



6.22.2021

To Whom it May Concern,

I would first like to acknowledge the prestigious portfolio of The Neutral Project. Their work is of the highest caliber, and it is a pleasure to write this letter in support of a public art mural wall as part of the new Bakers Place development. I applaud the mission of The Neutral Project “to leave the cosmos better than when we found it by creating a novel sustainable development company to revitalize our built environment.” The sustainable building and living practices of this structure, including the use of “Mass Timber” construction to reduce carbon emissions during construction, are both admirable and forward thinking.

I met Nate Helbach and Tyler Warner early in 2020 after I became aware of the Bakers Place development through speaking with Chuck Chvala. Throughout last year we stayed connected through virtual meetings discussing potential art potential for this site. I was delighted to speak further with them about the mission of the Madison Public Art Project to support artists through commissioned projects, and how our nonprofit could support art programming at this site. In mid-2021, after reviewing the project renderings and architectural plans, we began the art budgeting, art schedule, and the mural’s scope of work. During all our interactions I found this team to be highly professional, energetic, and full of fresh ideas. I am delighted to endorse this mural, which I believe will have an important, positive impact in the community.

I look forward to supporting this public art project which will highlight the history of this site. The preservation of Gardner Bakery and the addition of the new buildings will be a key part of the evolution of the Capital East District Corridor. This is an exciting artistic opportunity. The Madison Public Art Project will work together with the Bakers Place team to support the artistic process, culminating in a 28 x 63-foot commissioned mural.

At a time when there is so much development occurring, I want to support projects that pay tribute to our collective history. There is no shortage of mural art, but people also want art that has meaning. Public art has the power to illuminate our history, and diversity, as well as to lift our community. I am confident that we will create a mural that is both beautiful *and* meaningful. Art inspires us, unifies us, and connects us all to the universal human experience. This will be a mural that highlights our community’s narrative,

celebrates the site, and showcases another aspect of why Madison is a unique and beautiful place to live. I believe this prominent mural will encourage people to reflect on their own lives, and forge stronger connections with each other.

As a public art leader, I have witnessed first-hand the tremendous capacity of the arts to connect a community. This is a special mural project that will enrich the experience of living in Madison. In conclusion, this project has great merit and I lend my full and steadfast support to it. This will be a family friendly, neighborhood mural, that can be enjoyed outdoors in any season at no cost by residents and visitors alike, whether on foot, by bike, or when driving down the street. This exemplifies an accessible project demonstrating how public art is for everyone. I look forward to seeing this wall come to life as a public art mural and the vibrancy it will create in our Madison community!

Sincerely,

A handwritten signature in cursive script that reads "Jillian Talarczyk".

Jillian Talarczyk

Pronouns: she.her.hers

President & Creative Director

Madison Public Art Project

Phone: 646.245.9769

Email: info@MadisonPublicArtProject.com