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BLINK Grant Application

Applicant Information

Name Urban Land Interests (Contact Maura Overland)
 Address (no P.O. boxes) 10 East Doty St., Suite 300
 City/State/Zip Madison WI 53703
 Phone 608.251.0706 O, 608.441.5116 Direct
 Email TempStaff@ULI.com

Deadlines

- Deadlines are: February 1, June 1, and October 1
- All application materials must be emailed to the Madison Arts Commission (madisonarts@cityofmadison.com) by 4:30 pm on the day of the deadline.



"The Beehive Project" by Chele Isaac, was an interactive public art project consisting of a large scale beehive, featuring a queen bee inside typing a story on an old typewriter. The public participated by helping to write the story.

Project Description

Project Title Healing Forest (Storefront Window Installation)
 Location(s) 341 State Street (former Gap)

Start date/time 06/20/20 End date/time 07/20/20

Project costs:

Supplies (paper, paint, s	\$ <u>500.00</u>
Fabrication	\$ <u>600.00</u>
Installation	\$ <u>400.00</u>

Additional project income (if any):

	\$
	\$
	\$

Madison Arts Commission

The City of Madison (MAC) recognizes the unique value of the arts and the contribution they make to the quality of life within our community. Madison Arts Commission was created by ordinance in 1974, to advise the Mayor, Common Council and city agencies on matters which relate to the creation, presentation and funding of public art.

Amount requested from MAC 1,500.00
 Estimated Total Costs / Income 1,500.00 1,500.00

Do you have the necessary insurance coverage?

Yes No

Do you have all necessary permits and permissions?

Yes No In progress

Conceptual Approach

Our concept is to transform the space of the empty storefront at 314 State Street into a visual retreat for pedestrians. Empty storefronts can create anxiety about the future of our cities. Instead of leaving a visual hole, our installation will provide peaceful, reassuring visual cues. The installation will include sculptural elements embellished with crystals, feathers, and other natural elements, contextualized in a background of painted paper strips hanging from the ceiling to form a forest, sending the message of community health and wellbeing and our future.

Project Description (400 words or less)

Our team of three artists: Martha McCamy (Madison), Claire Kellesvig (Madison), and Nina Bednarski (Milwaukee) will create "Healing Forest" to celebrate Mother Nature at the peak of summer light.

The installation will consist of painted paper that will be installed in such a way as to occlude the empty retail interior and create a layered paper stage for the sculptural elements.

Nina Bednarski will serve as the lead artist. Ms. Bednarski previously designed storefronts in New York City. When she left the fashion industry to focus on her own artwork, she found she still enjoyed working with the space of a retail storefront occasionally. Rather than attracting visual attention to these spaces to sell merchandise, she now uses these makeshift gallery spaces to share messages of healing, strength, and community with the public.

"Healing Forest" will help us keep an expansive State Street storefront activated. It will showcase the work of regional artists in an alternative "gallery" setting. It will provide viewers with a powerful reminder of the value of our natural world.

ULI is serving as the applicant because they will cover the insurance and utilities for this project.

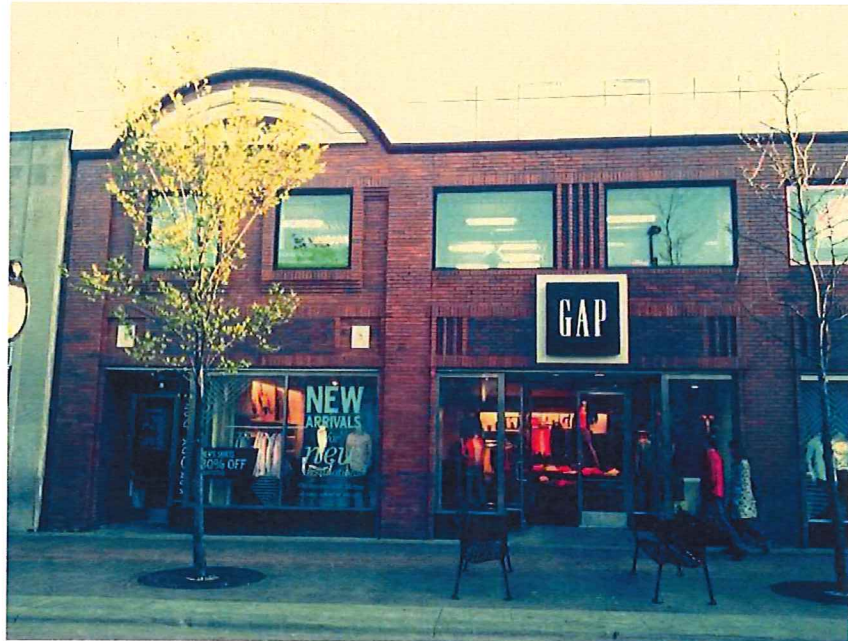
The project will be installed near the time of the summer solstice and remain up for at least a month and less than a year.



Top Image: From Solo Show at Otherlands “Rest” window installation Walkers Point
Bottom Image: Riverwest Community Healing Storefront (w/artist for scale)



Destination, a BLINK Temporary Public Art Project (July 2007)
Artists embellished seven bus shelters on the Capitol Square
Artists had 1 day to complete their artwork, the public had one month to see it.



Proposed ULI owned location: 341 State Street



"This is Only A Façade" (2014) by Tyanna J. Buie
Previous Blink project installed in ULI-owned storefront

