

The background features abstract, overlapping geometric shapes in various shades of green, ranging from light lime to dark forest green. These shapes are primarily located on the left and right sides of the page, framing the central text. The overall aesthetic is clean and modern.

Momental

Art in Public Places Proposal for Elver Park



Project Overview

- ▶ Makeshift and Madison Parks Foundation: moving towards a more permanent impact
 - ▶ Celebrating public spaces with thoughtful visual and culinary art
 - ▶ Creates accessibility to visual art and food by using a familiar, accessible public spaces
 - ▶ Makeshift is Temporary
 - ▶ How can we bring visual art to public parks in a more permanent way?
 - ▶ Growing a Makeshift piece through AIPP
 - ▶ Makeshift funding kickstarts the project → AIPP funding enable its permanence

Rendering: *Momenta* @ Makeshift

a monument for/at/of the moment





Advisory Committee

Bethany Jurewicz: Business and Event Manager, Wisconsin Academy of Sciences, Arts, and Letters; freelance curator and event organizer as VEA

- ▶ Role: pro-bono Project Manager

Bob Hemauer: Proprietor, Cork and Bottle; Board Member, Madison Parks Foundation

- ▶ Role: Parks Foundation liaison; community outreach

Aris Georgiades: Visual Artist, Actual Size Artworks; Professor of Sculpture, UW-Madison

- ▶ Role: artist mentor

Tom Boehnen: Structural Engineer (PE, SE, LEED AP), Echelon Structures

- ▶ Role: skeleton, foundation, and anchoring oversight

Lisa Laschinger: Parks Operations Manager, City of Madison Parks Division

- ▶ Role: rules, regulations, and space usage consultant

Claire Oleksiak: Community Services Manager, City of Madison Parks Division

- ▶ Role: rules, regulations, and space usage consultant

Rendering: *Momenta* @ Elver Park

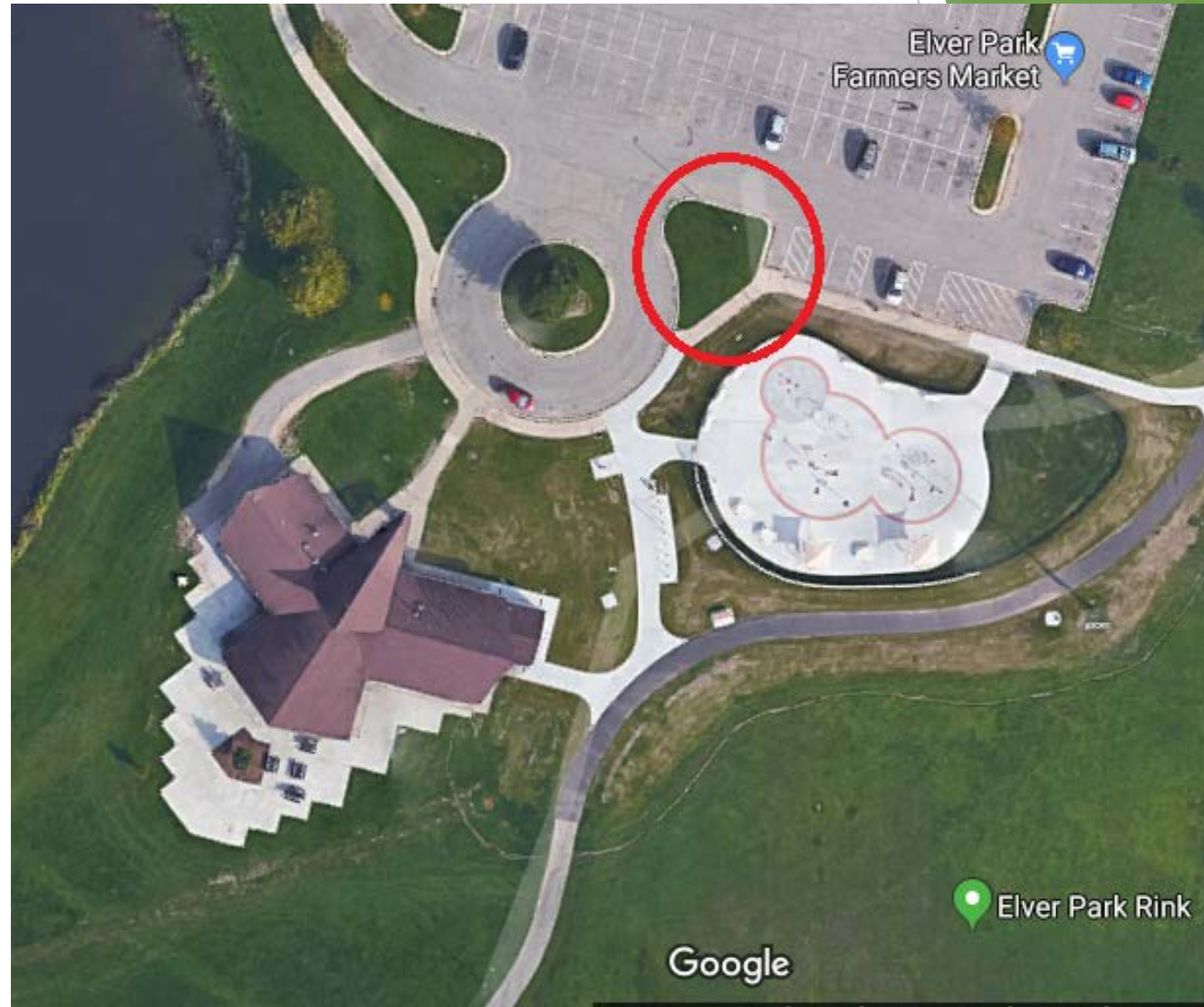


Rendering: *Momental* @ Elver Park

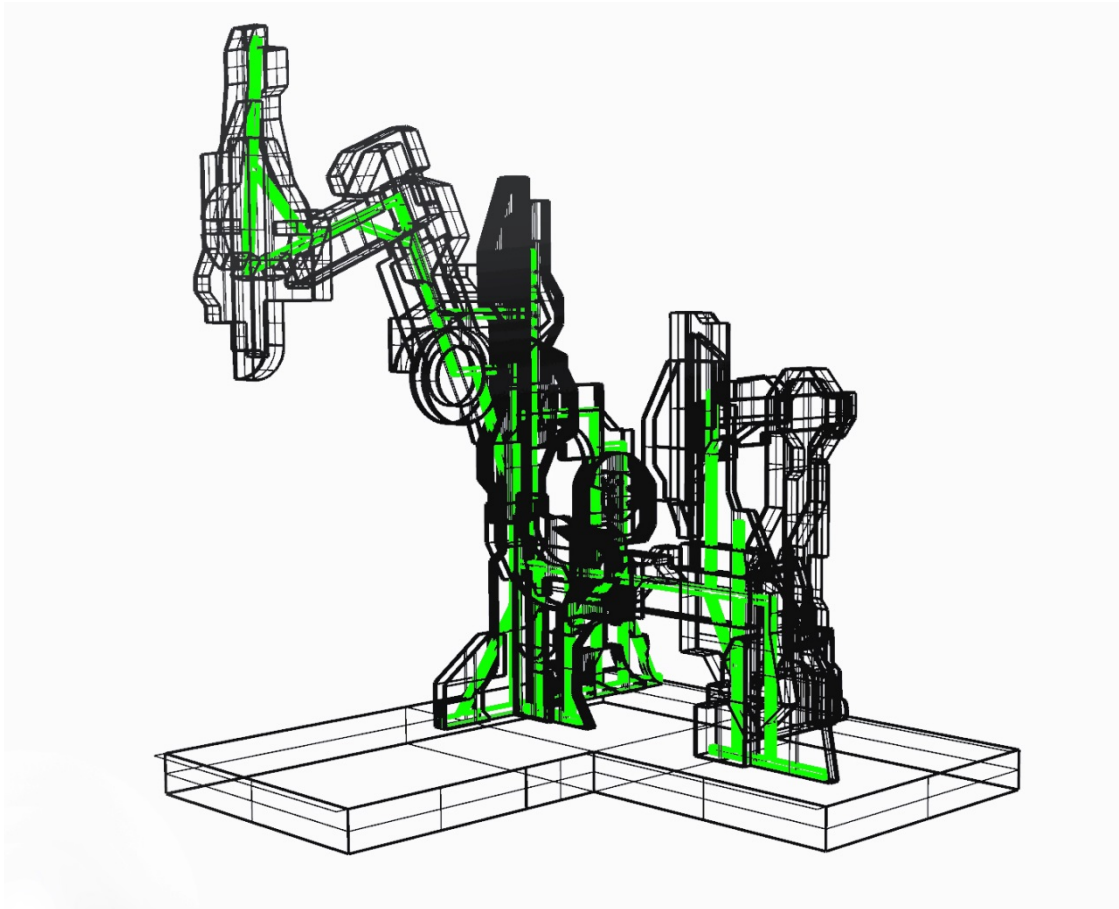


Why Elver Park?

- ▶ Accessible art, off the isthmus
- ▶ Highly used and underserved
- ▶ Excitement among alders
- ▶ Prominent placement near entrance of this destination park
- ▶ Working closely with Parks ensures proper permits and permissions



Rendering: Skeleton and Construction



Timeline

- ▶ **July:** Explore additional funding; production begins
- ▶ **First week of August:** Develop final specs for cement pad with Echelon Structures and acquire estimates from local contractors and the city
- ▶ **August 12, 2018:** Stage 1 of *Momental* exhibited at Makeshift; permanent placement announced in collaboration with MAC should AIPP funds be awarded
- ▶ **Sept 5, 2018:** Final approval by the Parks Commission
- ▶ **Late Sept/Early October, 2018:** cement pad installation
- ▶ **Late October:** *Momental* installation at Elver Park complete; unveiling event with Madison Arts Commission/Madison Parks*
- ▶ Artist talks, youth activities, endowment fundraising and other events happening throughout 2018/2019

**final installation dependent on weather and may be pushed to spring 2019 if needed*

Signage with display designed by artist




Momental, 2018
By Jeffrey Repko


Funded by Madison Arts Commission in partnership with Makeshift Festival and Madison Parks Foundation

Momental began as smaller piece exhibited at Makeshift Festival 2018 in Tenney Park and grew to the piece you see here with funding from the Madison Arts Commission. *Sentence about the work.*

While it may be tempting, for your safety and the safety of artwork, please do not climb or hang on the sculpture.

Outreach and community support

 **Phair, Matthew** <district20@cityofmadison.com> Jun 27 (4 days ago) ☆  


to Debbie, Bob, Barbara, me 


Bob and Bethany,

Thank you for reaching out. I'd certainly be happy to meet with you, and I'm sure Alder McKinney would as well. It sounds like a great idea and something wonderful for Elver Park. Since there are four of us, it can get a little tricky getting our schedules together so I have copied Council assistant Debbie Fields on here to schedule a time when we can all meet.

Thanks again,




Matt Phair


 **Harrington-McKinney, Barbara** <district1@cityofmadison.com>

to Bob, Matthew, me 


Splendid Idea. Elver Park is a beautiful Park. I invite you to attend Westfest at Elver Park

Alder Barbara Harrington-McKinney
Alder, District 1
Cell: 608-228-8683
Home: 608-829-0635

 **Irina Komarova** <irina@winter-fest.com> Jun 22 (9 days ago) ☆  

to me 

We don't have a very good grasp on neighborhood involvement or its interests (as this is our second year at this location); however we do feel the activities our festival brings to the park are a positive and impactful addition to an otherwise popular park, - I'm sure so would be your piece if approved.



Documentation of Parks support



Oleksiak, Claire

to me, Bob, Stephanie ▾

4:55 PM (18 hours ago) ☆



Bethany –

This email serves as a letter of support from the Parks Division for the Jeff Repko piece titled *Momental* to be located at Elver Park. Based on our meetings today, my understanding is that this letter will provide you with enough backing to proceed with the July Madison Art Commission meeting. You do not need to attend the July Park Commission meeting.

After Mr. Repko has finalized the size/scope of the art piece, incorporated requirements from the structural engineer, gathered input from Alders and had a final review from park staff, then it will be presented at the Park Commission. The Park Commission must approve the project before it can be installed at Elver. We anticipate *Momental* being on the September 5, 2018 Park Commission meeting.

Please let me know if you have questions or need further information.

Claire

Claire Oleksiak
Community Services Manager
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Madison Parks
FOUNDATION

Renewing the Legacy

July 2, 2018

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Anna Trull

Stephanie Franklin
Executive Director

Dear Park Commission Members:

On behalf of the Madison Parks Foundation, I ask for your approval of the public art installation of Monumental from the artist, Jeff Repko. Based on discussions with the staff of the Madison Parks Division, the installation will be made at Elver Park near the Splash Park.

There have been numerous studies that show that the display of art in public spaces has numerous benefits to the community, including defining space, reducing stress and bonding the community. The installation Monumental of at Elver Park will be freely accessible to the public and provide our community with the benefit of using beautiful public spaces in inspiring and innovative ways.

I thank you for your consideration.

Sincerely,

Maintenance

- ▶ Endowment of 25% of the total cost of sculpture will be held by the Madison Parks Foundation immediately after installation to administer any necessary maintenance for a minimum of 10 years. Endowment fundraising will continue for approximately a year after the unveiling of the piece.
- ▶ Material is cleanable and durable as it is made for outdoor use
- ▶ Recut and replace easily if needed
- ▶ In 2027, Madison Parks Division, Madison Parks Foundation and Bethany Jurewicz will assess the condition of the work and the remaining funds in the endowment to make a decision to de-install the work or to continue exhibition of the work, setting a new date to check-in on the state of the endowment and the artwork.