 2016 Frankie Hermanek, “UW Neon Artists bring kids’ drawings to light,” **Badger Herald**,
September 6, 2016.

Awards/Honors

- 2014–2018 Dean’s List
- 2017 WUD Art Student Show Committee Choice Award (\$100)
Carrie Jones Cady Scholarship for proficiency in Illustration (\$3000)
George Joseph Cramer Scholarship for proficiency in Glass (\$1000)
- 2016 Carrie Jones Cady Scholarship for proficiency in Illustration (\$1250)
George Joseph Cramer Scholarship for proficiency in Glass (\$1000)

Extracurriculars

- 2014–present **AIGA (American Institute of Graphic Arts) Member**
Professional Organization of Graphic Designers
- 2016–2017 **President of AIGA UW–Madison**
2017–2018 **Vice President of AIGA UW–Madison**

Blink Grant Application
Slide Information
Ben Orozco and Emily Leach

Slide list sorted by file name (Lastname_BGA_#).

Leach_BGA_1.jpg

Emily Leach

Trace (Reading the Sequence)

2018

Projector, powdered graphite, black fabric, fog machine

Dimensions variable

This piece demonstrates an earlier exploration of the ephemeral effects of light and fog.

Orozco_BGA_2.jpg

Ben Orozco

Tropic V

2017

argon, 10mm glass, steel

60" x 60" x 84"

Installation view from "Tropicalia."

For video of installation, [follow this link](#).

This piece demonstrates neon and metal fabrication skills, while also showcasing our shared interest in neon as a playful and sculptural medium.

OrozcoLeach_BGA_3.jpg, OrozcoLeach_BGA_4.jpg, OrozcoLeach_BGA_5.jpg

Ben Orozco and Emily Leach

Something (nothing will come of nothing)

2018

argon, 8mm glass

75" x 3.5"

For video of installation, [follow this link](#).

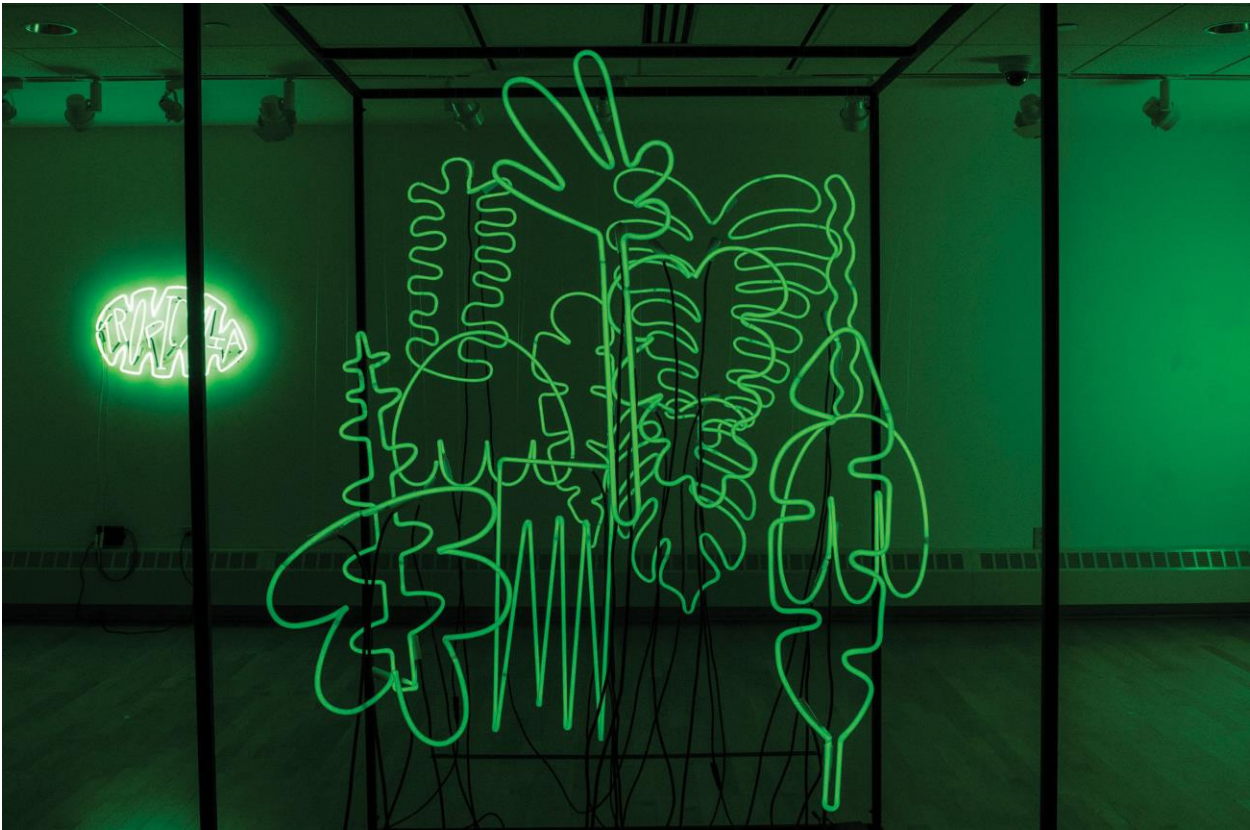
This is an earlier iteration of *Something (nothing will come of nothing)*. Over the course of twenty minutes in the video, the fog entirely obscures the text. In a subsequent version, when the piece was mounted on a white wall, the contrast was so low that the text disappeared entirely.

These recent explorations have been very informative to how we will approach installing the final version for the Blink grant.

Leach_BGA_1.jpg



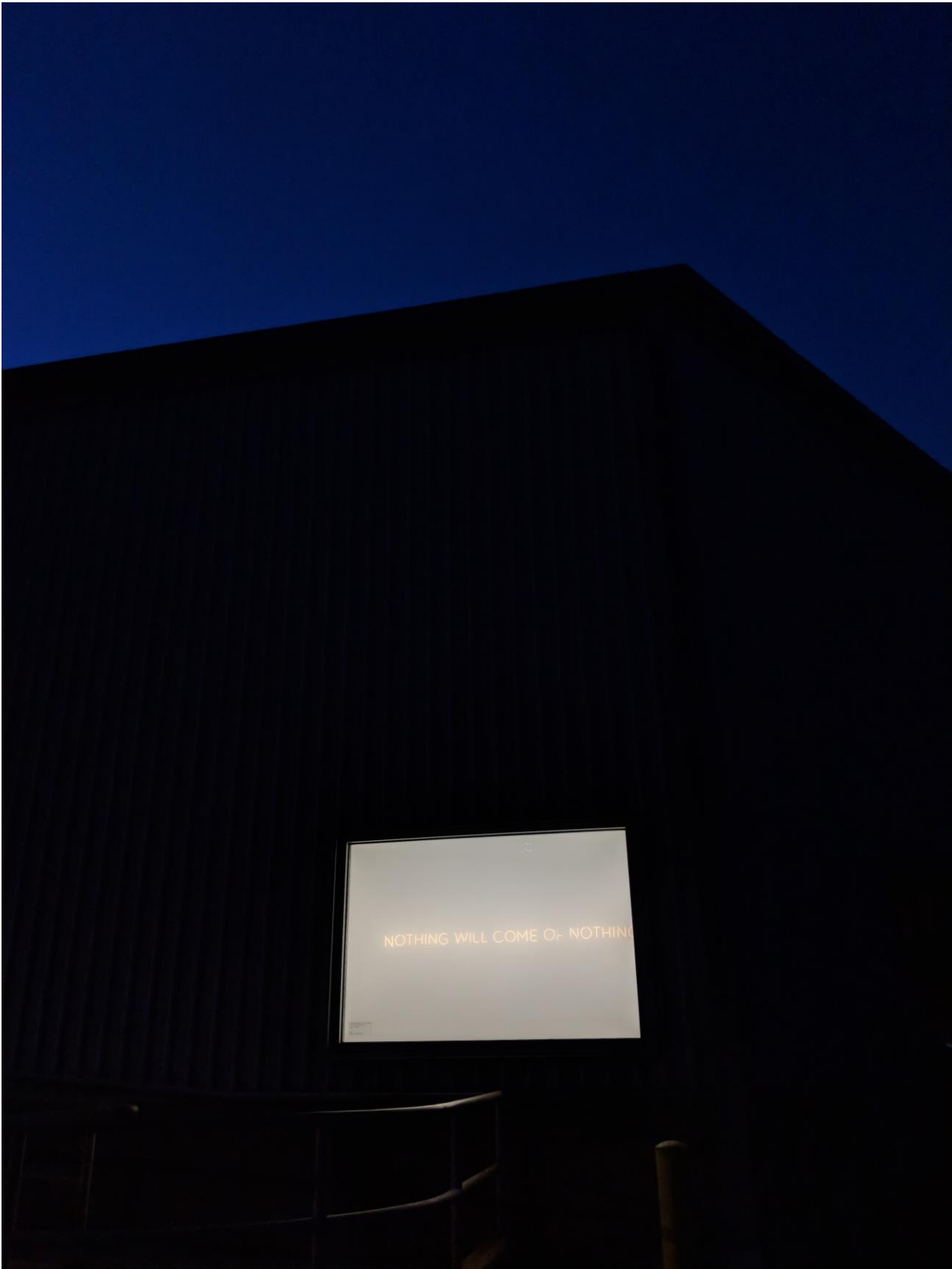
Orozco_BGA_2.jpg



OrozcoLeach_BGA_3.jpg



OrozcoLeach_BGA_4.jpg



OrozcoLeach_BGA_5.jpg



BGA_MockUp Night.jpeg

