

# THE TIME IS OURS

Best and Final Proposal (for anticipated installation 2026)



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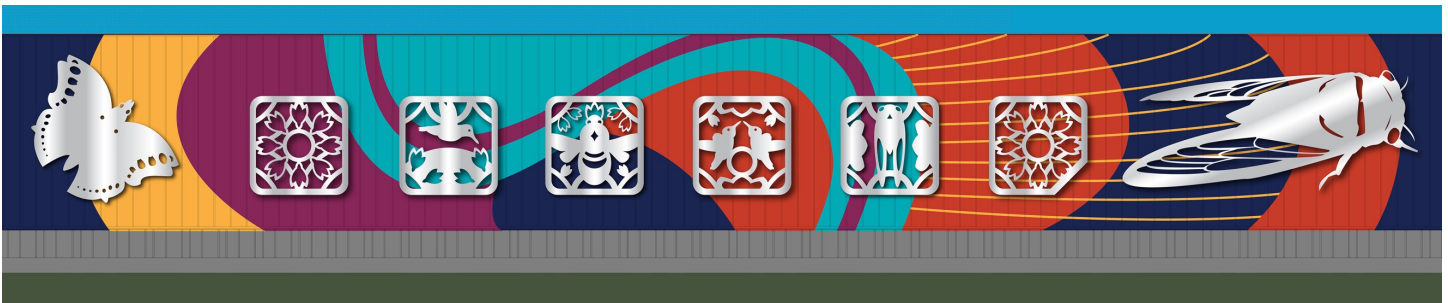
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*Close-up of 2026 artwork (designed in 2025, for anticipated installation in 2026).*



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## Honoring the Original Concept

### Artwork Title: The Time is Ours

The 2026 artwork<sup>1</sup> (prepared in 2025 for an anticipated installation date of 2026) honors the original concept of the 2022-2023 proposal, depicting the passage of time from the perspectives of public transit riders.

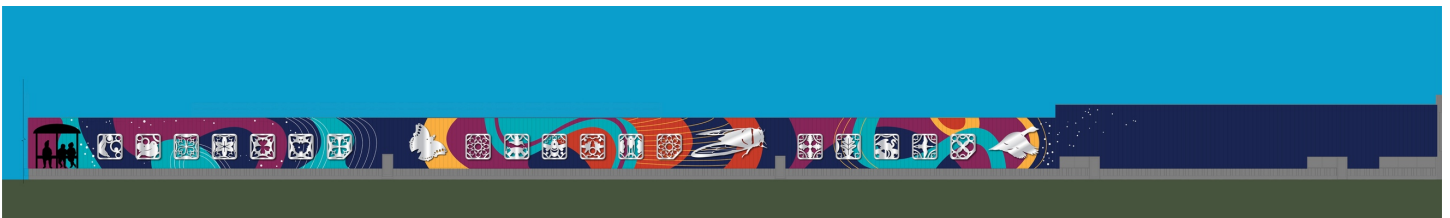
### The artwork consists of two main components.

**MURAL**<sup>2</sup>: A painted mural alludes to the movement of water, for which the Ho-Chunk peoples named this region *Teejop*, which means Four Lakes. On the left end of the mural, a painting of people waiting at a bus shelter honors those I interviewed on how they use public transit and their hopes for public transit's future.

**SILHOUETTES**<sup>3</sup>: Aluminum composite panels CNC-cut into silhouettes, floated over the mural's surface, portray the transition of time via the seasons.



*2023 approved artwork (for budget approved in 2022).*



*2026 artwork (designed in 2025, for anticipated installation in 2026).*

<sup>1</sup> 2026 artwork: the term I will use to describe the artwork designed in 2025 for anticipated installation in 2026.

<sup>2</sup> Mural: the term I will use to describe the painted portion of the artwork.

<sup>3</sup> Silhouettes: the term I will use to describe the CNC-cut metal sheets installed over the mural.



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## New Silhouettes

The 2026 artwork features a redesign of the aluminum silhouettes from 2022-2023.

**SMALL SILHOUETTES<sup>4</sup>:** There are 20 new silhouettes designed as 8' x 8' squares, reminiscent of carved amulets or bus windows. Each is fabricated out of two 4' x 8' sheets, matched at the center of the design.

**BIG SILHOUETTES<sup>5</sup>:** There are also 3 (three) large-scale silhouettes, a carryover from the 2022-2023 artwork. Each is fabricated and assembled (like a jigsaw puzzle) out of eight to twelve<sup>6</sup> 4' x 8' metal sheets.

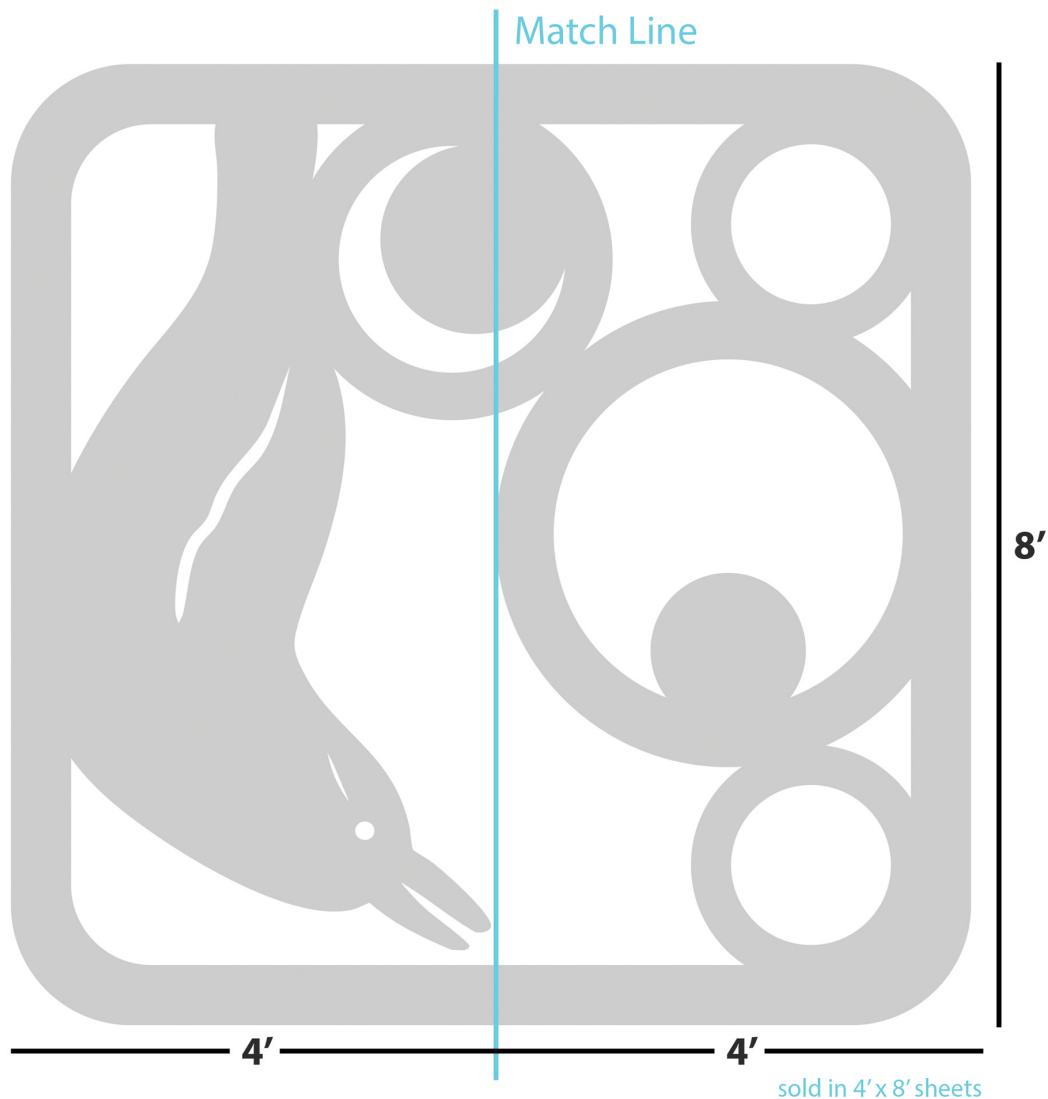


Image of small silhouette, mocked up with measurements.

<sup>4</sup> Small silhouettes: the term for 8' x 8' aluminum silhouettes, made of two metal sheets each.

<sup>5</sup> Big silhouettes: the term for large-scale aluminum silhouettes, made of several metal sheets each.

<sup>6</sup> Eight to twelve is an estimate, final number to-be-determined by the vendor.



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## Small Silhouettes

There are 20 new silhouettes designed as 8' x 8' squares, reminiscent of carved amulets or bus windows. Like the old artwork, the new silhouettes depict imagery that denotes the passage of time in Madison—such as the nuthatches and dark-eyed juncos of winter, the first crocuses and mourning cloak butterflies of early spring, the arrival of hummingbirds and cicadas of summer, and the red oak leaves and sandhill cranes of autumn.



Four of the 2026 silhouettes. Top-left: crocus for spring. Top-right: rusty-patched bumblebee and beebalm for summer. Bottom-left: sandhill crane and oak leaves for autumn. Bottom-right: dark-eyed junco for winter.





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## Big Silhouettes + Transition Points

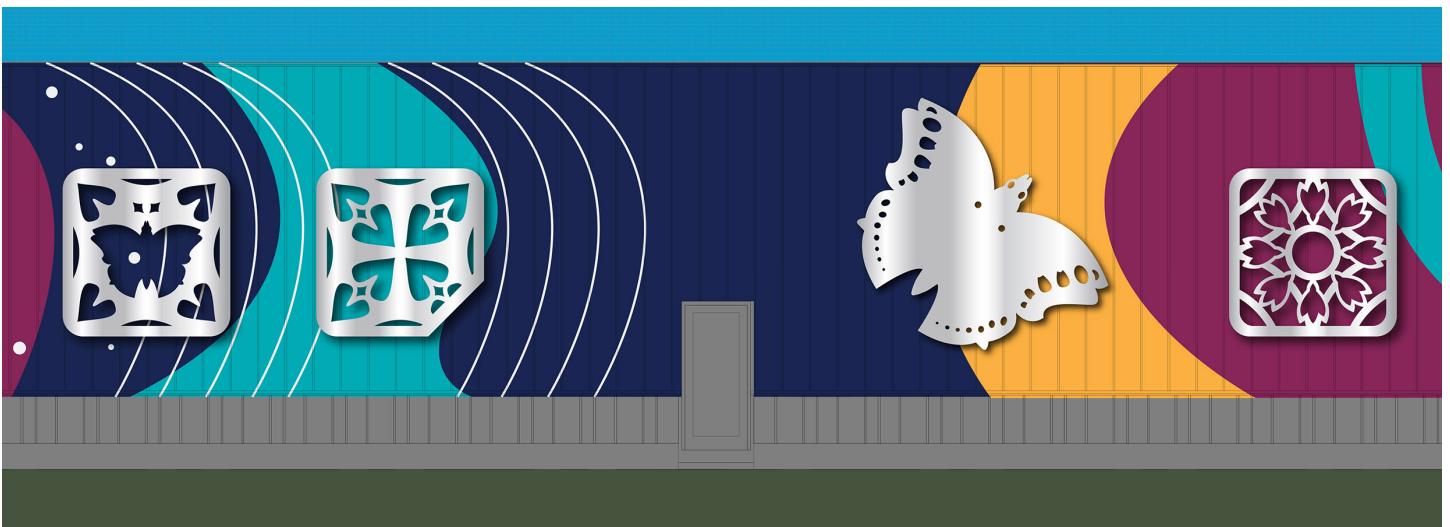
**OLD FAÇADE:** Previously, brick extrusions demarcated 4 (four) distinct sections on the building façade. These brick extrusions have been removed as part of Madison Metro’s building renovation.



*Close-up of the transition in 2023 artwork. Each of the four sections started with a large-scale (16’ tall) portrait painted on aluminum, the height of the building.*

**NEW FAÇADE:** With the brick extrusions gone and façade more seamless, transitions are conveyed via:

- 3 (three) big silhouettes of a mourning cloak butterfly, cicada, and Canada goose whose flights signal the end of each “section.”
- 3 (three) small silhouettes each with a corner cut off, reminiscent of the end of a car in a bendy bus.



*Close-up of transitions in 2026 artwork. Big silhouette of a mourning cloak in the transition from “spring” to “summer.”*



## Redesign Priorities



*Close-up of transition in 2026 artwork. Big silhouette of a cicada, in between silhouettes in transition from “summer” to “autumn.”*

### The 2026 artwork addresses the following redesign priorities<sup>7</sup>:

1. **Reduce the weight load of aluminum:** less aluminum and smaller silhouettes address concerns about wind and weight load on the wall.
2. **Simplify installation:** The majority of the 2026 silhouettes are square-shaped and consist of two rectangular 4'x8' sheets each. These are easier to match and install than the 2023 silhouettes. In the 2022-2023 versions, all the silhouettes are large and consist of a minimum of 8 (eight) irregular-shaped pieces that come together like a jigsaw puzzle.
3. **Simplify maintenance:** Because the small silhouettes are easier to assemble, they are also easier to remove for wall maintenance or to replace in the event one of the aluminum sheets is damaged.
4. **Mitigate rising costs for labor and materials from 2022 to 2026:** Costs increase every year, but the budget for this project has remained the same. The fabrication and installation of the aluminum silhouettes is the highest expense for this project, so controlling this expense was a priority in the redesign.
5. **Maintain similar wall coverage:** A strategic reduction in the amount of aluminum and painted mural, combined with a redesign that maintains similar wall coverage on the building, results in the same scale of visual impact while staying on budget. The strategic reduction also helps control future maintenance costs for the mural and aluminum silhouettes.

<sup>7</sup> Redesign Priorities: this term pertains to concerns and risks following the project's delay to 2026 and structural changes to the wall façade due the renovation.



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## Budget Estimate: 2026

Line Item	Cost
Aluminum Panels + CNC Fabrication	\$21,100
Installation Labor for Aluminum Panels	\$6,800
<i>Wall Priming + Preparation</i>	<i>\$9,000</i>
<i>Scissor Lift Rental</i>	<i>\$5,800</i>
Painting Assistants (Operation Fresh Start)	\$15,750
Project Administration	\$11,000
Exterior Grade Paint	\$5,600
<i>UV and Mildew Protective Coating</i>	<i>\$2,375</i>
<i>Anti-Graffiti Coating</i>	<i>\$3,000</i>
Consumable Materials + Contingencies (tarps, paint brushes, rags, tools, etc.)	\$1,000
Artist's Fee (production, installation)	\$28,600
Redesign Fee 1, 2023	\$3,000
Redesign Fee 2, 2024	\$9,975
<b>Total Budget</b>	<b>\$123,000</b>

## Project Team

### Primary Vendor:

Jenie Gao Studio LLC, contact Jenie Gao at here@jenie.org, 314.757.4352

### Painting Assistants:

Operation Fresh Start, contact Brian McMahon at bmcMahon@operationfreshstartorg, 608.444.4262

### Fabrication & Installation of Aluminum Panels:

SpeedPro Madison, contact Bryan Reichling at breichling@speedpro.com, 608.319.4391

### Painting & Solvents Vendor:

Hallman Lindsay, contact John DeVries at John.DeVries@hallmanlindsay.com, 608.834.8844





**Cost Change Comparison**

Line Item	2023	2026	Difference
<b>Aluminum Panels + CNC Fabrication</b>	\$37,000	\$21,100	Vendor: Estimated annual price increase of 5% in material + labor since 2022. (Vendor had previously honored their 2022 quote despite annual increases for a 2024 install.) Artist: reduced aluminum coverage to lower this cost.
<b>Installation Labor for Aluminum Panels</b>	\$9,500	\$6,800	Vendor: Estimated annual price increase of 5% in material + labor since 2022. Artist: simplified installation to lower this cost.
<i>Wall Priming + Preparation<sup>8</sup></i>	<i>\$10,000</i>	<i>\$9,000</i>	<i>Vendor: PENDING final number based on final quotes and negotiations.</i>
<i>Scissor Lift Rental</i>	<i>\$5,000</i>	<i>\$5,800</i>	<i>Vendor: PENDING final number based on final quotes and negotiations.</i> <i>Artist: assuming annual 5% increase in cost.</i>
<b>Painting Assistants (Operation Fresh Start)</b>	\$10,500	\$15,750	Vendor: 50% increase in cost of labor from 2023 to 2025. OFS will increase their rates in 2026 but will honor their 2025 rates for this project should it take place in 2026. Artist: Estimating same amount of paint coverage means this labor cost increases.
<b>Project Administration</b>	\$11,000	\$11,000	Vendor: Consultant is honoring their original fee.
<b>Exterior Grade Paint</b>	\$7,500	\$5,600	Vendor: Negotiated with supplier to attain this price for 2026.
<i>UV and Mildew Protective Coating</i>	<i>\$2,700</i>	<i>\$2,375</i>	<i>Vendor: PENDING final number based on final quotes and negotiations with supplier.</i>
<i>Anti-Graffiti Coating</i>	<i>\$2,300</i>	<i>\$3,000</i>	<i>Vendor: PENDING final number based on final quotes and negotiations with supplier.</i>
<b>Consumable Materials (tarps, paint brushes, cleanup, tools, etc.) + Contingencies</b>		\$1,000	Budget allotted for consumable materials including but not limited to: tarps, paint brushes, buckets, paint trays, paint rollers, cleaning supplies, etc.
<b>Artist's Fee (production, installation)</b>	\$24,000	\$28,600	Artist: Annual price increase of 6% for artist's labor from 2023 to 2026.
<b>Redesign Fee 1, 2023</b>	\$3,000	\$3,000	Paid April 2023
<b>Redesign Fee 2, 2024</b>	\$9,975	\$9,975	Paid June 2024
<b>Total Budget</b>		\$123,000	\$123,000

<sup>8</sup> Note: Vendors that are italicized and highlighted will only give a quote upon booking of the service or are still in negotiation. Italicized line items are estimates but are subject to change.



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### Installation Plan & Ideal Timeline 2026

- **April / May:** Subcontractor power washes, primes, and prepares wall.
- **May / June - August:** Jenie Gao Studio paints mural walls with hired assistants from Operation Fresh Start. Applies UV Protection and Anti-Graffiti Coating.
  - Required Equipment: scissor lift (or scaffolding).
- **June / July:** Jenie Gao Studio hosts 2 (two) community paint days as a community engagement activity.
- **August:** SpeedPro begins aluminum silhouette fabrication based on anticipated completion of painting.
- **August – September:** SpeedPro installs aluminum silhouettes using self-tapping screws.
  - Required Equipment: scissor lift (or scaffolding).
- **September:** City of Madison installs informational plaques for project.
- **October:** Celebration event with community.

### Installation Plan Contingencies

- The ideal timeline depends on production starting in April 2026 to make the most of the temperate months in Wisconsin. Temperatures drop significantly by August and September. By October, temperatures drop below the recommended minimum for using paint and varnishes outdoors.
- To meet this timeline requires that City of Madison give Jenie Gao Studio LLC access to the wall by April 2026, with other approval processes concluded before this time.



*Close-up of transition in 2026 artwork. Big silhouette of a Canada goose delineates the end of “autumn,” transitioning into a painted winter scene that signals a return to the beginning (lefthand side) of the artwork and repeat of a cycle.*



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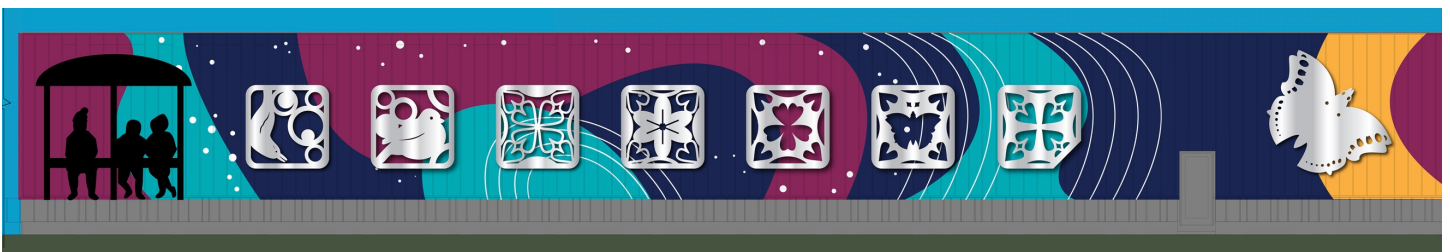
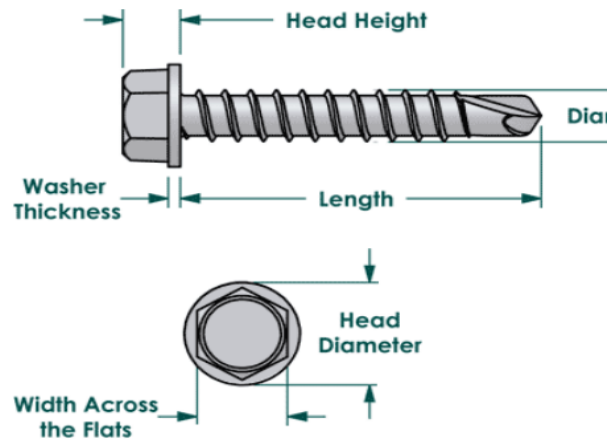
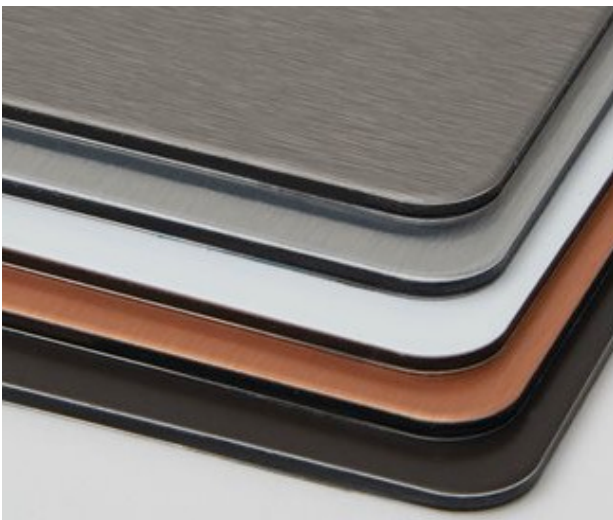
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## Materials & Construction

- Brushed silver Dibond® aluminum composite panels (3/16") are lightweight, easy to maintain
- Aluminum panels installed slightly floated from wall using a screw system
- Will leave room for rain drains and be simple for City Engineering to remove and maneuver
- Local vendor for fabrication and installation: SpeedPro Madison

## Installation Method

- The aluminum composite panels will be secured directly to the siding of the building using 1" self-tapping screws.
- These can be removed and re-installed for maintenance of the wall behind the artwork.



Painted scene of bus riders waiting in a shelter allude to interviews with Madison transit users, leading into the “winter” section of the artwork.



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### Longevity & Protection

- Exterior grade mural paint durable in all weather conditions.
- Anti-graffiti coating will protect the work from vandalism.
- UV protective coating will prevent sun fading.
- Easy maintenance, paint will need to be UV re-coated every 4-5 years.

### Maintenance Plan

Every 4-5 years, the mural should be re-varnished for UV protection. Re-coating ensures that the mural will remain looking great for years to come.

Re-coating should be done above 50 degrees Fahrenheit. Below 45 degrees is not recommended, as the UV coating may not cure properly.

#### Jenie Gao Studio's Recommended Materials:

- Varathane Clear Satin Water-Based Spar Urethane
- Sacrificial (not permanent) Anti-Graffiti Coating like Rainguard International VandITop
- Scaffolding / Scissor Lift Needed

#### Maintenance Overview:

1. Remove aluminum panels from wall surface to gain access to painted mural.
2. Remove the old layer of anti-graffiti coating with a soft, wet rag or low-pressure wash (NOT power wash).
3. Apply 2 (two) coats of UV protective coating with a large, clean brush that has not been used for paint. To avoid drips, don't rush or use excessive varnish. Do not move product that has already been brushed on wall. Allow the surface to dry between coats. Product will dry clear.
4. Apply 2 (two) coats of sacrificial anti-graffiti coating with a large, clean brush or spray nozzle. Wipe away drips. Product will dry clear.

*A full maintenance handbook will be provided upon completion of the final artwork.*