

BLINK Grant Application

Applicant Information

Name Chris Jensen & Catherine McCormick & Lesley Sager
Address (no P.O. boxes) 535 W Johnson Street #1106
City/State/Zip Madison/Wisconsin/53703
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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.

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.

Project Description

Project Title STORIES (Bringing Awareness to Mental Health in the Community)
Location(s) Bascom Hill, Memorial Union, Red Gym,
Union South, School of Human Ecology, Menona Terrace

Start date/time 03/25/20 End date/time 05/04/20

Project costs:

Marketing	\$ 200.00
Production	\$ 1,060
Installation	\$ 100.00

Additional project income (if any):

N/A	\$
N/A	\$
N/A	\$

Amount requested from MAC \$1,360
Estimated Total Costs / Income \$1,360 \$1,360

Do you have the necessary insurance coverage?

Yes No

Do you have all necessary permits and permissions?

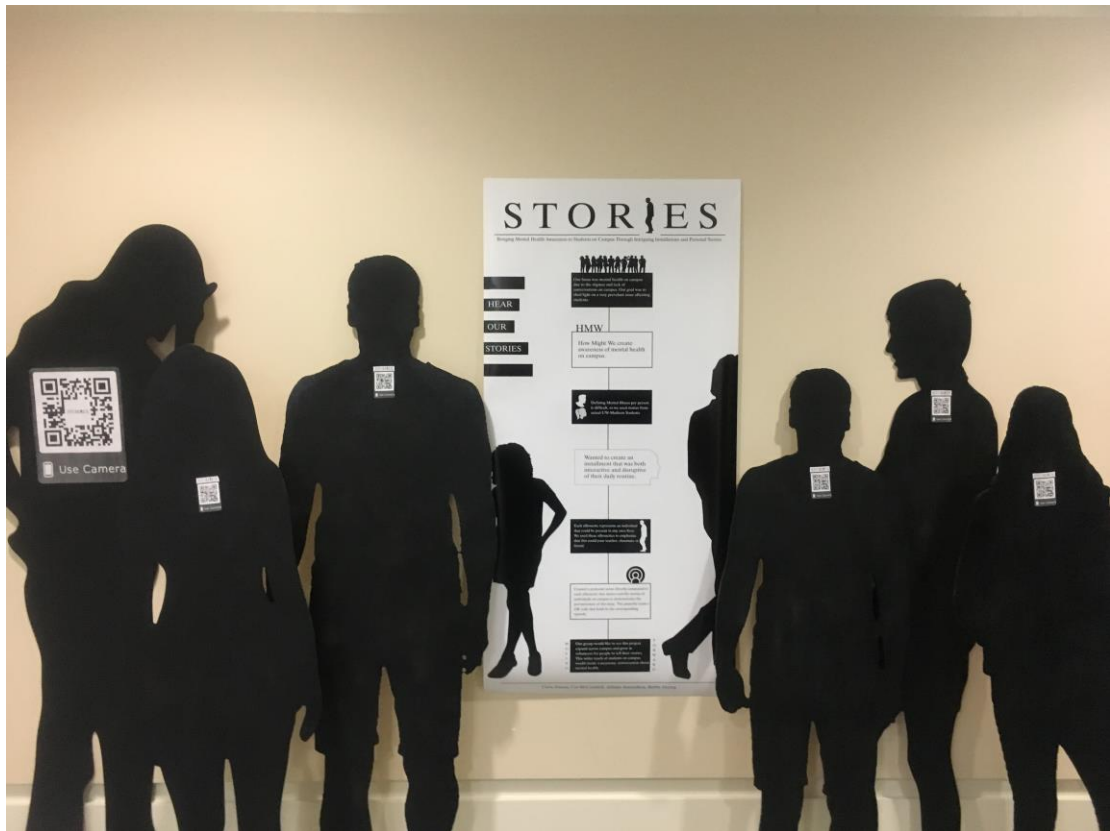
Yes No In progress

Conceptual Approach

Through clusters of twenty life size silhouettes placed strategically in parks and around campus, we aim to create mental health awareness. Each silhouette has a QR code which directs the observer to a podcast describing a real life mental health experience from a local community member. The diverse silhouettes will vary in size and form and while they may not realistically represent the actual person whose story is being told, the hope is that they provide the observer with a sense of connection and identity

Project Description (400 words or less)

STORIES is a cumulation of personal narratives regarding their mental health experiences. The scope of this project is to inform and bring awareness to the growing issues on mental health. By creating life size cutouts of individuals from plywood and painting them black, the passerby might identify with a certain silhouette. Each silhouette represents an individual that could be present in any ones lives. We used these silhouettes to emphasize that this could be your teacher, classmate, or friend. Upon a closer look of these mysterious silhouette's, the individual can see a QR code that is securely fastened onto the figure. By scanning this code on their phone (which is just used by opening the camera app on both androids and iPhone), the individual is directly taken to a podcast specific to that cutout. The listener then has an option to access other podcasts not associated with that specific silhouette by clicking on the podcast homepage. These podcasts are made from submissions of people around the community, sharing their struggle, perseverance, or thought on mental health. A collection of emails, interviews and conversations would make up the podcasts. The podcasts share real-life stories of individuals in the community to demonstrate the pervasiveness of this issue. Our hope is to create an installation that is disruptive to a daily routine, such as taking a walk, enjoying coffee, or eating lunch. The silhouettes offer mystery and intrigue yet a sense of identity and community. The figures will be placed around the city of Madison, in certain reserved spots such as Monona Terrace, Library Mall, Memorial Union, and even Bascom Hill. These high trafficked areas would force passersby to stop and look at the figures and even inspire curiosity to interact with them. The goal of this project is to highlight the invisible disability that is mental health and try to bring attention and conversation to the issue. By reinstating the reality that any person in one's life has everyday interactions with mental health, we normalize the conversation of mental health.





CHRIS JENSEN

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Current: 535 W Johnson Street #1106, Madison, WI. 53703
Telephone: 414-239-4901
Christjensen98@gmail.com

OBJECTIVE

Highly motivated university student with a passion for design seeks a paid summer position that will allow me to further develop my interior design skills while also expanding my knowledge of all design career opportunities.

EDUCATION

Graduate of Greendale High School in Greendale, Wisconsin
Sophomore at UW-Madison majoring in Interior Architecture (School of Human Ecology) with both a Design Certificate and Architecture Certificate

SKILL SET

- Passion and talent for design
- Superior communication skills
- Proven ability to deal with technology, communication and workplace challenges
- Strong, self-motivated work ethic
- Excellent interpersonal skills
- Ability to solve issues quickly and effectively, ensuring every decision or solution is efficient and logical
- Proficient in the use of AutoCAD and Adobe Suite applications
- Experience with Revit
- Have completed two year of multiple design studios
- Attaining Design Thinking certificate
- Focused on efficient and sustainable designs

DESIGN EXPERIENCE

Interior Design Consultant *(2016 and Ongoing)*

- Provided design services to family and friends on numerous design projects including:
 - Basement renovations
 - Décor for a first-time apartment renter
 - Landscaping plans and completion
 - Entryway makeover
 - Office design renovations and décor
 - Family room renovations

Video writer, director, producer and videographer *(2012 through 2017)*

- Began developing and filming videos at the age of 12, developing expertise and acquiring professional quality equipment over the years. The basic aesthetics of photography helped lead me to my passion for design.
- Worked with accounting firm to write, direct and film a video for its website

- Prepared a campaign video for a judicial candidate
- Developed, directed, filmed and produced a video for my high school and school district about the dangers of drunk driving for a school wide assembly
- Developed, directed, filmed and produced a music video

Design Thinking Certificate Emphasis

- Already completed two of the four design thinking classes
- Ability to think big idea of product development-to-hand
- Studied process of design thinking
- Learning the value of efficient, sustainable and effective designing

Landscaping Assistant and Consultant

- Continuously consulting friends, family and neighbors on flowers, shrubs and other detailed parts of gardens and lawns (mulch, statues, art)
- Worked on full garden removal and recreation
- Suggested plants for different locations based on the plants requirements to grow
- Organized and created beautiful landscapes utilizing the harmony of the different colors, textures and heights of the plants.
- Searched and ordered multiple plants for clients

OTHER WORK HISTORY

UW-Madison Animal Care Assistant (*September 2017 – Current*)

- Overlooked roughly 800 lab animals and ensured their health and wellbeing by following strict protocol
- Maintained a clean, thorough space to limit contamination
- Completed tasks following strict safety guidelines rigorously
- Documented any and everything necessary for supervisors to read and understand the current state of the lab and animals
- Meticulously cleaned spaces, utensils and equipment while using complex machinery and chemicals.

Head of Concessions and Employees - The Village Club Inc. (*May 2014 - August 2017*) (*seasonal summer job*)

- Supervised a workforce of ten other concessions workers, ensuring they performed their jobs correctly and efficiently
- Restocked inventory, ordered supplies (food, cups, plastic wear, apparel)
- Solved difficult issues regarding technology and cashier issues
- Trained new workers on software, customer service and opening/closing procedures
- Closed out cash register at the end of each day and deposited money
- Assisted with employee scheduling

Delivery Driver - Golden Chicken (*part-time, December 2017 – present*)

- Responsible for food delivery to customers
- Experienced at customer relations and working with customers

- Able to effectively resolve customer complaints and ensure customers feel they are treated fairly and have positive feelings about the outcome.

Self-operated Lawn Care & Snow Clearing Service *(April 2013 to August 2017)*

- Established my own lawn care and snow removal service
- Mowed and trimmed lawns weekly during spring, summer and fall
- Provided leaf-raking services in fall
- Provided snow-clearing services during the winter

References

Julie A. Penman
414-964-9433 or 414-426-2940

Jeff Bentoff
414-791-1215

Maddy Hottinger
1-414-559-6703

Catherine McCormick

1822 Van Hise Avenue • Madison, WI 53715

(920) 412-8649 • cmccormick3@wisc.edu • linkedin.com/in/CatherineMcCormick3

EDUCATION

University of Wisconsin – Madison

Madison, WI

Bachelor of Science – Human Development and Family Studies

May 2020

Certificate – Criminal Justice

Cumulative GPA: 3.26/4.0; Major GPA: 3.8/4.0

EVENT PLANNING & VOTING ENGAGEMENT EXPERIENCE

Paint and Pottery

De Pere, WI

Event Coordinator, Art Instructor

June 2017 – August 2019

- Specialize in coordination of community events, instructional art classes, and various parties
- Leads store-held instructional classes, and various events—including parties
- Collaborate effectively with store’s owner, and fellow employees in working at store and community based events
- Experienced in promotional aspects of events including reaching out directly or placing phone calls with community members, and helping to organize website’s informational materials

UW-Madison College Democrats

Madison, WI

Organization Member

January 2018 – Present

- Develop positive relationships with the campus community while advocating for democratic candidates
- Punctually attend monthly meetings for the organization’s upcoming events
- Demonstrate effective communication skills with UW-Madison peers through distributing information and educating UW-Madison peers about voting, policies, and candidates
- Volunteer in sending voting reminders and offering voting information to UW-Madison students

RESEARCH & DATA ENTRY EXPERIENCE

Cognitive Development & Media Laboratory

Madison, WI

Research Assistant

July 2019 – Present

- Participate in scholarly research as part of a University of Wisconsin – Madison laboratory
- Monitor and record eye movements of preschool-aged participants in preschool and laboratory settings
- Organizes data using Stata Software to independently produce detailed data analyses for ongoing studies
- Observe participant’s behaviors and activity in the laboratory’s clinical setting
- Collaborate efficiently in team environment with—Graduate Students, Laboratory Director, and peer Research Assistants—to analyze and organize data to interpret study results

Catherine McCormick

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REFERENCES

Jennifer Seeker-Conroy

Professional Mentor

Wisconsin Women's Network

Former Mentor

Known for 1.5 years

(608) 566-1222

jenniferseeker@gmail.com

Carolyn Caffery

Owner

Paint and Pottery

Employer

Known for 5 years

(920) 983-2840

potteryorbeadit@sbcglobal.net

Sandra Gordon

Interior Architecture Professor, Owner of Sandy Gordon Interiors

University of Wisconsin – Madison

Former Professor

Known for 2 years

(608) 221-4456

sjgordon2@wisc.edu