

BLINK Grant Application

Applicant Information

Collaboration between MAC and MMoCA
 Name _____
 Address (no P.O. boxes) 227 State Street
Madison, WI 53703
 City/State/Zip _____
608-334-4049 / 608-261-9134
 Phone _____
leah@mmoca.org
 Email _____

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 Jenny Holzer VOTE Campaign
 Location(s) MMoCA (Henry Street) WI State Capitol
Polling locations, Banners at Campus Dr. & Park St.

Start date/time Sept. 15 End date/time Nov. 4

Project costs:

Mural _____ \$ _____

Banners _____ \$ _____

Signage at polls _____ \$ _____

Additional project income (if any):

_____ \$ _____

_____ \$ _____

_____ \$ _____

Amount requested from MAC \$1,500
 Estimated Total Costs / Income 0.00 0.00

Do you have the necessary insurance coverage?

Yes No

Do you have all necessary permits and permissions?

Yes No In progress

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.

Conceptual Approach

In anticipation of the 2020 US Presidential and Congressional elections, acclaimed neo-conceptual artist Jenny Holzer is partnering with local organizations to implement a number of public art interventions that encourage voter participation. Hozer's text-based artworks will champion broad political engagement, issue awareness, and voter empowerment. The project employs a range of strategies, including LED vehicles, light projections, billboards, and social media activations.

Project Description (400 words or less)

In Wisconsin, Holzer and her team are partnering with local organizations, including MMoCA, on a number of different public art strategies that encourage civic engagement during this critical political moment. Specific project elements include:

- 1) Major light projection: A world renown artist, Holzer has created monumental light projections for iconic buildings around the globe. We are seeking permission to install one of the artist's major light projections-with a "get out the vote" message-onto the State Capitol building. This installation would be on view to the public for five days prior to the election. (Note: the Madison Municipal Building has been secured as a back-up location.)
- 2) Collaborative mural at MMoCA: Holzer will work with UW-Madison art professor Faisal Abdu' Allah and his students to create a voting-related painted mural on the plywood covering MMoCA's Henry Street windows. In accordance with the dimensions of the available space, Holzer will design the text and font, which the students will paint onsite. The negative space around the quote will be open for the students to create their own work and messages.
- 3) Banners: Large-scale banners, again with select quotes from Holzer, will be installed at two locations: Campus Drive (outbound) and Park Street (outbound). The artist and her team are working with local company Suttle-Straus to have the banners produced. We are requesting support to cover the fees for hanging both banners.
- 4) Polling Locations: Conversations are currently underway with the Holzer team to determine a feasible intervention for each polling station in Madison. This will likely take the form of smaller light projections, signage, or feather flags.



