

**Project Title: Ella Phantzperil**

**Location:** James Madison Park, see attached for exact location

**Start/End date/time:** August 1 to August 31, 2019

**Conceptual Approach:** PETA (People for the Ethical Treatment of Animals) would like to apply to temporarily exhibit our elephant statue in the City of Madison from July 15-August 15. Our preferences would be in James Madison Park. We chose James Madison Park as it is close to the Wisconsin Historical Society, which runs Circus World in Baraboo. PETA's elephant statue draws attention to the plight of elephants used in the circus, including at Circus World.

We also think this location would be a great fit for the temporary exhibition of our statue because of Madison and its citizenry's aspirations—as expressed in Madison's Comprehensive Plan, Public Art Framework and Field Guide, and the James Madison Park's Master Plan—to integrate thought-provoking public art throughout the city. PETA's elephant statue focuses attention on social concerns, fosters dialogue, challenges assumptions and attitudes, and inspires empathy, action, and change—the precise types of engagement that Madison's public art initiatives strive to encourage.

PETA's original elephant—Ella Phantzperil—was designed by noted New Yorker cover artist and cartoonist Harry Bliss. She's shackled, and her tears teach people about the suffering that animals endure for circuses. Madison would join other notable locations that have used Ella for public art projects, including Washington, D.C., and Rochester, New York.

**Project Description:** *Ella Phantzperil* is a temporary public art installation that will take place at James Madison Park from August 1, 2019 to Aug 31, 2019. The statue is approximately 66 inches long and 66 inches tall, it is made of fiberglass and sits on a concrete base. The statue is connected by bolts under the elephant's feet which go through the base and have nuts tightened underneath. The base weighs 500lbs and the statue itself weighs 120lbs.

**Installation:** PETA will arrange for Ella to be delivered to the site address, and we will have a local PETA member on site to help install her.

**Background on Sponsoring Agency:**

PETA is the largest animal-rights organization in the world, with more than 6.5 million members and supporters, including thousands across Wisconsin. Through undercover investigations, animal rescue, demonstrations, and ground-breaking litigation, PETA works to end the use of animals exploited for laboratory testing, food, fashion, entertainment, or for any other reason.

One of our campaigns is animals who are exploited for circuses, roadside zoos, and other forms of "entertainment". Through our work, we saw the closure of Ringling Bros., the biggest circus in the world after 146 years of cruelty. Now, modern, progressive circuses like Circus Vargas and the new Kelly Miller Circus are dazzling their audiences without animals and more than 650 venues and dozens of communities across the country now prohibit wild animal exhibits. We're calling on Circus World to follow their lead and leave animal circuses in the history books.