

Aaron Granat  
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Dear Madison Arts Commission,

I am writing to offer professional video documentation for the ongoing *Phoenix from the Ashes* project.

*Phoenix from the Ashes* exemplifies the ingenious, collaborative spirit of the Madison Community Foundation, Madison Parks, Wisconsin Urban Wood, and the Madison Arts Commission. These organizations coming together to respond creatively to the decimation of Ash Trees is a powerful testament to the vibrancy and impact of the Madison artistic community. The work that will result from this call and the emotional journey that will lead to the final exhibition marks an important epoch of artistic production and as such, it deserves to be properly documented through the video medium, which can preserve the spirit and process of this multifaceted project in perpetuity.

As one of Madison's premiere event-related video producers, my team and I would be honored to take on the responsibilities of documenting the important aspects of *Phoenix from the Ashes*. I have many years of experience working as the staff video producer for the Division of the Arts, teaching production on the UW-Madison campus, and providing freelance documentation for many local artists and professors. I strongly encourage you to consider bringing me and my team of capable creative practitioners on board to capture the spirit and essence of *Phoenix from the Ashes* over the next year. We have the state-of-the-art technology and the creative vision to bring this project to life through the video medium.

Proper documentation demands a committed effort to capture the creative process over the course of the year leading up to the exhibition at the Overture Center for the Arts in September 2019. Ideally, video documentation will deeply explore the diversity of artistic approaches to the call and the emotional connections of the artists to their work. This level of coverage requires many shoots over the duration of the creative process, and the flexibility to adapt to unforeseen developments. A budget of \$4,950 is suitable to cover the logistical planning, shooting, editing, revising, and delivery of a long-form documentary (30+ minutes) or a handful of shorter videos accumulating to the same amount of time as a long-form documentary.

#### Production Personnel

Aaron Granat - Aaron is a longtime Madison resident, an Associate Lecturer for UW-Madison's Communication Arts Department, the staff video producer for UW Madison's Division of the Arts, and a freelance video producer working with many luminous clients on and off campus. Since 2013, Aaron has singlehandedly produced dozens of videos documenting arts events and projects throughout America.

Enanna Sheena - Enanna is a first generation Assyrian American and Madison resident gaining valuable videography experience working with Aaron. Enanna excels in logistical planning, creative visualization, and corresponding with clients.

Tristan Mentz - Tristan is a Madison-based DJ and event planner. He holds a Master of Arts degree in film studies and is currently gaining experience as a videographer working directly with Aaron. Tristan will provide secondary camera work and production support as necessary.

Thank you for considering my proposal. Please don't hesitate to reach out for additional information. I can be reached by email at [adgranat@wisc.edu](mailto:adgranat@wisc.edu) or by telephone at 608-213-9123. Professional references can be provided upon request.

Sincerely,  
Aaron Granat

Associate Lecturer, UW-Madison, Com Arts  
Staff Video Producer, UW Madison Division of the Arts  
Freelance video artist