

### STREET USE PERMIT APPLICATION

FOR OFFICE USE ONLY: Permit # \_\_\_\_\_ Date Submitted \_\_\_\_\_

#### EVENT INFORMATION

Name of Event Light Up the Night - Public Art BLINK Grant Madison Arts Commission

Event Organizer/Sponsor Cheryl Dewelt + Erika Koivunen

Is Organizer/Sponsor a 501(c)3 non-profit agency?  Yes  No

If Yes, provide State of Wisconsin Tax Exempt Number \_\_\_\_\_

Address 817 Emerson St.

City/State/Zip Madison, WI 53715

Primary Contact Cheryl Dewelt FAX \_\_\_\_\_

Work Phone 608-354-0145 Phone During Event 608-286-9859

E-mail cdewelt@madisonchildrensmuseum.org

Website \_\_\_\_\_

Secondary Contact Erika Koivunen Phone During Event same

Work Phone 608-239-9022

E-mail butterflyjester23@yahoo.com

Annual Event?  Yes  No  
Charitable Event?  Yes  No

If Yes, name of charity to receive donations: \_\_\_\_\_

Estimated Attendance \_\_\_\_\_ (CERTIFICATE OF INSURANCE MAY BE REQUIRED)

Public Amplification (not allowed after 11 p.m.) Hours \_\_\_\_\_ to \_\_\_\_\_  Yes  No

#### EVENT CATEGORY

Run/Walk  Music/Concert  Festival  Rally  Parking (i.e., bagging meters)  
 Other Public Art Installation

#### LOCATION REQUESTED

Capitol Square (note specific blocks below)  Podium/700-800 State Street  
 30 on the Square (a.k.a. top of 100 block of State Street)  Other (specific blocks/streets requested below)

Street Names and Block Numbers: 100 N. Hamilton + Pickney Street  
In front of stage

#### EVENT DATE(S)/SCHEDULE

Date(s) of Event (including set-up and take-down) Aug 13 - Oct 22 Rain Date(s) \_\_\_\_\_

Event Start Date(s)/Time(s) 4:00pm Aug 13, 2012 Set-Up Date(s)/Time for Event \_\_\_\_\_

Event End Date(s)/Time(s) 7pm Oct 22, 2012 Take-Down Time \_\_\_\_\_  
Take-Down Time: start to streets reopened

#### APPLICATION SIGNATURE

\_\_\_\_\_/I/We waive the 21-day decision requirement. \_\_\_\_\_ (PLEASE INITIAL)

Your signature below indicates that you have read and understand the instructions and guidelines for a community event. Further, the person/group named in this application will be responsible for the conduct of the group and for the condition of the reserved area. Falsification of information on the application will result in forfeiture of up to \$200 per falsified item.

In addition to the rules and regulations detailed in the permit application instructions and guidelines, Street Use Permits are subject to all applicable ordinances, statues and laws.

Signature Cheryl Dewelt Date July 31, 2012



"Light  
up the  
Night"

BLink  
2012

12' tall

Rotary  
Plaza

# Draft Press Release

Blink Madison's Temporary Public Art Program Presents

## *Light Up the Night*

By: Cheryl DeWelt and Erika Koivunen

August 13-October 22, 2012

If you are going to be on the Capitol Square to visit any of Madison's museums, restaurants or special events this summer or fall, The Madison Arts Commission would like to invite you to stop by and see "Light Up the Night" on the corner of Mifflin, Hamilton and Pickney Streets, adjacent to the Madison Children's Museum. The sculpture was designed and fabricated as a collaborative project by local Madison Artists Cheryl DeWelt and Erika Koivunen.

The installation of "Light Up the Night" is a Blink Temporary public art project of the Madison Arts Commission. "Light Up the Night" is a whimsical tower welded out of 3/8" rod and covered in acrylic tiles artfully and individually designed with hand-dyed silk by Madison community members and visitors of all ages, socio-economic backgrounds and abilities during Madison Children's Museums free Twilight Art Nights. The sculpture inspires playfulness and is accessible for viewing inside and out through a variety of different sized doorways. The piece is designed to reflect and transmit all the colors of the rainbow and can be viewed during the day as the sun passes through it or as a beacon in the night when it is lit by LED lights. The sculpture honors children and adults aesthetic awareness with the intertwining of a variety of colors and shapes. It invites passerbys to look closely, ask questions, take on new perspectives and be engaged together in collaborative inquiry and joyful amusement. The sculpture helps people understand the transformative power of light and the wondrous effect that light and color have on the spirit.

The artists goals with "Light Up the Night" was to provide opportunities for community members and underserved audiences to collaboratively create art pieces for an interactive public artwork that would be on display in the community and accessible to all. Erika Koivunen and Cheryl DeWelt hoped they could bring together their innovative designs and years of experience with metal and textiles to foster community engagement and appreciation of the arts while building a greater sense of belonging in the community.