

PASTURE AND PLENTY

Christy McKenzie
Owner | Pasture and Plenty
Mad Local Food Group, LLC
pastureandplenty.com | 608.665.3770
2433 University Ave | Madison, WI 53726

July 7, 2020

Dear Arts Commissioners,

Please find a statement of purpose here for a 6-week public art installation at the building at 2433 University (the corner of Highland and University Ave). Installed September - October 2020, or sooner if timelines allow.

We are inspired to create a piece of community art to explore public grief, hope and resilience, in the wake of George Floyd's death and the awakening we have had as a community to the Black Lives Matter movement, in the cultural context of pandemic, where so many were already grieving loss and life change. We have held this idea gently, as we worked to explore our call to create a shared piece. Knowing that the community on the West side of Madison is a majority white community, we wanted to be thoughtful about how to integrate the deep draw we feel to commit to change, to share and expose our grief and the processing so many of us are just beginning to work on, individually, in our businesses, neighborhoods and community. We are motivated to find ways to express the grief and commitment that our community is feeling in solidarity with communities around the country. We are moved to create art inspired by the work of Christo, who along with his partner Claude wrapped buildings and monuments in shrouds of fabric. The image of the shroud, as a symbol of respect for life lost. We are inspired by the concept of Tragic Optimism. That out of extraordinary pain, can come fundamental change and good.

YOU CAN'T BUY HAPPINESS, BUT YOU CAN BUY LOCAL.
~ unknown

Collaboration

Christy McKenzie (Business owner, and representative of property group ownership) and Designer Michael Ford have come together to create a concept, which will weave together M. Ford's work expressed through his W(Rap) line of fabrics that visualize the rhyming patterns of important lyrics as prints.

Community Engagement

We will crowdsource swaths of black fabric from community members and ask them to weave in, print or otherwise embed a message of grief or hope in the pieces of fabric they donate to the artwork. M. Ford will take the pieces and weave them into an art installation that integrates his fabric, which will be based on a lyric, poem or speech we select to ground the work.

Timeline

With your approval, we would submit the artwork for commission approval as soon as possible. It is our goal to crowdsource material in the coming weeks, and provide M. Ford the resources to execute and install as early as late August.

Location

Art installation would wrap the column, drape across the Highland exterior wall of the building at 2433 University Ave.



Sincerely,

Christy McKenzie & Michael Ford