



# Metro Campus Art Installation


*Concept by Vito Di Bari*

**DI BARI**  
& ASSOCIATES  
iconic art installations



# **WHAT WE DO, IN ABOUT ONE MINUTE**

*Our experience and expertise in public art installations*



# Emotional Cityscapes

# VISION

*I create **site-specific** artworks based upon the **values** of a location, to create memorable and unique **identifications** impacting on the community and visitors.*

# VISION, MISSION

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*The City of Madison deserves an **inspirational landmark** to honor its legacy, values, and vision and affirm the character and context of the site within the surrounding neighborhoods.*

# VISION, MISSION, GOAL

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*The City of Madison deserves an **inspirational landmark** to honor its legacy, values, and vision and affirm the character and context of the site within the surrounding neighborhoods.*

*Through an **emblematic artwork**, my goal is to create a **sense of identity, belonging and pride**, celebrating East Washington Avenue as a gateway corridor enlivened with a mix of residential uses, music, sports, restaurants, and other businesses.*

# THE RATIONALE BEHIND MY DESIGN APPROACH

*The City of Madison is a lively **university city** and a magnet for **young professionals**, they have a significant impact on the economy, culture, and demographics, with 50% between 18 and 44 years old: **our artwork should have a colorful contemporary style and a touch of tech.***

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**we don't want to offer them just an artwork but a unique attraction for residents and visitors.***



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*The southern side of East Washington Avenue along our building face is considered unfriendly to pedestrians: **we want to give them a good reason to cross the road.***

*And...*

# THE INSPIRATION BEHIND MY DESIGN APPROACH

*The City of Madison is the capital of the state of Wisconsin.*

*Wisconsin has given birth to an impressive number of people **who made history in their own fields.**  
Actors, athletes, Nobel laureates, artists, astronauts, and more.*

# THE INSPIRATION BEHIND MY DESIGN APPROACH

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*Wisconsin has given birth to an impressive number of people **who made history in their own fields.**  
Actors, athletes, Nobel laureates, artists, astronauts, and more.*

*With this artwork, I want to **celebrate the legacy of Wisconsin** with a colorful contemporary pictorial style and a touch of tech to **inspire residents and visitors** through the lives of **people from Wisconsin** who left their mark in history.*

*The artwork has been conceived to become **a unique must see destination** for residents and visitors.*



**THE WISCONSIN WALL OF FAME**  
40 original paintings



## ***Overall schematic view from North Elevation***

*The artwork will be installed on four out of seven sections\* of the facade, in order to leave the restored bricks of the “vintage sections” clean and visible in the future, when the metallic panel will be removed.*

*\* with the word “section” we intend to define the space between one door and another, along the facade.*

# POP-ART DRIVEN PICTORIAL STYLES

*Each single painting will be original and specifically made for the installation.*

*The art gallery will feature slightly different painting styles, for all of all of them I've been inspired by the pop-art movement.*

*Frames will be painted and customized accordingly.*

*The painting of frames will hide the real bolts.*

*To create artistic variety along the facade there will be three formats:  
square, horizontal, vertical.*



# **THREE EXAMPLES**

*Square, horizontal, vertical.*



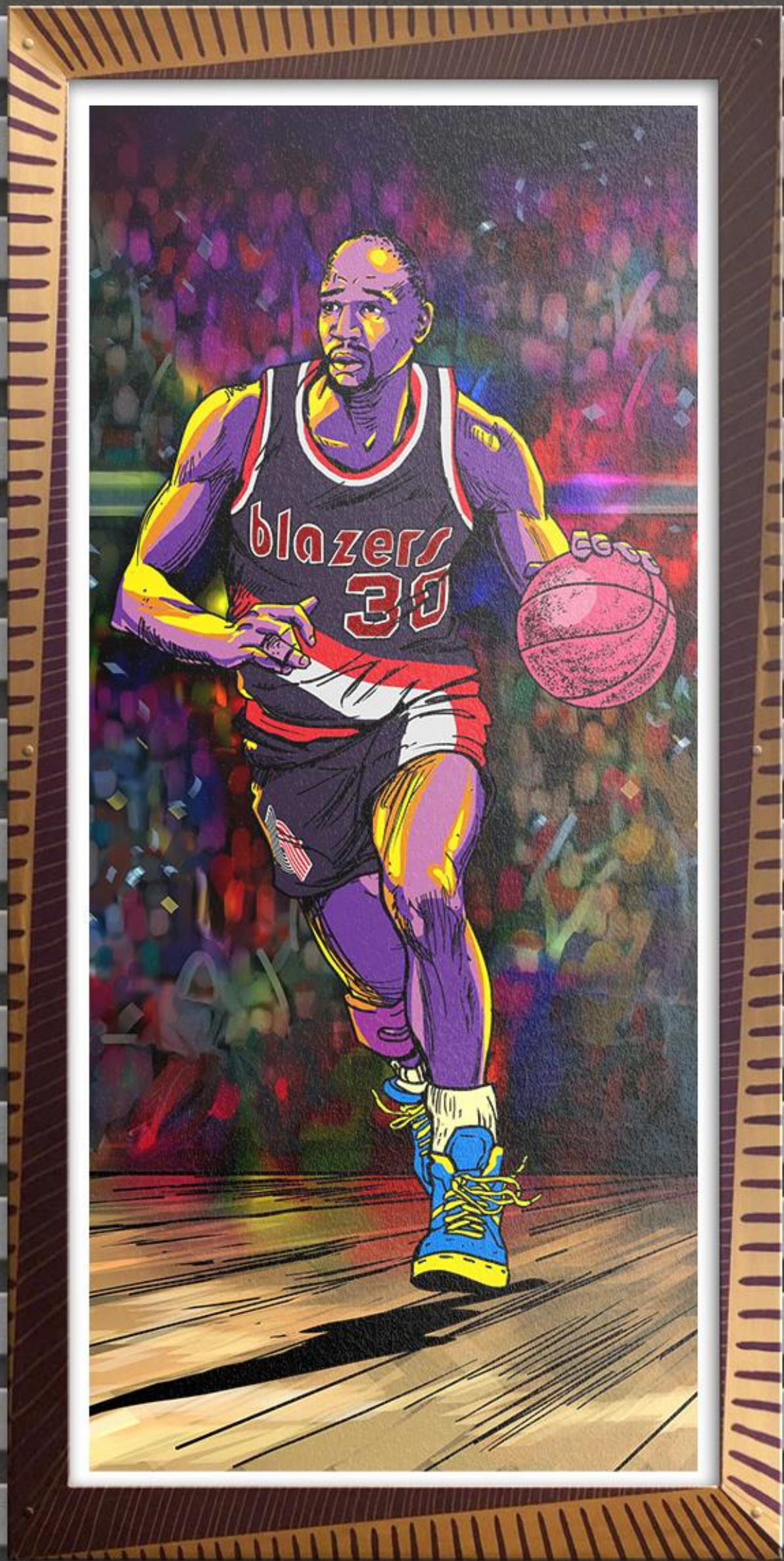
**Gene Wilder**  
Actor, comedian,  
writer and filmmaker



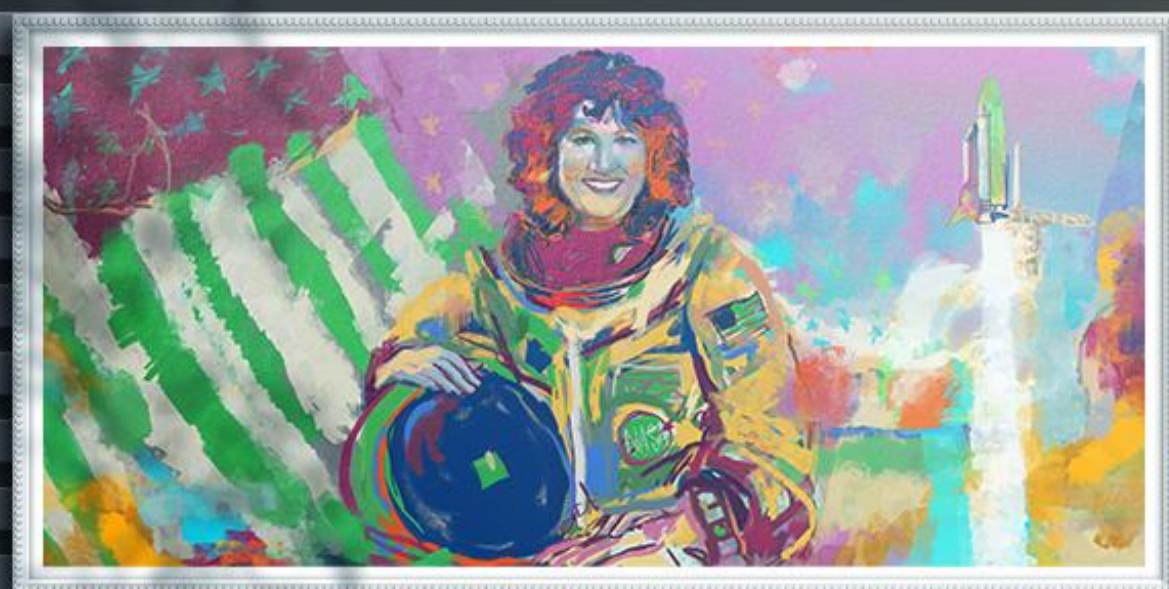


**Laurel Blair Clark**

NASA astronaut, medical doctor,  
United States Navy captain,  
and Space Shuttle mission specialist.



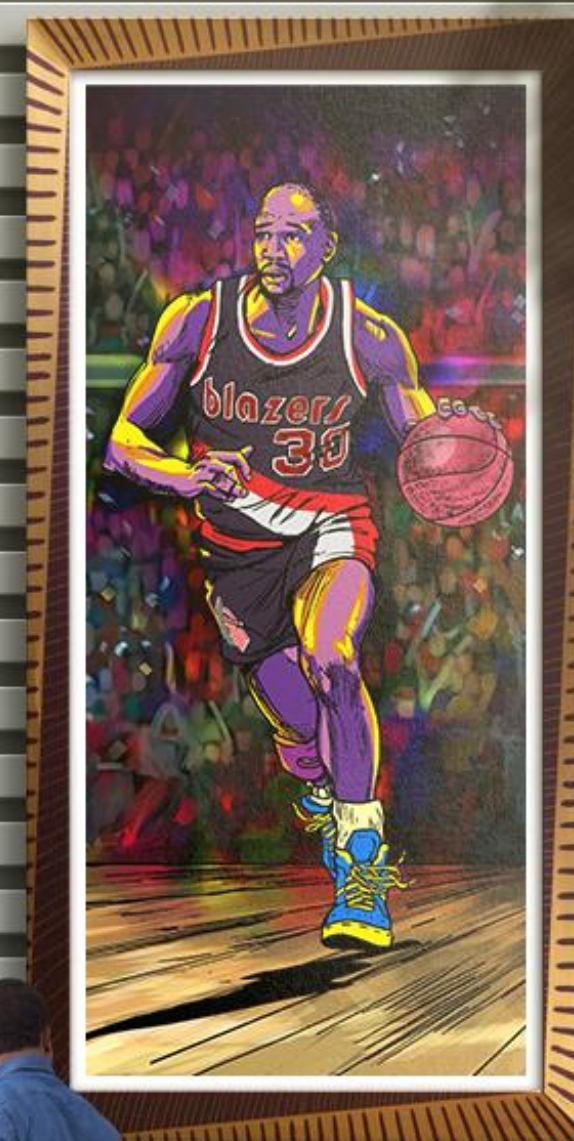
**Terry Porter**  
Former college basketball coach  
and former player in the  
National Basketball Association (NBA)



Laurie R. King  
1943 - Present  
Author

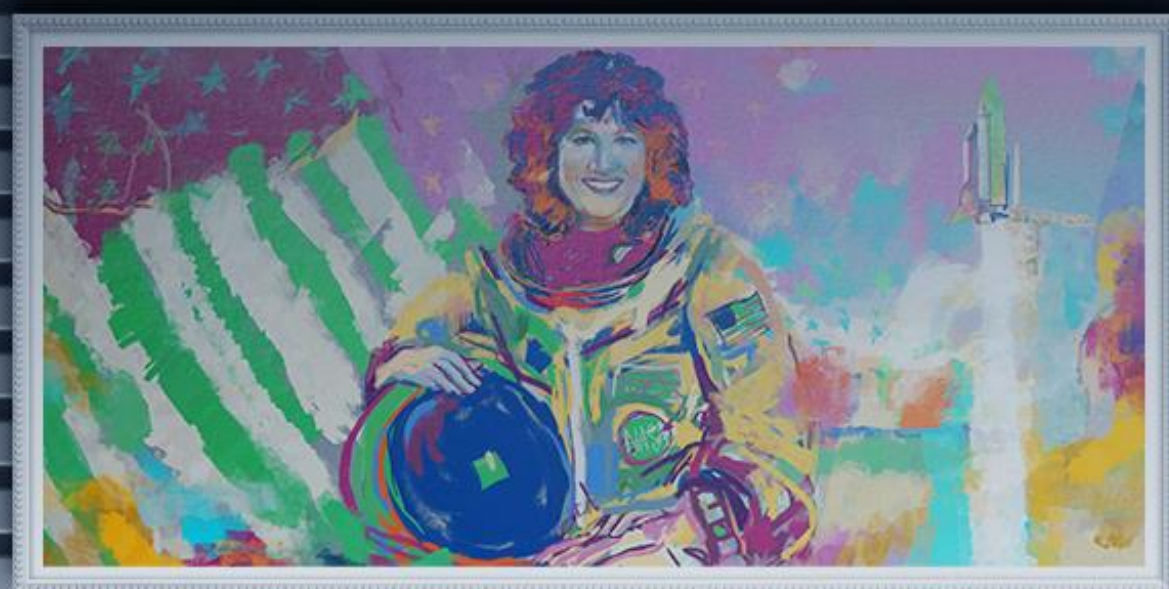


Gene Wilder  
1925 - 2008  
Actor



Terry Porter  
1945 - 2015  
Basketball Player

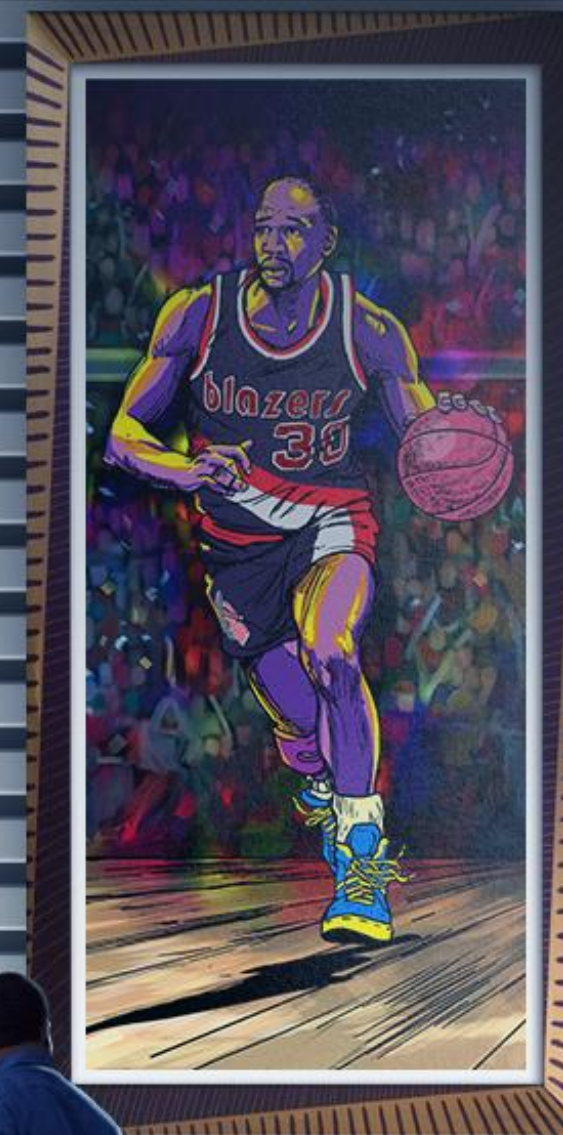




Leland White Club  
1968-1970



Gina White  
1971-1973



Tony Foster  
1974-1976







# JUST A LIST TO START FROM...

*To give you an idea of the many possible candidates, here is a list of 80 famous Wisconsinites.*

*There is no lack of celebrities in Wisconsin, the problem will be to choose who to leave out...*

*I'm willing to propose a final list of 40, or simply work on the list you will want to provide.*



**Margaret L. "Marnie" Danhauser**  
First basewoman who played in the All-American Girls Professional Baseball League



**Curly Lambeau**  
American football player and NFL coach



**Margarethe Schurz**  
German-American woman who opened the first German language kindergarten in US



**Kid Nichols**  
Major League Baseball pitcher



**Orson Welles**  
Director, actor, screenwriter, and producer



**Sarah Beth Docter**  
American short track and long track speed skater



**Jim Lovell**  
One of the first three astronauts to fly to and orbit the Moon



**Zona Gale**  
Novelist, short story writer, and playwright



**Terry Porter**  
Former NBA player



**Danica Patrick**  
Professional racing driver



**Jack Kilby**  
Nobel Prize in Physics for the integrated circuit



**Daniel C. Brandenstein**  
Executive Vice President and Chief Operating Officer of United Space Alliance



**Dan Harmon**  
Writer, producer, and actor



**Mistie McCray Bass**  
Professional women's basketball player



**Kurtwood Smith**  
TV and film actor



**Paul D. Boyer**  
Nobel Prize in Chemistry



**Raja Jon Vurputoor Chari**  
American test pilot and NASA astronaut



**Trixie Mattel**  
Drag queen, TV personality, and singer-songwriter



**Leroy Chiao**  
Chemical engineer, NASA astronaut, entrepreneur, motivational speaker



**Harry Houdini**  
Escape artist, illusionist, and stunt performer



**Joseph Erlanger**  
Nobel Prize in Physiology or Medicine



**Willem Dafoe**  
Actor



**Joshua Lederberg**  
Nobel Prize in Physiology or Medicine



**Laurel Blair Clark**  
NASA astronaut, medical doctor, United States Navy captain



**George Mosse**  
Historian



**Herbert Spencer Gasser**  
Nobel Prize in Physiology or Medicine



**Laura Ingalls Wilder**  
Writer



**Alan G. MacDiarmid**  
Nobel Prize in Chemistry



**Mark Charles Lee**  
NASA astronaut



**Heather Graham**  
Actress



**Alphonse Leemans**  
American football fullback and halfback



**Gene Wilder**  
Actor, comedian, writer and filmmaker



**Stanford Moore**  
Nobel Prize in Chemistry



**Hattie McDaniel**  
Actress, singer-songwriter, and comedian



**Colin Kaepernick**  
Civil rights activist and football quarterback



**Craig Ludwig**  
American former professional hockey player



**William S. Harley**  
Co-founder of the Harley-Davidson Motor Company



**Günter Blobel**  
Nobel Prize in Physiology or Medicine



**Liberace**  
Pianist, singer, and actor



**Skylar Grey**  
Singer, songwriter and record producer





**William P. Murphy**  
Nobel Prize in Physiology  
or Medicine



**Donald Kent "Deke" Slayton**  
One of the original  
NASA Mercury Seven  
astronauts



**John Benjamin Murphy**  
Physician and abdominal  
surgeon



**Jamil Wilson**  
Professional  
basketball player



**Golda Meir**  
Politician, teacher,  
and kibbutznikit



**Erwin Neher**  
Nobel Prize in Physiology  
or Medicine



**Spencer Tracy**  
Actor



**Ellen Corby**  
Actress and screenwriter



**Eugene L. Tattini**  
Lieutenant general in the  
United States Air Force



**Ron Kovic**  
Anti-war activist, writer,  
and United States Marine  
Corps sergeant



**Theodore Schultz**  
Nobel Prize in Economics



**Les Paul**  
Jazz, country, and blues  
guitarist, songwriter, luthier,  
and inventor



**Alter Esselin**  
Poet who wrote  
in the Yiddish language



**Jeffrey Nels Williams**  
United States Army officer  
and NASA astronaut



**Carl Landry**  
Professional  
basketballplayer



**John Bardeen**  
Nobel Prize in Physics



**Gena Rowlands**  
Actress



**Herbert A. Simon**  
Nobel Prize in Economics



**Mark Ruffalo**  
Actor and  
environmental activist



**Mitchell Red Cloud Jr.**  
United States Army,  
received the Medal of Honor  
for heroic actions



**Pants Rowland**  
Major League  
Baseball manager



**Tyne Daly**  
Actress and singer



**Edward Lawrie Tatum**  
Nobel Prize in Physiology  
or Medicine



**Charlotte Rae**  
Character actress,  
comedienne, and singer



**Harriet L. Cramer**  
Journalist



**Lindsay Tarpley**  
Professional soccer forward  
and midfielder



**Roy Chapman Andrews**  
Explorer, adventurer  
and naturalist



**John H. van Vleck**  
Nobel Prize in Physics



**Bradley Whitford**  
Actor and producer



**Hildegarde**  
Cabaret singer



**Joe Thomas**  
American football  
offensive tackle



**John Ridley**  
Screenwriter



**Frank Lloyd Wright**  
Architect



**Jane Kaczmarek**  
Actress



**Chris Farley**  
Actor



**Nathan James Lindsay**  
Major general in the  
United States Air Force and  
a former astronaut



**Georgia Totto O'Keeffe**  
Modernist artist



**Ellen Ahrndt**  
Second basewoman who  
played in the All-American Girls  
Professional Baseball League



**Liberace**  
Self-proclaimed psychics  
and astrologers of the  
twentieth century



**J. J. Watt**  
American football  
defensive end

# A TOUCH OF TECH: THE AR EXPERIENCE

*Thanks to an Augmented Reality App specifically developed for the artwork, when visitors will point their smartphones towards each painting superimposed images will show up on their screen, with a narrating voice and a background music.*

*See an example in the following slides.*

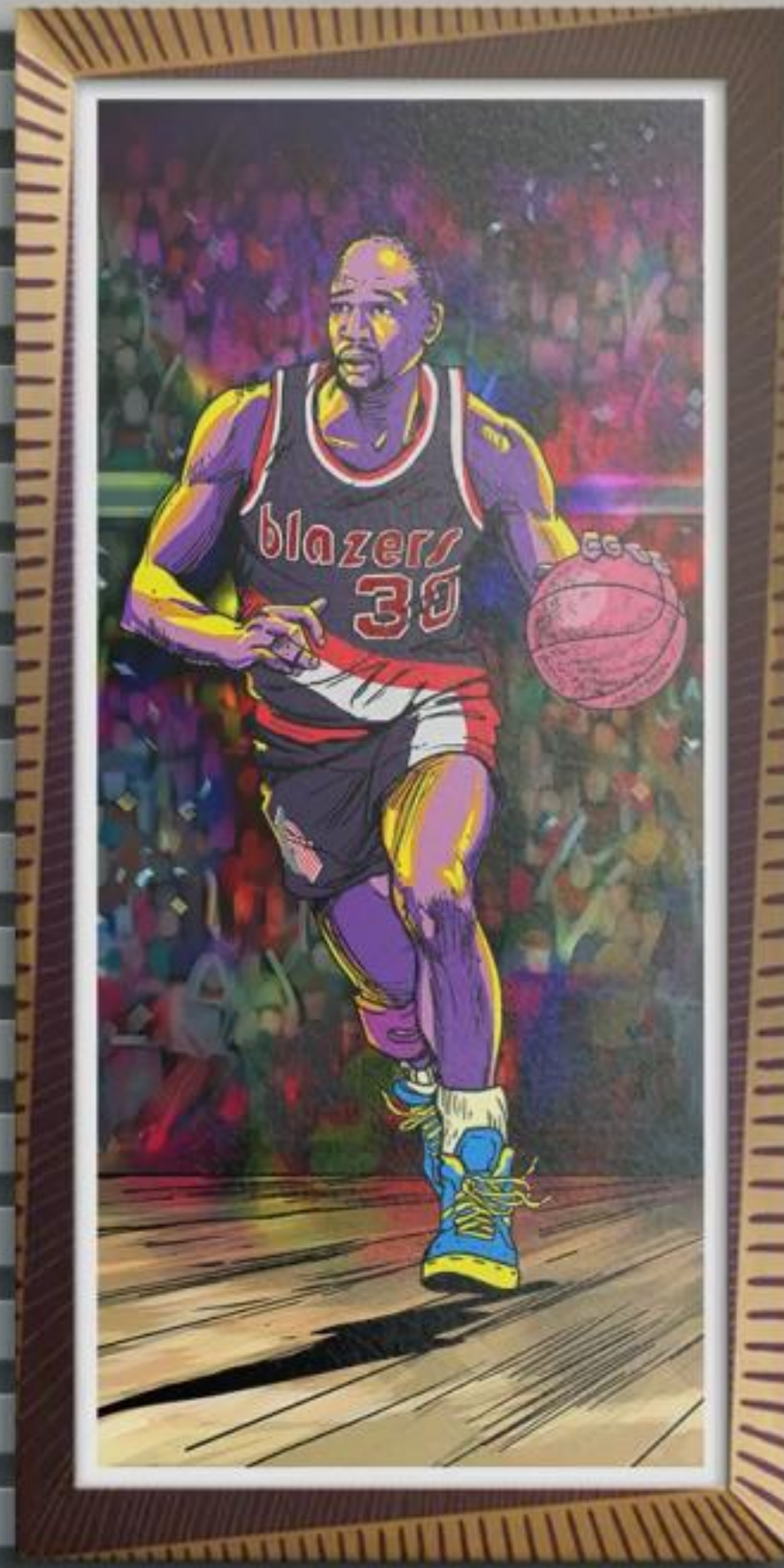


**SCAN THE QR CODE AND  
DOWNLOAD THE AUGMENTED  
REALITY APP FOR FREE**





Laurel Blain Clark  
1983-1984  
NASA  
Orlando, Florida



Terry Porter  
1985-1986  
Portland, Oregon  
Orlando, Florida



Gene Wilder  
1987-1988  
Gene Wilder Foundation  
Orlando, Florida

# THE COMMUNITY ENGAGEMENT

*We can go viral on social media inviting the citizens to vote their favorite Wisconsin celebrities for the Hall of Fame.*

*In occasion of the unveiling, the City of Madison may host a public event and invite the living celebrities included in the gallery.*

*A series of events may be planned during the tourist season, in occasion of the addition of a new living celebrity, to be invited to attend.*

*And more, to be brainstormed together...*

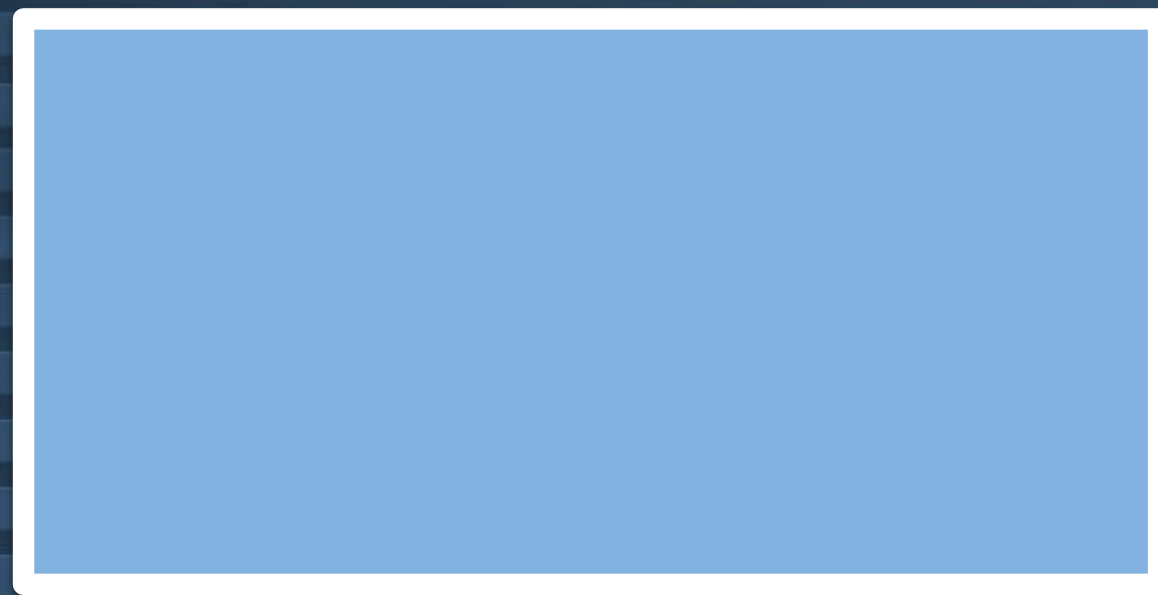


***TECHNICAL INFORMATIONS***

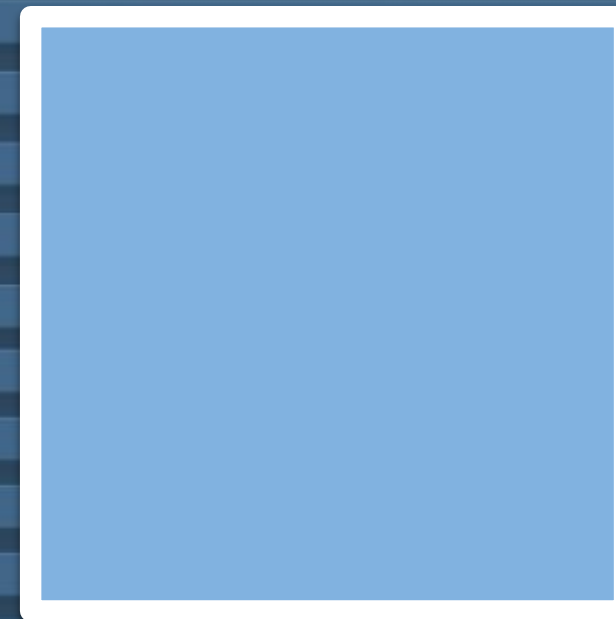
*PAINTINGS DIMENSIONS*

*All the paintings are 0.25" thick*

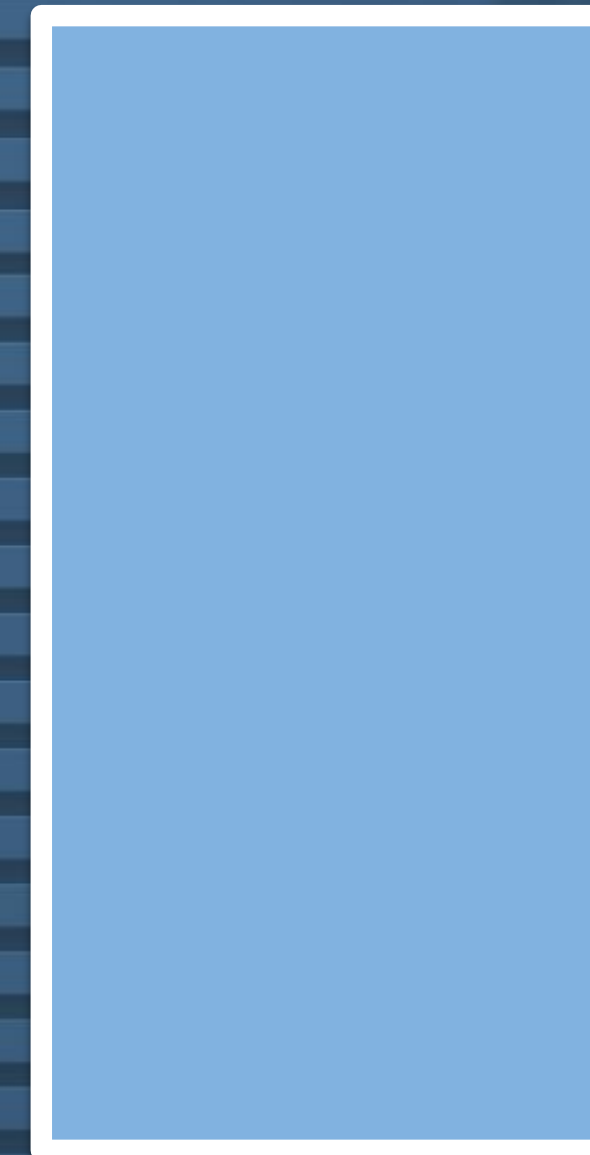
*Horizontal format*  
*10' x 5'*



*Square format*  
*5' x 5'*



*Vertical format*  
*5' x 10'*







## MATERIALS AND MAINTENANCE

### **Materials**

The paintings will be **directly printed** on 0.25” thick DIBOND® panels, using a UV Laminate.

DIBOND® aluminium composite sheet, comprising two 0.3 mm thick aluminium cover layers and a polyethylene core. It is lightweight – extremely rigid and strong, making it ideal for outdoor applications.

The lifespan of approx. 10 years makes it one of the most durable external signage products on the market.

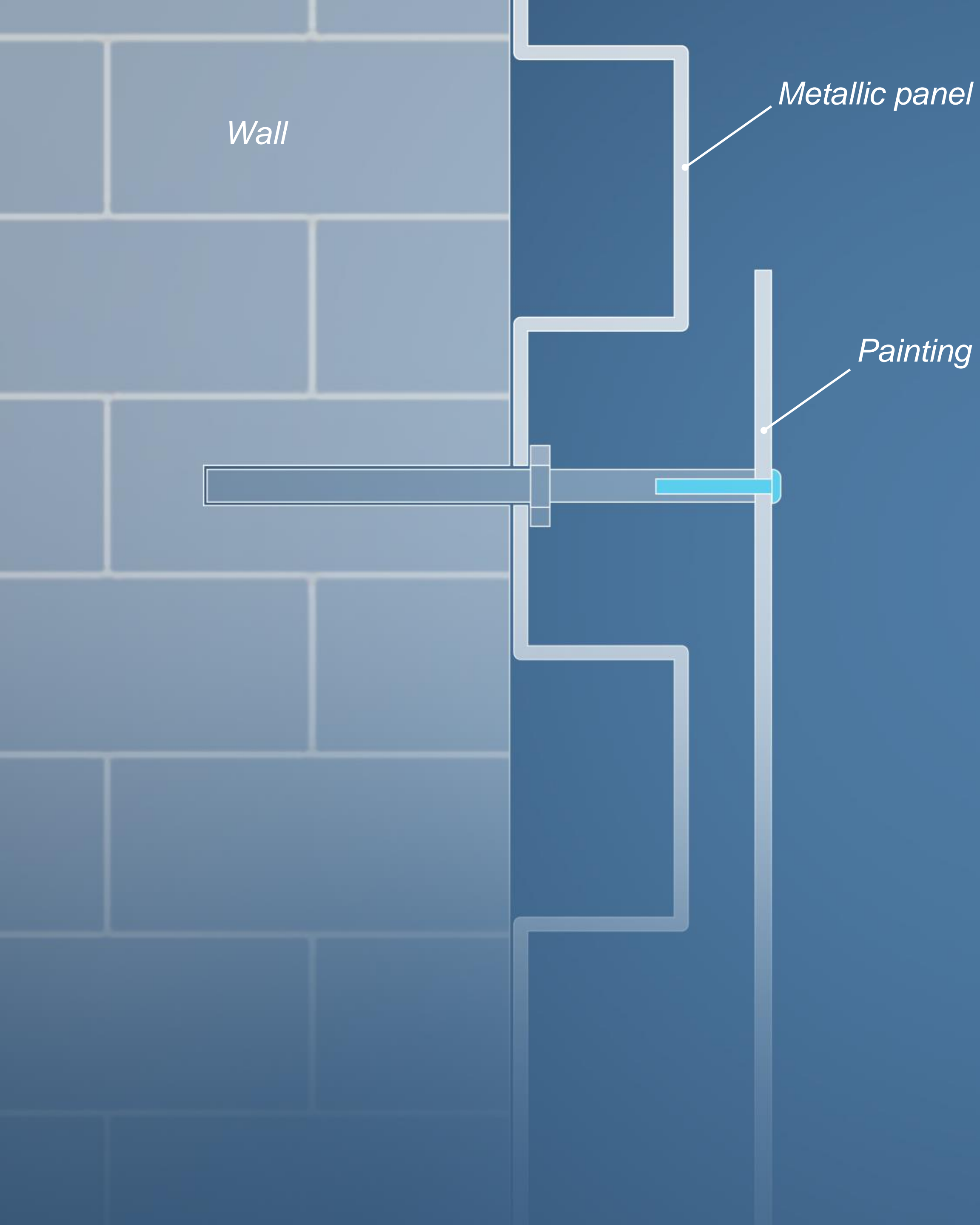
DIBOND® **can be recycled** along with other PVC products. It has a temperature resistance range from - 58 °F to + 176 °F.

### **Maintenance**

This project requires very little maintenance. Clean the paintings using a soft cloth and a window cleaner product. Avoid using any abrasive cleaning materials, as these could scratch the surface of the paintings.

All this can be done by non-artists (public works employees).

Digital files of each painting will be delivered to the City.



## MOUNTING SYSTEM

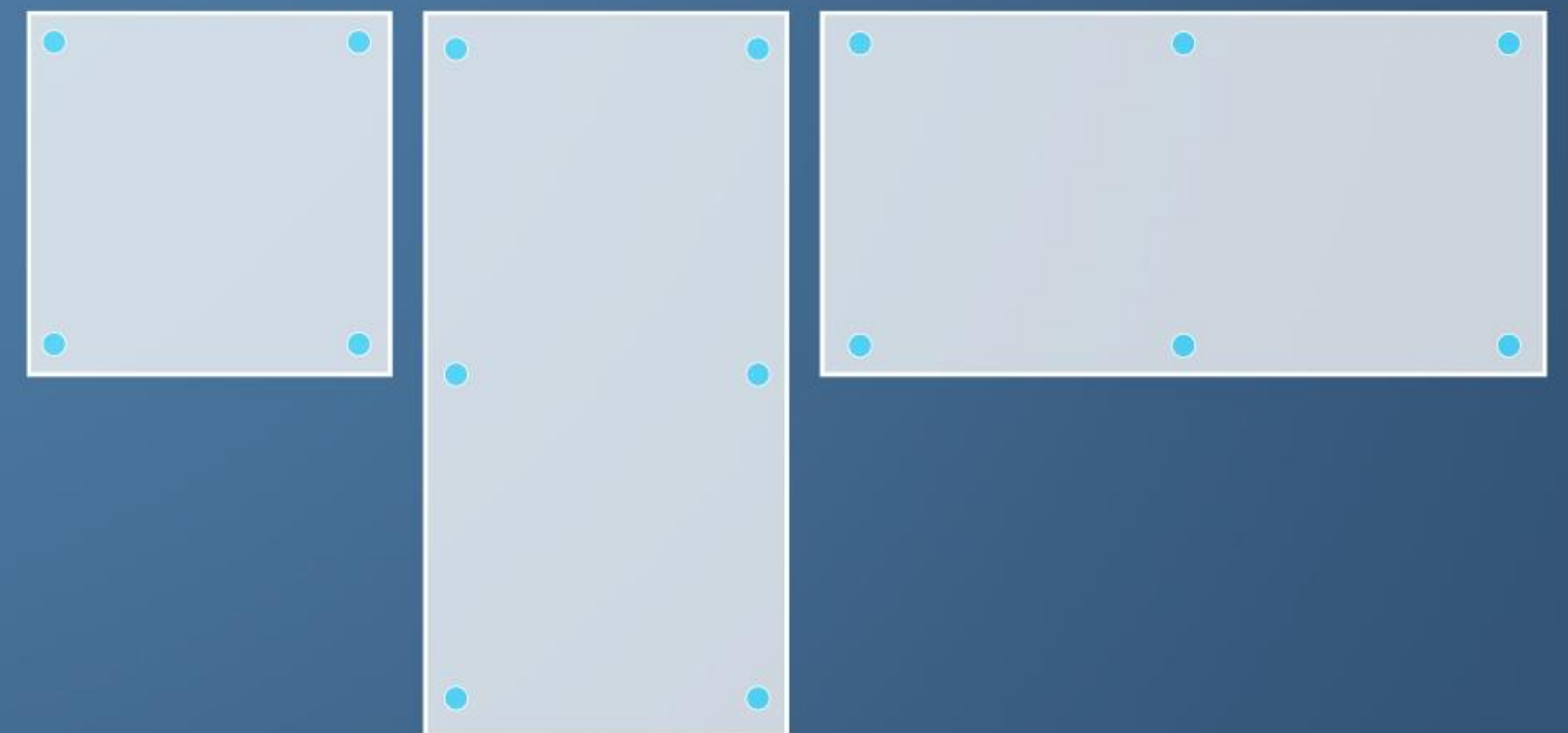
*We will drill into the bricks wall, passing through the metallic panel, in order to place the support bars necessary to hold the paintings up.*

*The paintings will be bolted to those bars in a standard way, to facilitate the removal and/or replacement when/if needed.*

*See below a scheme for the number of bolts required for each format. Each bolt will be colored to be perceivable as an element of the framing.*

*Square - 4 bolts*

*Vertical and Horizontal - 6 bolts*





## AR APP

*We will develop and deliver the AR App to the city.*

*Thanks to the QR code signs installed on site, people will be able to download it in real time, in an easy way and for free.*

*The App will be visually customized following the City of Madison guidelines.*

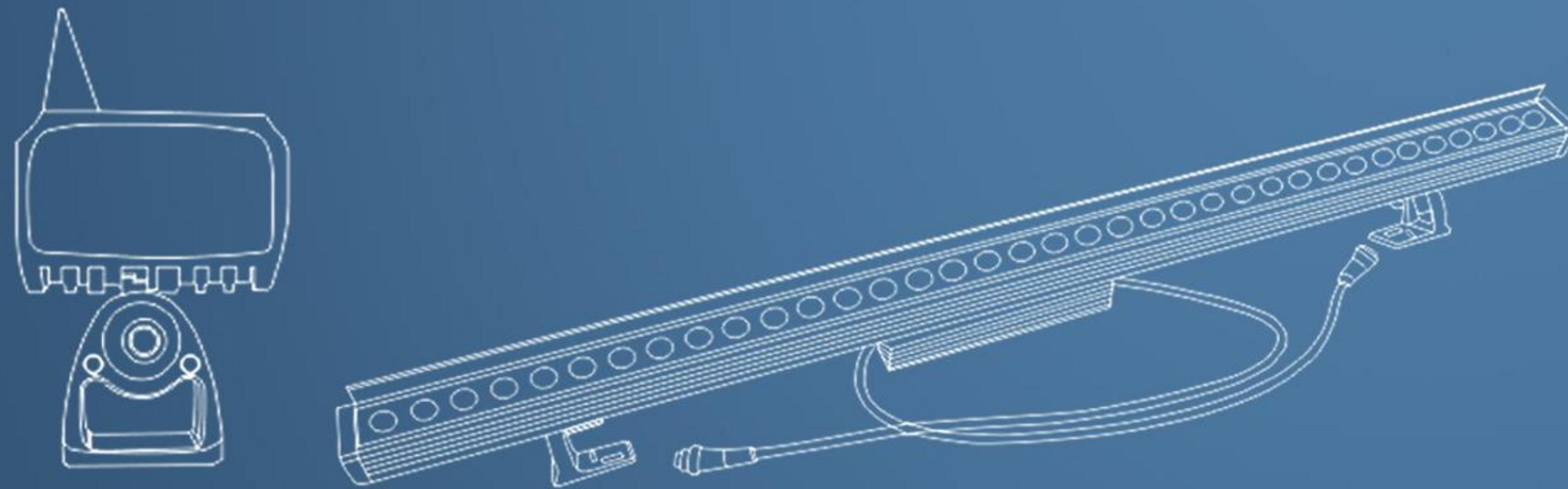
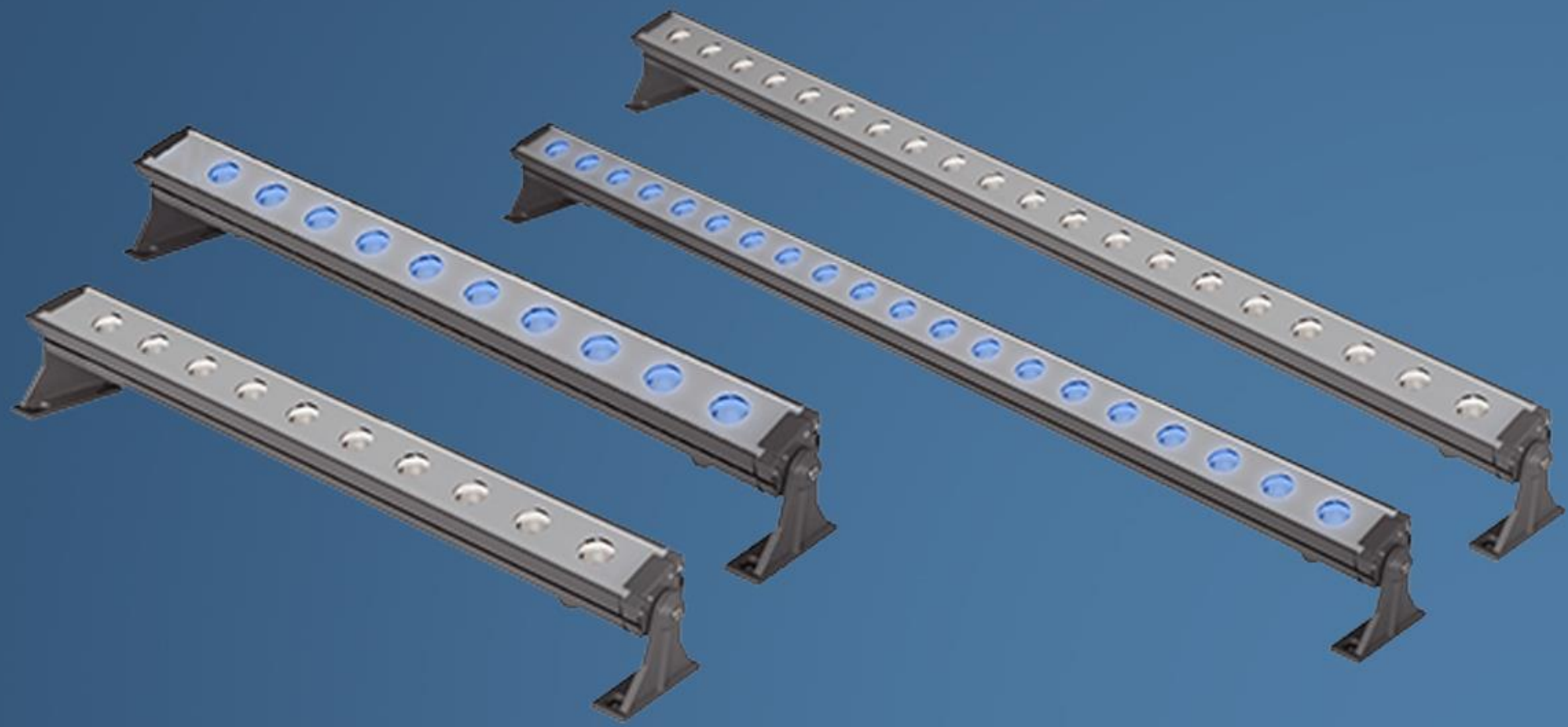
*The App will run on both iOS and Android Systems.*

## SUGGESTED LIGHT FIXTURES

*Linear LED lights wall washer lights gently illuminating the wall in order to avoid distracting drivers on East Washington Avenue.*

*We suggest a white light, no colors.  
It will be decide together if we want to use a warm (3000K), neutral (4000K), or cool (6500K) type of white light.*

***This is just a preliminary suggestion**, further evaluations need to be done on site in order to better advise on the light levels needed for this specific location.*



# PRODUCTION TIMELINE

*Starting date at the receipt of the first installment.*

	W1	W2	W3	W4	W5	W6	W7	W8	W9	W10	W11	W12	W13	W14	W15	W16	W17	W18	W19	W20	W21	W22	W23	W24	W25	W26
Concept definition (Paintings creation, engineering)	█	█	█	█	█	█	█	█	█	█	█	█														
Fabrication and AR development													█	█	█	█	█	█	█	█	█	█				
Transportation and Installation																							█	█	█	█

# CONCEPT TITLE

*ROM (Rough of order of magnitude pricing)*

*The project budgets listed in the following pages are informal cost estimates provided for early phase planning and budgeting purposes only.*

*ROM pricing must be finalized after proper engineering, costing and planning have been executed.*

<b>ITEM DESCRIPTION</b>	<b>COST</b>
Artist Design and Project Management Fee (20%)	22.000 USD
Fabrication (40%)	44.000 USD
Installation (15%)	16.500 USD
Professional Consultant Fees (10%)	11.000 USD
Insurance, Permits, Legal, Accounting, T&A, Quota of Overheads (10%)	11.000 USD
Contingency (5%)	5.500 USD
	<b>TOTAL</b>
	<b>110,000 USD</b>



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& ASSOCIATES  
iconic art installations

***THANK YOU***