

City of Madison Landmarks Commission

APPLICATION



City of Madison Planning Division, 215 Martin Luther King Jr. Blvd., Suite LL.100, P.O. Box 2985, Madison, WI 53701-2985

1. LOCATION

Project Address: 1148 WILLIAMSON STREET, MADISON, WI Aldermanic District: 6

2. PROJECT

Project Title / Description: TRY A LITTLE TENDERNESS - OTIS REDDING MURAL

This is an application for: (check all that apply)

- Alteration / Addition to a Designated Landmark
 - Land Division/Combination of Designated Landmark site
 - Alteration / Addition to a building adjacent to a Designated Landmark
 - Alteration / Addition to a building in a Local Historic District (specify):
 - Mansion Hill Third Lake Ridge First Settlement
 - University Heights Marquette Bungalows
 - Land Division/Combination in a Local Historic District (specify):
 - Mansion Hill Third Lake Ridge First Settlement
 - University Heights Marquette Bungalows
 - New Construction in a Local Historic District (specify):
 - Mansion Hill Third Lake Ridge First Settlement
 - University Heights Marquette Bungalows
- Demolition
- Variance from the Historic Preservation Ordinance (Chapter 41)
- Referral from Common Council, Plan Commission, or other referral
- Landmark Nomination/Rescission or Historic District Nomination/Amendment
(Please contact the Historic Preservation Planner for specific submission requirements.)
- Other (specify): _____

PLANNING DIVISION USE ONLY

Legistar # _____

CITY OF MADISON

OCT 10 2016

**Planning & Community
& Economic Development**

3. APPLICANT

Applicant's Name: HENRIQUE NARDI Company: _____

Address: 10 N. LIVINGSTON STREET 804

Telephone: 608 217-2766 E-mail: hnardi@gmail.com

Property Owner (if not applicant): Solidarity Realty, LLC (Darcy Haber)

Address: 1148 Williamson Street Madison, WI 53703

Property Owner's Signature: [Signature] Date: 10/9/16

NOTICE REGARDING LOBBYING ORDINANCE: If you are seeking approval of a development that has over 40,000 square feet of non-residential space, or a residential development of over 10 dwelling units, or if you are seeking assistance from the City with a value of \$10,000 (including grants, loans, TIF or similar assistance), then you likely are subject to Madison's lobbying ordinance (Sec. 2.40, MGO). You are required to register and report your lobbying. Please consult the City Clerk's Office for more information. Failure to comply with the lobbying ordinance may result in fines.

4. APPLICATION SUBMISSION REQUIREMENTS (see checklist on reverse)

All applications must be filed by 4:30 p.m. on the submission date with the Preservation Planner, the Department of Planning & Community & Economic Development, Planning Division, located in Suite LL-100, of the Madison Municipal Building, 215 Martin Luther King, Jr. Blvd. Applications submitted after the submittal date or incomplete applications will be postponed to the next scheduled filing time.

To
Landmarks Commission

Try a Little Tenderness
OTIS REDDING MURAL

My name is Henrique Nardi. I am a Brazilian graphic designer and letterpress printer. I am also a design professor at the UW Art Department. Ever since I got to Wisconsin, I have this idea of creating a local artwork to honor Otis Redding. For this homage, I will be working in partnership with Criatipos, an art & design collective from Southern of Brazil, and local student members of the American Institute of Graphic Arts (AIGA).

In 2014, right after moving from São Paulo to Wisconsin, I learned that Otis Redding, "the king of the soul singers," died in a tragic plane crash in Madison. That was when I stepped into his Memorial at Monona Terrace.

The homage consists of a temporary mural depicting the phrase "Try A Little Tenderness," a reference to Redding's signature song.

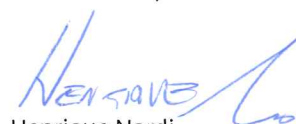
The mural painting is scheduled for the first week of November when two members of Criatipo collective will be visiting Wisconsin to attend a graphic arts conference. Also, the Madison Arts Commission agreed to fund our project.

We believe that having a public artwork about Otis Redding in Madison is a great excuse to reconnect the city to the great American soul artist in an uplifting way while honoring his musical legacy.

It is also worth pointing out the favorable timing for this homage: 2016 is the year Otis Redding would be 75 years old, and 2017 will mark the 50th anniversary of his death.

Let's have good reasons to celebrate!

October 10th, 2016


Henrique Nardi

