

**2013
Art in Public
Places Projects
APPLICATION**

Madison Arts Commission
City of Madison Department of Planning and
Community and Economic Development
Planning Division
215 Martin Luther King, Jr. Blvd., Suite LL-100
P.O. Box 2985, Madison WI 53701-2985
Phone: (608) 261-9134
Fax: (608) 267-8739
www.cityofmadison.com/mac



APPLICANT ORGANIZATION

Madison Public Library Foundation

PROJECT CONTACT NAME AND TITLE

Jennifer J Collins, Executive Director

IS THIS CONTACT A STAFF PERSON WHO IS PAID FOR THEIR WORK WITH THE APPLICANT ORGANIZATION?

YES NO

IF NO, PLEASE DESCRIBE CONTACT'S STATUS WITHIN THE ORGANIZATION:

APPLICANT STREET ADDRESS / CITY / STATE / ZIP

201 W. Mifflin Street

APPLICANT PHONE

608-266-6318

CONTACT PHONE

APPLICANT EMAIL

Jcollins@mplfoundation.org

CONTACT EMAIL

APPLICANT WEBSITE

mplfoundation.org

GRANT AMOUNT REQUESTED: (\$10,000)

10000

APPLICANT MATCH (AT LEAST \$10,000):

CASH	5000
IN-KIND	5000
TOTAL MATCH	10000

APPLICANT'S FISCAL YEAR 2013 ORGANIZATIONAL BUDGET:

250,000

ELECTRONIC SIGNATURE (NAME) OF PERSON WHO CAN LEGALLY OBLIGATE THE ORGANIZATION

Jennifer J Collins

Application Questions:

1. What kind of public art project will be created for the site?
- Existing Work
 - Site Specific Work That Commissioned for the Space
 - A Combination of Both Types of Work

2. If you will commission new work, within what fee range will you pay the commissioned artist(s)?

\$13000

3. Which of the following types of artists will you engage in this program?
- Established Artists
 - Emerging Artists
 - Both Established and Emerging Artists

4. Describe the proposed work of art and required materials:

We are proposing a site specific sculpture made out of Tetra Pak by artist Victor Castro. This is the material used for cartons for broth, soup, shelf stable milk, etc, and Victor uses it to create temporary and permanent "social sculptures" <http://campaign.tetrapak.com/lifeofapackage/what-its-made-of/>

To create excitement, the materials for this piece will be gathered by engaging the community in the process. The call will go out for donations of Tetra Pak, and the artist will create a video to help market the materials collection process. See sample video here...<http://vimeo.com/70883632>

The artist will host workshops in the space to get the community involved in design and preparing materials for the new work. One of the unique things about this process/piece is that the community members are not just spectators of the final result, but rather, involved participants in each stage of the process.

The sculpture will be hung in the ceiling space of the walkway in front of the new library. See attached photo. As the packages are turned inside out, the silver linings create a luminescent and reflective quality and the boxes three-dimensional nature provides lots of visual interest. The space has both natural and artificial light to create a great variety of reflective effects.

The artist has worked successfully with communities in Mexico, Peru and now the United States to create highly recognized pieces out of recycled materials. The artist does not use the term recycled, but feels materials have multiple uses and lives. He has also worked with diverse populations, which will inform this project in the underserved Meadowood neighborhood.

Artist Statement "For the last ten years, the focus of my work has been community-generated social sculpture projects, many of them large-scale. Community engagement and teamwork are crucial to each of my projects, as the people I collaborate with gather, process, and transform materials, building a sculpture piece by piece, while also making decisions about the final result. Each member of the community chooses her/his own level involvement in my projects.

Having lived and worked in Madison, WI since July of 2012, I have been continually impressed by the strong sense of community I've encountered here, and I believe that Madison is an ideal venue for the community-based projects I've detailed above. This is why I would like to propose a new project here, at the Madison Public Library's new Meadowridge location. Specifically, I'd like to construct an abstract 3D mural (relief) made from Tetra Pack, which will cover the four walls and the ceiling of the entrance hall of the new Library. This piece will be designed with the community, and the processes of gathering and transforming materials will take place there. Contact and exchange between community members will be a core element of this creative process, and each participant will discover new forms of communication and interaction.

With the support of the Madison Arts Commission, I would actualize this project and showcase the powers of communal and creative engagement."

5. What is the goal of your project?

The goal is create a site specific permanent artwork for the Meadowridge Library that invites community engagement in the artistic process.

6. What is the timeline for your project?

Materials workshops and collection will begin in fall 2013 with installation in Spring/ summer 2014.

7. Describe the professional experience of the proposed artist OR the process you will use to guaranty a highly qualified artist:

Victor Castro is a nationally recognized artist born in Monterrey, Mexico and is now living in Madison, WI. He has been a working artist since 1997, creating "social sculptures" from collected materials in exhibits all over the western hemisphere. He is establishing his career here in Madison, WI, and is working with the library on this and several other community/ library projects. His CV is attached, as is a portfolio of sample work. <http://www.artslant.com/global/artists/show/22232-victor-castro>

8. Describe the proposed site for this project and explain why it is appropriate for the work of art. How the work of art would enhance the location:

Like many local/ branch libraries, the Meadowridge Library sits in a strip mall at 5740 Raymond Road. While the interior of the library will have a thoughtful and exciting architectural design in the new location, the exterior presence will continue to have the feel of the existing strip mall. This publicly accessible piece enhancing the walkway entrance outside the library's doors will create a magnetic and interactive entry point of the library.

9. How will the work of art fit with neighborhood and City goals?

The neighborhood is exceptionally supportive of the renovation of the library and neighborhood center. Four neighborhood associations are represented on the volunteer steering committee designated to raise funds fo the new Meadowridge Library. The City of Madison and the mayor's office have specifically focused on improving neighborhood resources for Meadowood since the closure of Ace Hardware was announced last year. Investing in educational and health resources is critical to the vitality of the surrounding community. This project in particular meets the framework of public art goals by using a local artists to work with patrons on art-making activities. In addition, the new work by Victor Castro will contribute to the city's goal of place-making, designating the new library creative centerpiece and gathering place for community.

10. How long do you anticipate the project lasting (number of years)?

The work will be exhibited for a minimum of 10 years, which is the lease arrangement for the new space.

11. How will you know this project is successful?

Success will be measured by:
Community participation in the artistic process;
Long-term engagement between the community and the artist;
Public interaction and reaction with the new work.

12. How do you plan on contextualizing the artwork for the casual passerby? (for example - downloadable podcast or info on website, artist statement available someplace nearby, etc.)

The casual passerby is the intended audience for this piece. We want library visitors and non-visitors alike to enjoy the artwork. Information on the artists, the process and the artwork will be available by video on the library website, and in written form inside the library.

13. What maintenance costs do you anticipate in the course of the work's life and what is your plan to pay for them?

Maintenance of the library owned artworks is budgeted through the annual operating budget. We plan to engage the artist in maintenance.

14. What is your plan for the work's end of life?

We will keep the piece at the library site for the life of the new library location - 10 years or more.
We will keep a photographic and video record for documentation.
The components can be recycled at the pieces' end of life.



MEADOWRIDGE BRANCH LIBRARY & MEADOWOOD NEIGHBORHOOD CENTER

FLOOR PLAN
 N.T.S.
 June 20, 2013
 Engberg Anderson Project No. 132273.00

Victor Castro

Monterrey, México 1974

Currently living and working in Madison, Wisconsin

usgathering@gmail.com

706.347.4495

Studies / Residencies

- 2010** Vermont Studio Center.
- 2003** M.A. in Museum Studies, Universidad de Valladolid.
- 2000-02** M.A. in Education, Universidad Autónoma de Nuevo León.
- 1993-97** B.A. Visual Arts, Universidad de Monterrey.

Solo Exhibitions/Projects

- 2011** Self-Portrait of a Community in a Given Time, Jardín Borda, Instituto de Cultura de Morelos & Colegio Cristóbal Colón, Cuernavaca, Morelos, México.
- 2010** 2211 Días en Lima, Galería [e]Star, Lima, Perú.
- 2009** Simulations of Transformation, Enlace Arte Contemporáneo, Lima, Perú.
Reflections on the Ocean Levels, Galería Lucía de la Puente, Lima, Perú.
121 Containers, Social sculpture, Parque Salazar, Municipalidad de Miraflores, Lima, Perú.
- 2008** Resulting derivatives of a gathering process, Micromuseo al fondo hay sitio, Lima, Perú.
- 2006** Reliefs. Galería Punctum, Lima, Perú.
Elements, Museo de Arte de San Marcos. Lima, Perú.
- 2005** 11 sculptures, Galería Punctum, Lima, Perú.
- 2004** About horizons and structures, Galería Manolo Rojas, Madrid, Spain.
- 2001** Menu, I hope You've got an appetite, Galería Emma Molina / Alianza Francesa, Monterrey, México.
- 1999** Ignite / Extinguish, Galería Alternativa Once, Monterrey, México.
- 1998** Victor Castro's Sculptures, Centro Cultural Arte A.C., Monterrey, México.
Sculpturizing, Casa de la cultura de Nuevo León, Monterrey, México.

Group Exhibitions (selection)

- 2013** Wild America, Commonwealth Gallery, Madison WI, U.S.A.
- 2011** Sustainability Festival, Lago de los Reyes Aztecas, Tlahuac, México.
- 2010** Pepenafest 10, Creative Recycling Festival, México, D.F.
Medium / Paper, Centro Cultural Arte A.C., Monterrey, México.
Social Affects, Boston Center for the Arts, Boston, MA, U.S.A.

- 2008** Breaking Up the Scene: examinations of XXI Century Peruvian Action Art, ICPNA, Lima, Perú.
 Rimac Project, Reflection, Contribution, and Recovery from Art, Centro Cultural de España, Lima, Perú.
 Visions of Contemporary Art in Perú, Galería Lucía de la Puente, Lima, Perú.
 Pепенafest 08, Cholula, Puebla, México.
 Body / Object / Material / Contemporary Ceramics, Museo de Arte de San Marcos. Lima, Perú.
 No Fear, Galería Vertice, Lima, Perú.
 Construction of a common place, Museo de Arte Contemporáneo-Lima, Lima, Perú.
- 2007** F(r)ictions, La Galería, Lima, Perú.
 First Summer Auction, Museo de Arte de Lima, Lima, Perú.
 VIII Annual Sculpture Competition, Premio Luis Hochschild Plaut IPAE, Lima, Perú.
- 2006** XI MALI Annual Art Auction, Museo de Arte de Lima, Lima, Perú.
 VI National Sculpture Hall ICPNA, Lima, Perú.
 Medium / Paper, Centro Cultural Arte A.C., Monterrey, México.
 Solvet et Coagula, Galería 80m2, Lima, Perú.
- 2005** ARTFEST 05, México City WTC, México D.F.
 XXXI National Engraving Hall ICPNA 2005, Lima, Perú.
 Medium / Paper, Centro Cultural Arte A.C., Monterrey, México.
- 2004** XXIV Plastic Review, Casa de la Cultura of Nuevo León, Monterrey, México.
 Collective Exhibit, Galería Manolo Rojas, Madrid, Spain.
 Young Latina Art Competition 2003, Latina Municipal Board, Madrid, Spain.
- 2002** V October Hall 2002, Ceramic Art, Centro Cultural Plaza Fátima, Garza García, México.
- 2000** October Hall Omnilife Grand Prize, Zapopan Jalisco, México.
 XX Plastic Review, Casa de la Cultura de Nuevo León, Monterrey, México.
- 1999** XIX Plastic Review, Casa de la Cultura de Nuevo León, Monterrey, México.
 XVIII National Encounter of Young Art, Museo Carrillo Gil, México, D.F.
- 1998** Portrait as an excuse, Galeria LA BF.15 MX, Monterrey, México.

Prizes

- 2009** Environmental Citizenship award, Ministerio del Ambiente, Lima, Perú.
- 2005** Third Place at the XXXI National Engraving Hall ICPNA 2005, Lima, Perú.
 Honorable Mention Medium / Paper. Centro Cultural Arte A.C., Monterrey, México.
- 2003** ENDESA scholarship for Ibero America, Museo Thyssen – Bornemisza.

Madrid, Spain.

FONECA, Young Creators, encouragement for professional artistic formation 2003, Consejo para la Cultura de Nuevo León, Monterrey, México.

2002 Museology Masters Scholarship, Fundación Carolina, Universidad de Valladolid, Spain.

2000 Honorable Mention in sculpture, October Hall Omniflife Grand Prize, Zapopan Jalisco, México.

Other professional activities

2010-12 Educative Curator, Museo Tamayo, México DF.

2008-10 Educational Projects Coordinator, Museo de Arte Contemporáneo –Lima, Lima, Perú.

2008-10 Art teacher, Colegio Leonardo Da Vinci, Lima, Perú

2004-07 Educational Projects Coordinator, Museo de Arte de Lima, Lima, Perú.

2003-04 Museo Thyssen – Bornemisza Educational Department Collaborator, Madrid - Spain.

2000-02 Museographic Workshop Coordinator, Universidad de Monterrey, Monterrey, México.

1999-02 Assistant teacher, Art Department, Universidad de Monterrey, México.

1998 -99 Children's Art Teacher for summer and regular classes, Museo de Arte Contemporáneo de Monterrey (MARCO), Monterrey, México.

1997-98 Sculpture teacher at TEC de Monterrey Highschool, Monterrey, México.

1996 -97 Educational Department Collaborator, Museo de Historia Mexicana, Monterrey, México.

Collections

David Rockefeller Center for Latin American Studies, Harvard University, Cambridge, MA, U.S.A.

Instituto de Cultura de Morelos, Cuernavaca, Morelos, México.

Colegio Cristóbal Colón, Cuernavaca, Morelos, México.

Arte A.C. Monterrey, NL, México.

Community Affairs

2007- current Founder of Soy un Recolector / USgathering, (Lima, Trujillo Perú / Cholula Puebla / México DF / Cuernavaca Morelos/ Madison Wisconsin) Social sculpture projects, community outreach communities (schools, public institutions) geared towards the development of environmental consciousness through the artistic process.

1999-2002 Founder of efevece_org. (Monterrey – Oaxaca, México) a nonprofit

organization dedicated to supporting children of communities in need through art.

Project working with children of the city of Oaxaca: teaching art to street children.

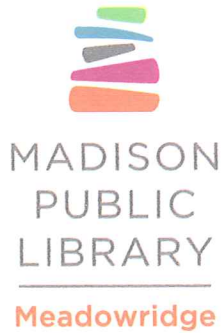
Project with children of artisans in San Bartolo Coyotepec, Oaxaca.

Project in the regional hospital of the IMSS (Mexican Institute of Social Security) developing art activities with a group of volunteers, for children in the pediatric oncology department.

Art projects with at risk youth (gang members) in the municipality of San Pedro Garza García, Nuevo León.







Madison Arts Commission
Madison Municipal Building
Department of Planning and Community and
Economic Development
215 Martin Luther King, Jr. Blvd.
PO Box 2985
Madison, WI 53701-2985

To the Madison Arts Commission,

I'm Alice Oakey, the supervising library of the Meadowridge branch of the Madison Public Library. I've had the privilege of supervising the Meadowridge library for over four years. Within that time I've observed a seemingly disconnected area of our city build itself into a cohesive neighborhood and supportive community. Neighborhood children have finally begun to feel as though this is their home.

5740 Raymond Road
Madison, WI 53711

608.288.6160 ph
608.288.6162 fax

Our schools, neighborhood center and library are anchors in their lives; we are there to help them grow into responsible and grounded adults. Their parents have finally begun to realize their dreams of raising a happy and healthy family in a nurturing environment can be a reality. It has been hard work on everyone's part. We've struggled to get to know and trust one another and to appreciate and celebrate our differences. We're experiencing a renaissance that is so very exciting to watch and participate in.

Then, as if to celebrate our newness, last fall we learned we would be able to expand the Meadowridge library by moving into the vacant Ace Hardware store space. The Meadowood Neighborhood Center would expand into the then vacant library space. The Neighborhood Center's space would become shared space that the library and neighborhood center would use separately and collaboratively to increase and enhance programming opportunities.

Our new space will include a kitchen where we will hold cooking classes, cookbook author demonstrations and community suppers. We'll have more space for teens, children and quiet reading. We're adding study and lactation rooms. We'll have more resources for our neighborhood users such as computers and iPads. Our book collection will offer more new book displays. The list continues but suffice to say I am very excited our about new and improved space.

To honor our neighborhood achievements and our new space we would like to add Victor Castro and his social art philosophy to the mix.



MADISON
PUBLIC
LIBRARY

Meadowridge

5740 Raymond Road
Madison, WI 53711

608.288.6160 ph
608.288.6162 fax

Victor's art celebrates community involvement and the beautification of space by using materials otherwise destined for a landfill. Victor's key ingredient in his art is to involve the community in choosing and supplying the materials to create the art and then to contribute to designing the art. I envision a piece by Victor and our neighborhood residents gracing the white façade immediately outside the front doors of the new library. It will say, "We made this art ourselves to grace our library, the library is a part of the community just like us, welcome!"

Please thank you for considering the Meadowridge library for this grant. Please excuse my naïveté, I have never written a recommendation of an art grant before. If you have any questions or need any more information, please contact me.

Again, thank you,

Alice Winter Oakey

Alice Winter Oakey
Supervising Librarian
Meadowridge and Alicia Ashman Branch Libraries
5740 Raymond Road
Madison, WI 53711

*cell phone 608-219-6583
office phone 608-824-1785*



Office of the Common Council

City-County Building, Room 417
210 Martin Luther King, Jr. Blvd.
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council@cityofmadison.com

August 19, 2013

Madison Arts Commission
Madison Municipal Building
Department of Planning & Community & Economic Development
215 Martin Luther King, Jr. Boulevard
P.O. Box 2985
Madison, WI 53701-2985

Dear Commissioners:

As you may know, the Meadowridge Branch Library is set to undergo an exciting expansion, one that I fully support. The reason I, and so many Southwest Madison residents, are thrilled about this project is because of the way the new library will engage the community in meaningful and innovative ways.

Public art figures to be a main feature of that engagement and will serve as a great way for our neighborhoods to celebrate and express our diversity. For this, I urge you to support Madison Public Library Foundation's application for the purchase of services of internationally known, local artist Victor Castro. His reputation to engage and empower the community will fit perfectly with our continued efforts to create a sense of place as well as give folks a sense of ownership over this wonderful new public space.

Respectfully,

Alder Matt Phair, District 20

MEADOWOOD NEIGHBORHOOD ASSOCIATION

P.O. Box 45528

Madison, WI 53744-5528

www.meadowoodneighbors.org

August 30, 2013

<mailto:kralston@wisc.edu>

Madison Arts Commission

Madison Municipal Bldg.

Dept. Of Planning & Community & Economic Development

215 Martin Luther King, Jr. Blvd.

PO Box 2985

Madison, WI 53701-2985

RE: Support for new Meadowridge Library site specific art grant

Dear Madison Arts Commission Members:

On behalf of the Meadowood Neighborhood Association I am writing to add our strong support for the Madison Public Library Foundation's application for a grant for a site specific art work for the new Meadowridge Library. The new library project has generated much interest and enthusiasm in the Meadowood area. Many area residents attended the informational meetings held in the Spring, and the clear message they communicated during these meetings was that the new library should be a center not only for books and computers, but also for public art and community activities. Permanent artwork by a renowned local artist like Victor Castro would do much to make that vision a reality.

Madison is blessed with many talented artists. The Madison Public Library Foundation's choice of artist Victor Castro as the candidate for creating a permanent artwork for the new Meadowridge library is especially fitting because he is a Madison artist of international caliber admired for his artistic vision and accomplishments and for the way in which he successfully engages community in the making of art. Giving Mr. Castro the chance to create a permanent artwork in a visible public location such as the new Meadowridge Library will help to invite the neighborhood into taking ownership of the new library and foster appreciation for our local artistic talent.

Sincerely yours,

Krista Ralston

President, Meadowood Neighborhood Association