



Madison Public Market Food Culture History Wall

2026

Project Background

- Inspired by Betty Banks' *Stony the Road* archive celebrating African-American pioneers in Madison from 1900-1950.
- Expanded the concept to include historical images from all cultures in Madison.
- Partnered with UW-Madison Design Studies professor Monika Thadhani. Her class Design Studies 341 – Design Thinking used WHS archives to develop a list of potential images to use and generated rough design concepts to bring the content together in a cohesive artwork.
- Settled on the idea of “gathering around a table, sharing a meal” as the concept
- Professor Thadhani continued to work with her graduate assistants and other students to further the design concept & create this draft.
- Staff have been gathering input from historians and other food culture experts.
- Design edits will continue as input is received from other partners & experts.

Culture to Table, a Gathering of Meaning

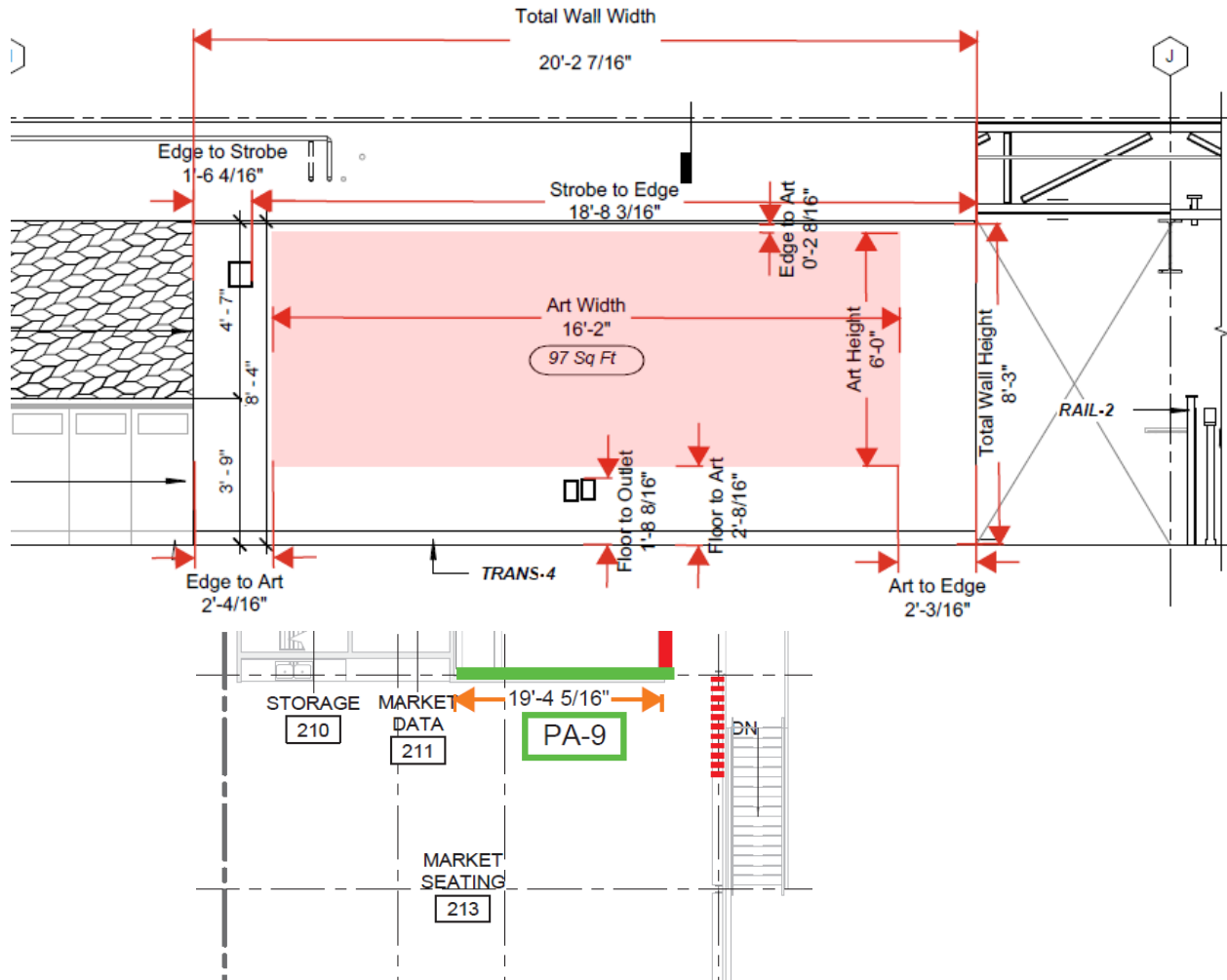
Concept approved by the Madison Arts Commission on January 16, 2024

Selection of historical photos representing the history of food production in Madison artfully collaged to create a cohesive artwork that will be printed on glass.



Project Location

PA-9 - Mezzanine



Material – Print on Glass

ALICE direct to glass printing from General Glass Incorporated

Examples:



Stan Douglas, Moynihan Train Hall



Catherine Woods, St Petersburg, FL Bust Stations

Consultants

- Nan Enstad, Professor at UW-Madison, interdisciplinary historian and rural sociologist of capitalism, agriculture and food
- Dr. Christy Clark-Pujara, Chair and Professor of History in the Department of African American Studies at UW-Madison
- Lindsey Christians, food and culture editor at The Capital Times, author of *Madison Chefs: Stories of Food, Farms and People*
- Yusuf Bin-Rella, Chef, Co-founder of Traderoots
- Nichole & JonMichael Rasmus, authors of *Madison Food: A History of Capital Cuisine*
- Randi Ramsden, author of *Extra! Extra! Eat All About It!: Recipes and Culinary Curiosities from Historic Wisconsin Newspapers*
- CHEW – Culinary History Enthusiasts of Wisconsin
- Dr. Sergio Gonzalez, author of *Mexicans in Wisconsin*
- Mai Zong Vue, Chief Operating Officer, The Hmong Institute

Budget & Timeline

- Image licensing fees: \$626.40
- Printing: \$35,0000
- Boxing, shipping: \$3,000
- Installation: \$5,000
- Contingency: \$5,000

TOTAL ESTIMATE \$48,626.50

Funding source: Percent for Art & Municipal Art Fund

Estimated Timeline

July 15 – 24, 2026: Madison Public Market Board comments & final meetings with experts

July 27 – August 5, 2026: Design edits & updates

August 6, 2026: Final design sent to fabricator

August 7 – Mid-September 2026: Fabrication

Late September 2026: Installation

Recommendation

Seeking approval of the design concept & direction, fabrication and installation of the work at the Madison Public Market, and empowering staff to approve final design edits.