



Public Market Art Plan

Sustainability, Ecology, History, Place & Inclusivity

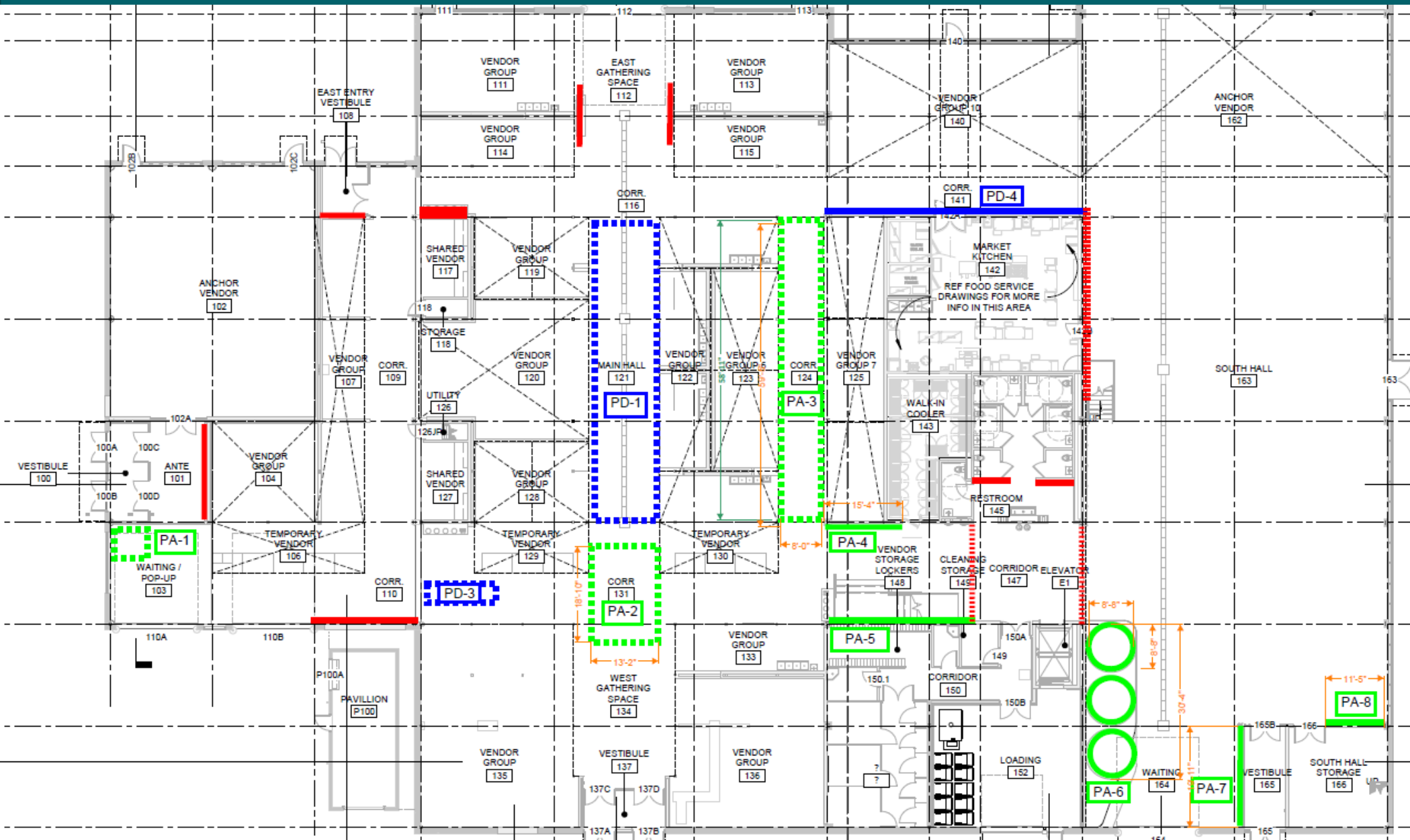
January 2024 Proposal

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City of Madison Department of Planning & Community & Economic Development

Public Art Interior Site Plan – 1st Floor

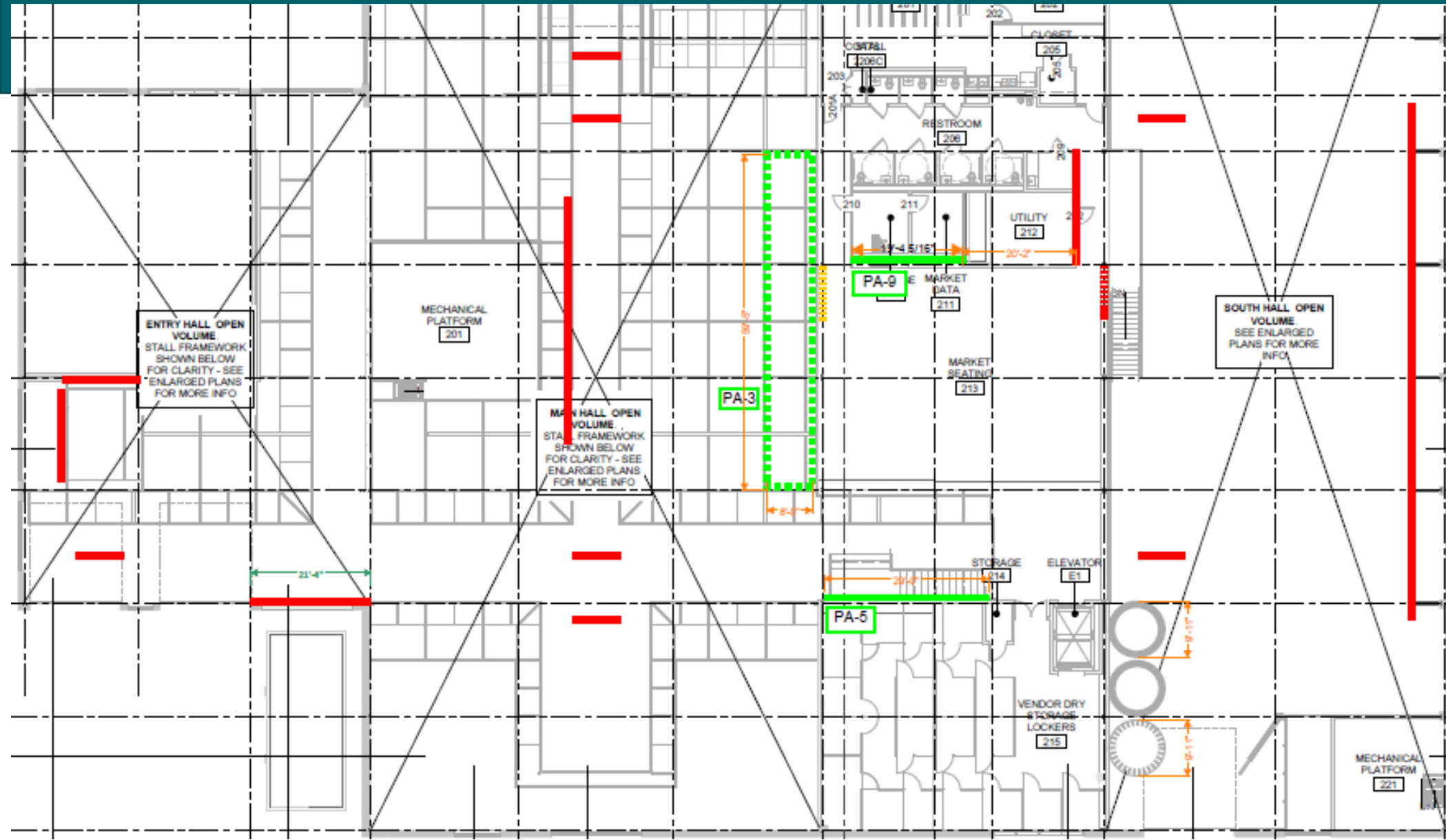


PA =
Public Art

PD =
Private
Donation

Signage

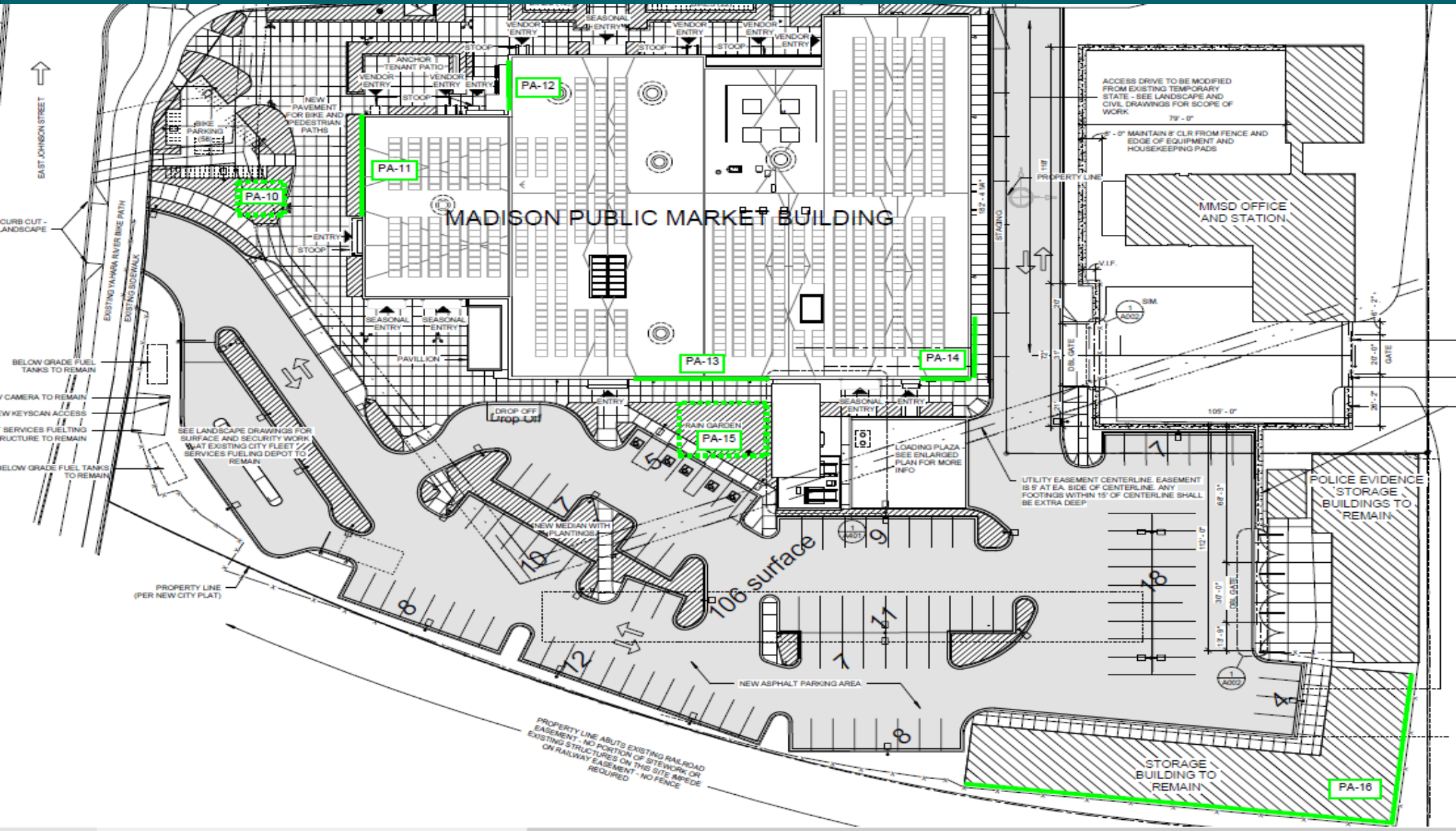
Public Art Interior Site Plan – Mezzanine



PA =
Public Art

Signage

Public Art Exterior Site Plan



PA =
Public Art

East Elevation – no art sites identified

Architectural drawing of the South Elevation of a building. The drawing shows a long facade with a grid of windows. On the left, there is a green-shaded area labeled 'PA-14' containing two louvers, each with a note 'LOUV- SEE MECH'. Above this area is a dimension of '21'-2"'. To the right of the green area is a grey-shaded area labeled 'ELEVATOR OVERRUN, BEYOND'. Further right is a red-shaded area labeled 'SCRN-1'. Below the red area is a note: 'ADD ALTERNATE 1. PROVIDE CW-13 AS DESCRIBED. BASE BID SHALL BE TO LEAVE EXISTING STOREFRONT AND INSULATED PANEL SYSTEM!'. The drawing also includes various callouts like 'COAT-1A', 'EPS-1', and '163'.

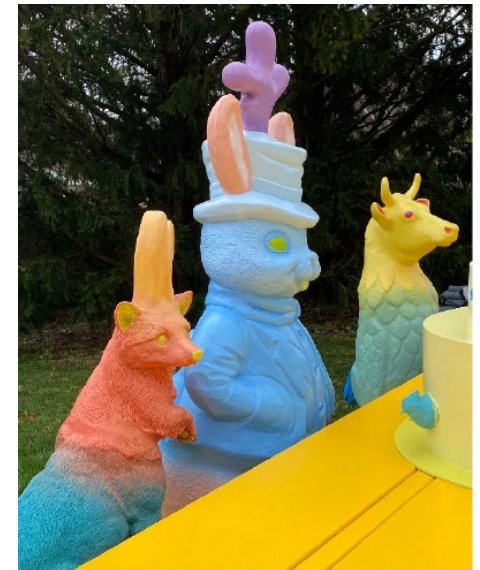
Modzilla by Actual Size Artworks

History & Sustainability



PA-1

“The tire spreader made us think of movie monsters grappling with the built environment – King Kong clutching a biplane, Godzilla shaking a train in his giant fist – so we decided this mechanical device needed a worthy opponent. We have often worked with discarded fiberglass mascots, theme park figures and lawn ornaments. We propose to make a creature that grapples with the tire spreader in a valiant battle of the wills.”



Of course, our creature will not be as terrifying as the movie monsters of the present day. We are after something more comical and B-movie-like, the result of the kind of source material we use... We have in mind a composite of figures and animals in a colorful mashup that defies logic. The creature will be wrestling with and trying to dismantle the tire spreader – a harmless object in its own right, but a scary monster when left to the imagination.”

Modzilla by Actual Size Artworks

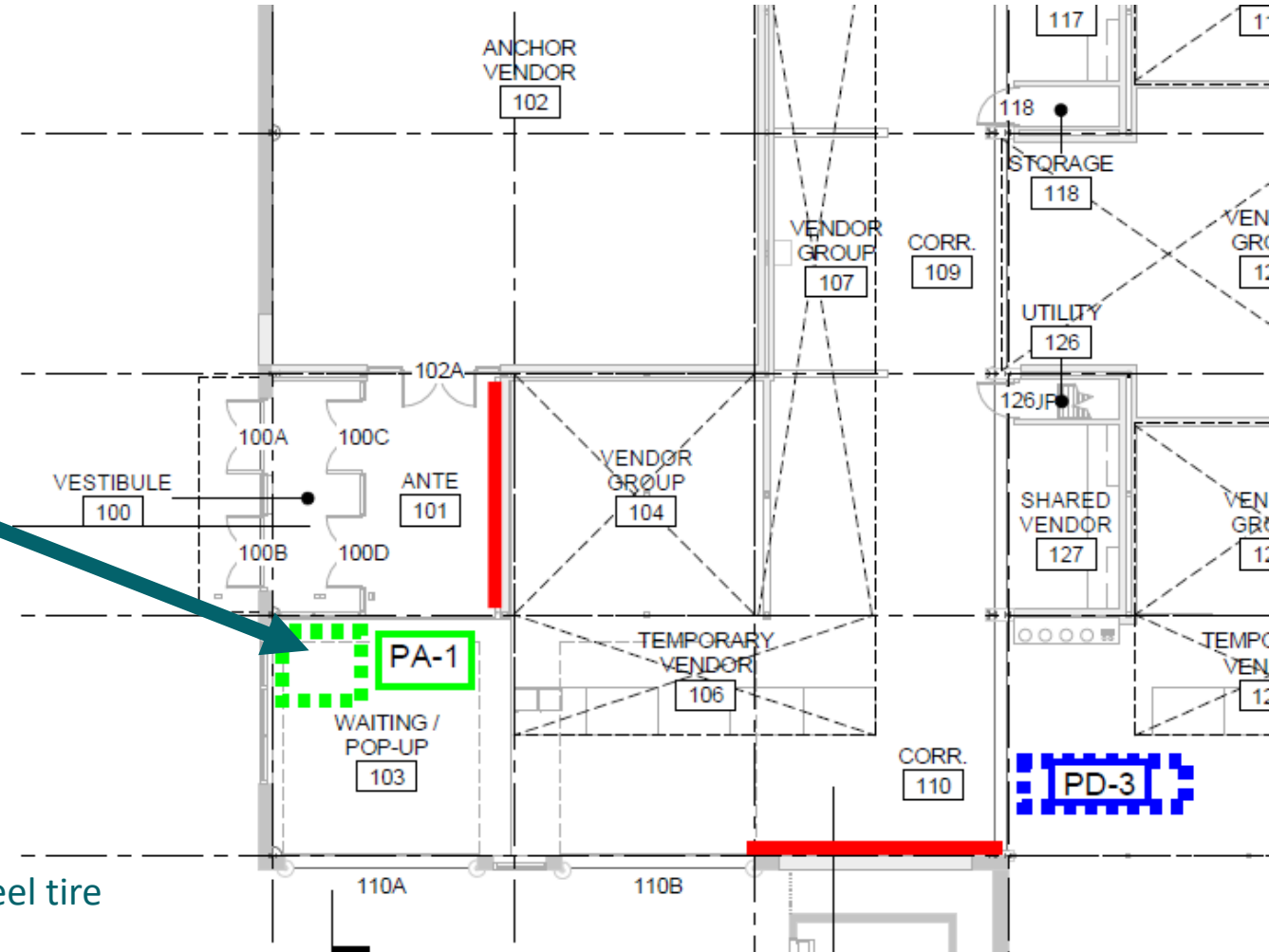
History & Sustainability



PA-1



Composite fiberglass sculpture interacting with a salvaged steel tire spreader from the old fleet building



Madison Public Market Foundation Comments

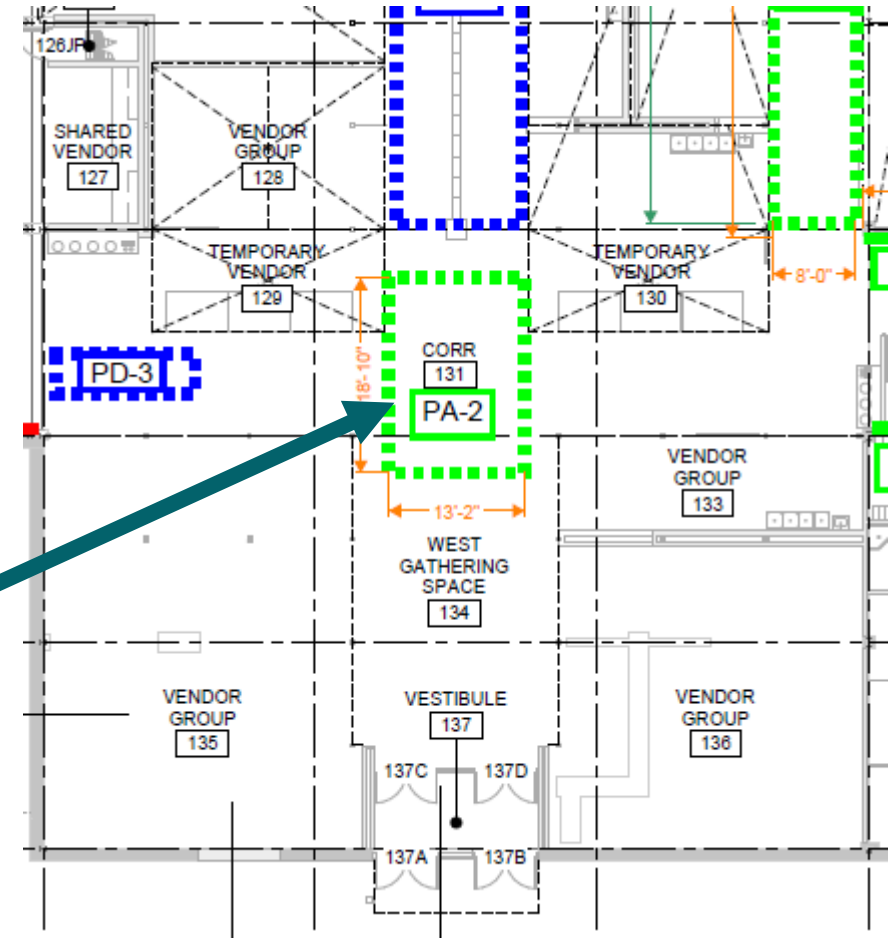
- Communicate with the artists that the fiberglass characters need to look playful and welcoming (not combative or attacking the tire spreader).
- Consider how this work can honor fleet service workers, perhaps the character is interacting with the tire spreader or is curious about it, as market-goers will be.
- Maybe there are other references to the former use of the building in the piece so that it is easier for the viewer to see the connection between that piece of equipment and the building's former use. Would the artist like to meet/interview some of the fleet service staff who worked in the building?
- Plan on didactics, maybe a QR code, to provide context and history of this object and the site.

Land Acknowledgement by Marwin Begaye

History, Place & Inclusivity



PA-2



A grounding work in paint or terrazzo on the floor, and vinyl on the glass doors, that acknowledges the history and ancestry of the land known as Teejop.

Madison Public Market Foundation Comments

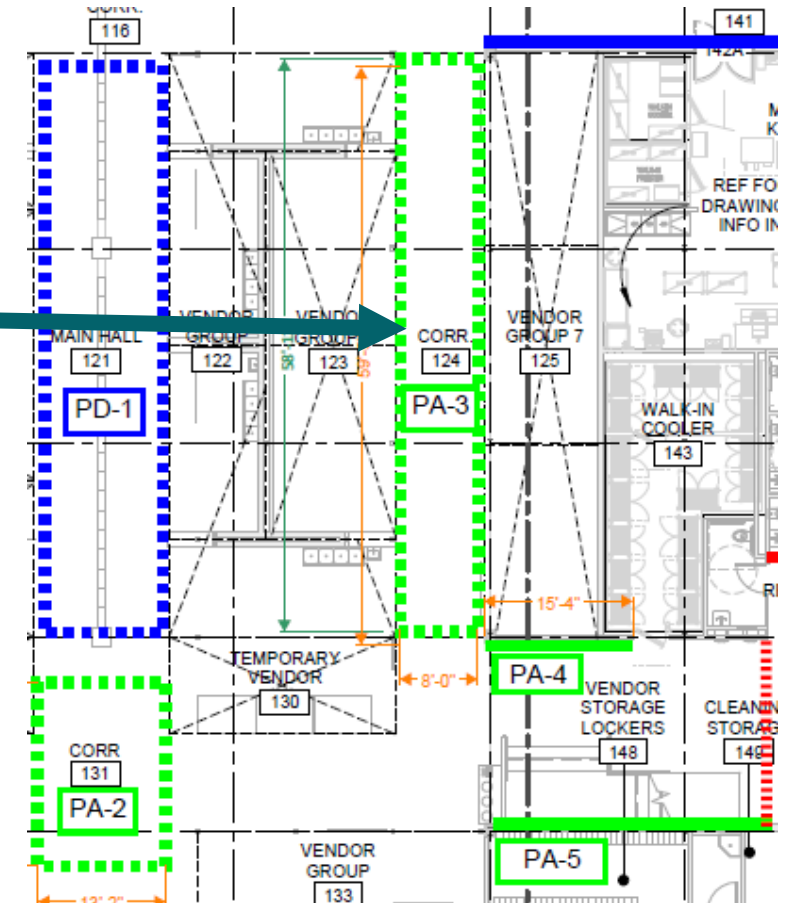
- We will only use the ground surface (horizontal surface) and the doorway glass (vertical surface).
- The ground piece may be a projection, terrazzo, painting. Exact material is yet to be determined.
- There will not be be nothing hanging down that could pose a maintenance concern.

Light Art by Ash Armenta (he/them)

Sustainability, Ecology & Inclusivity



PA-3



Laser cut, powder coated, illuminated metal structures. Imagery references native plants and animals

Madison Public Market Foundation Comments

- Ensure that if there is ambient light casting downward it won't adversely impact the vendors below (i.e. weird shadows or discoloring their goods).
- Ask the artist to test visibility of design in different light levels.
- Happy to hear the work includes native plants and animals.
- Supportive of the planned direction to incorporate color and create a larger installation of structures.

House Overflowing with Love by Keysha Mabra

Place & Inclusivity

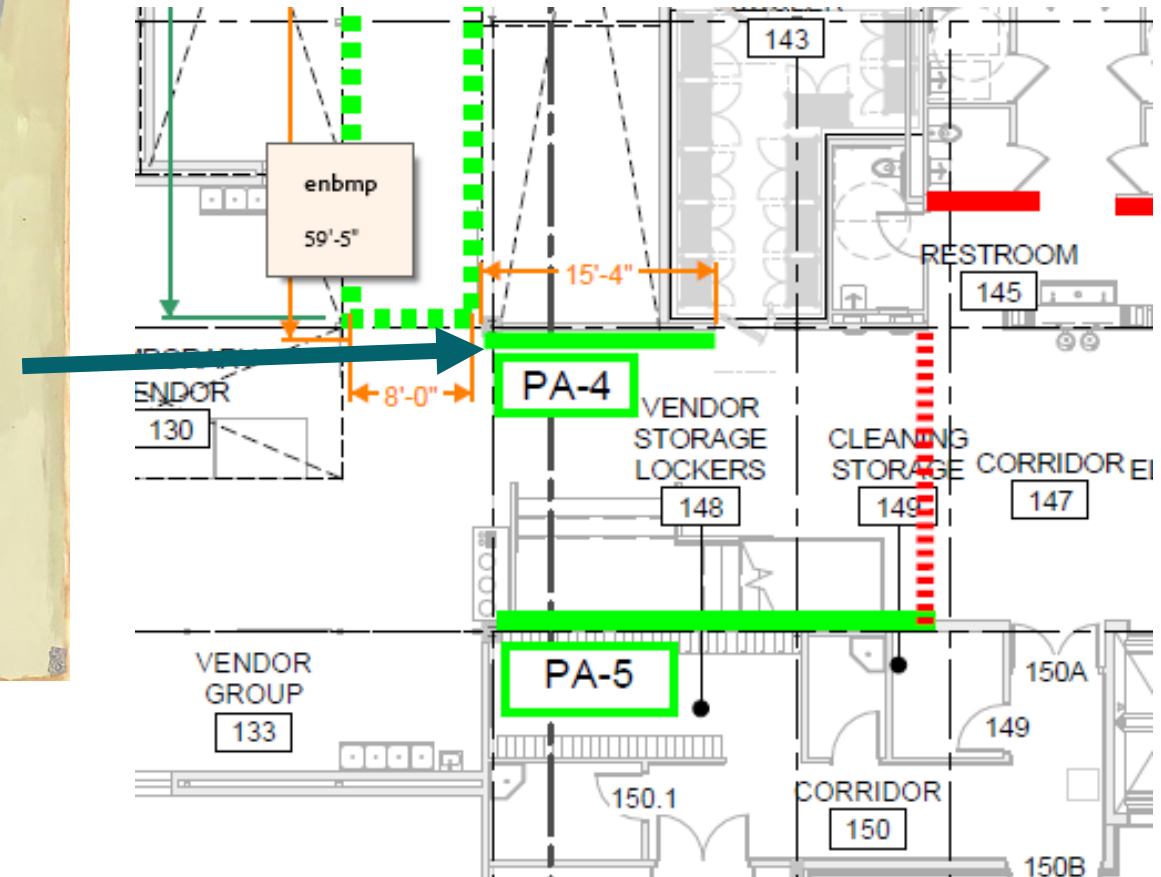


PA-4



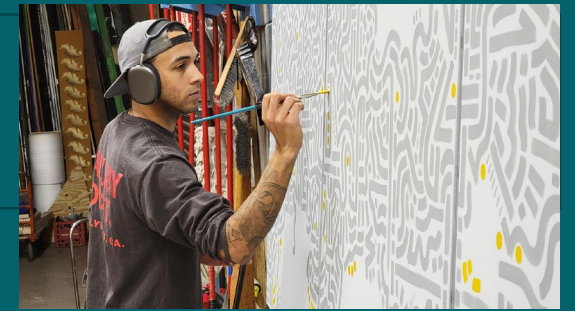
Existing mural on plywood from the
2020 Downtown State Street Mural Project

Approximately 14' W x 8' H

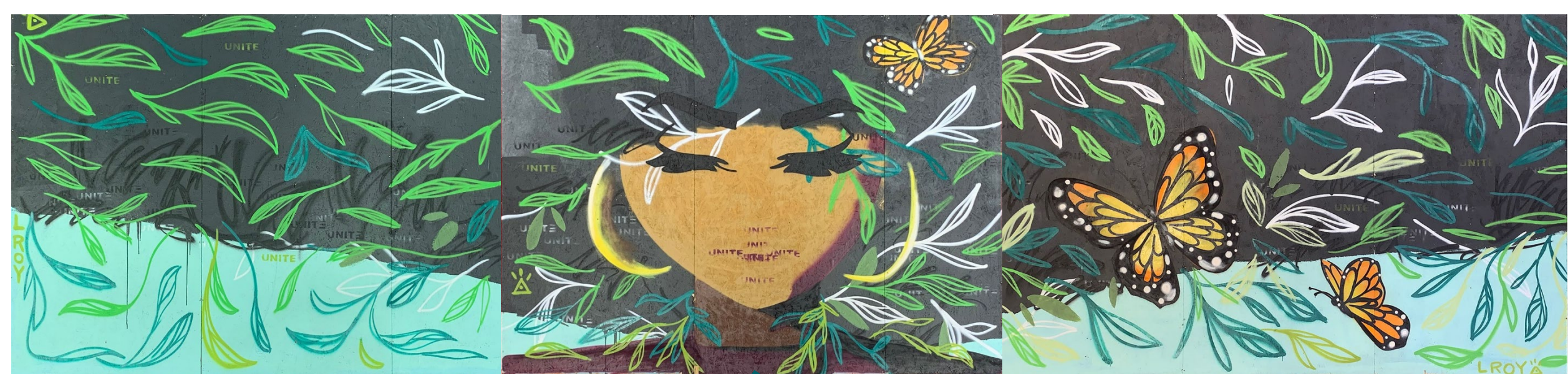


Mother Nature by Mike Lroy

Ecology & Inclusivity

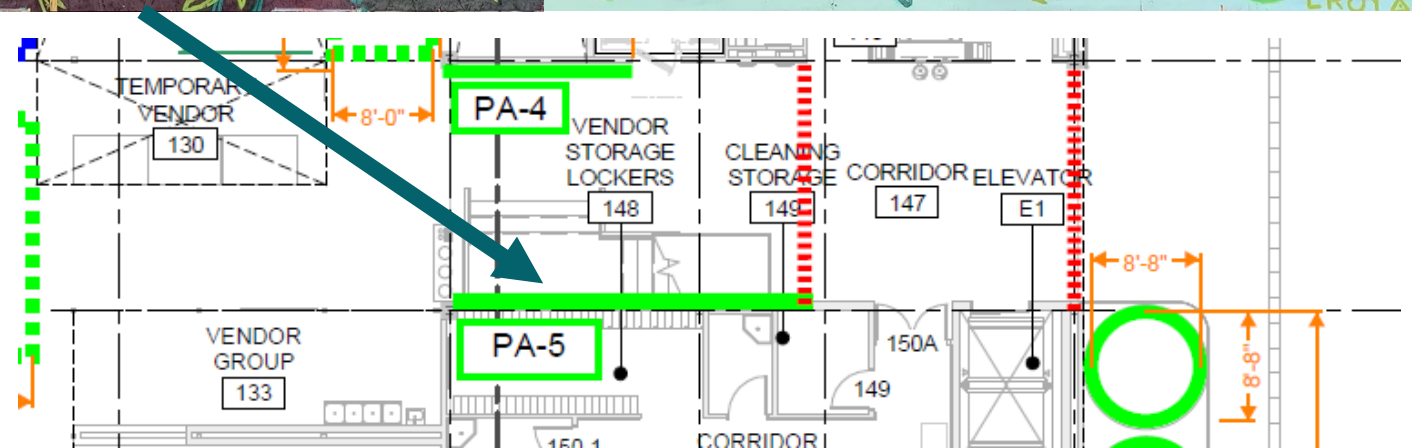


PA-5



Existing mural on plywood from the
2020 Downtown State Street Mural Project

Approximately 33' W x 8' H



Madison Public Market Foundation Comments

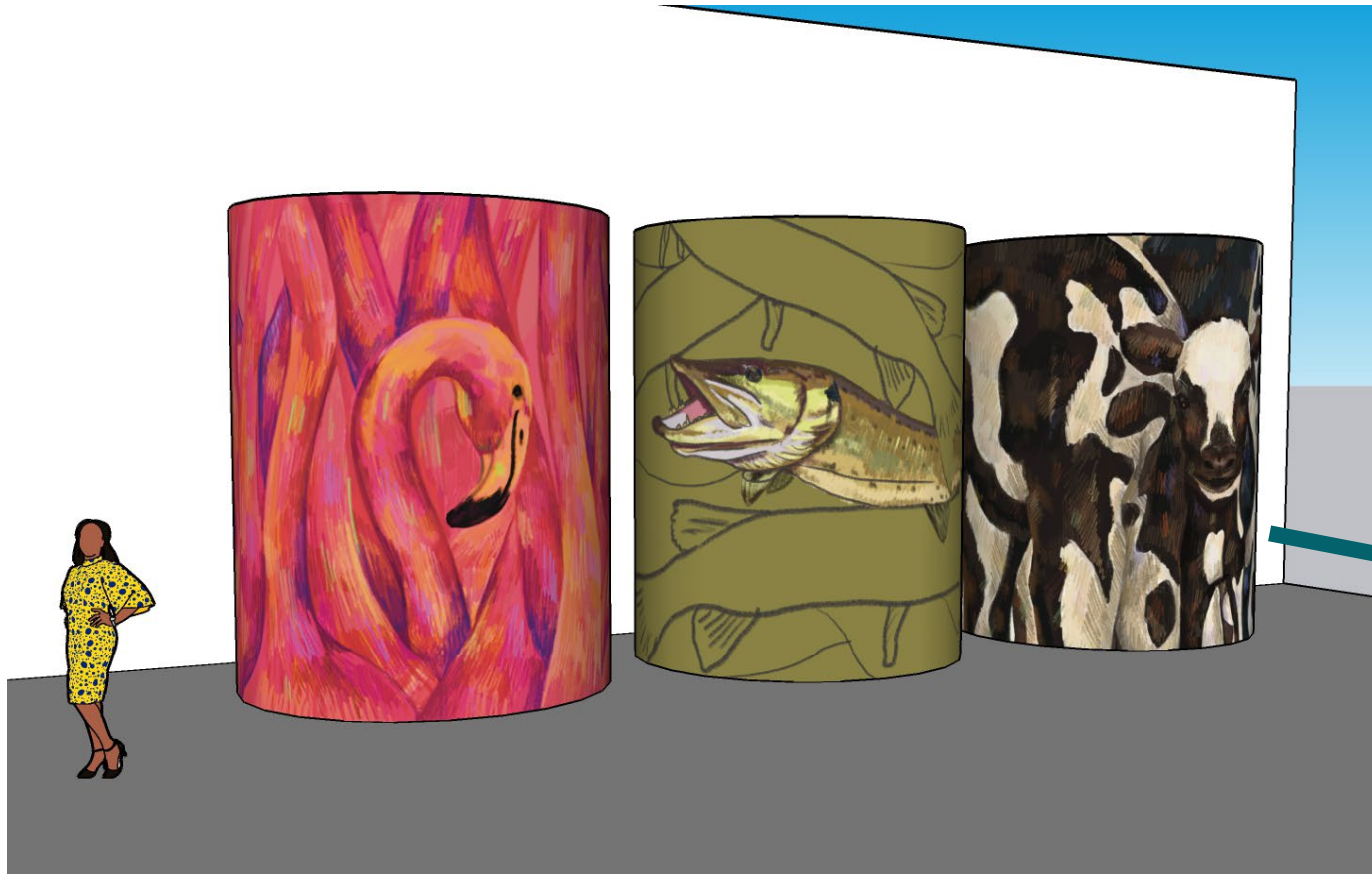
- Would like the murals to be illuminated.
- Supportive of installing acrylic sheet to protect the works.
- Would like to explore allowing artists to sell related merchandise (prints/posters, etc.) at the market to keep supporting them.

Water Cistern Wraps by Hello Madison

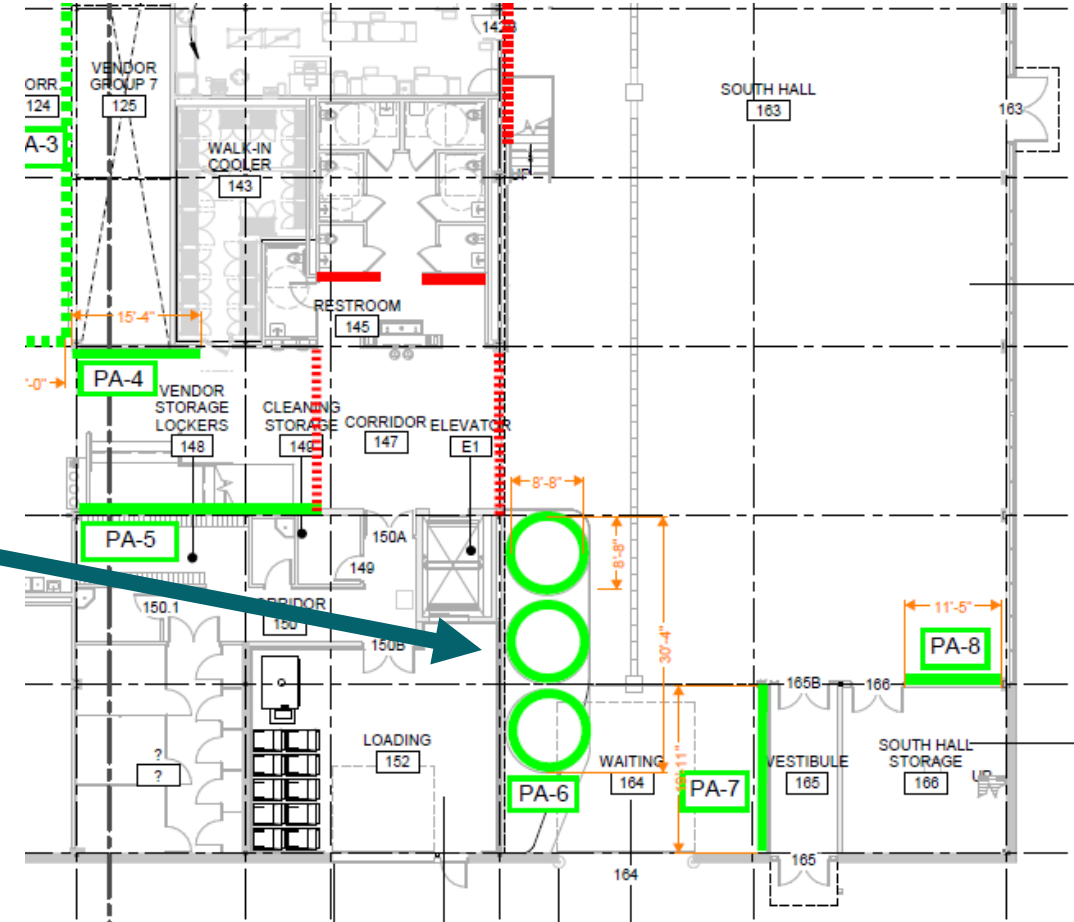
Sustainability & Ecology



PA-6



*Flamingo, Muskellunge, Spotted Cow, Digital drawings, 2023
Printed on vinyl and mounted on water cisterns*



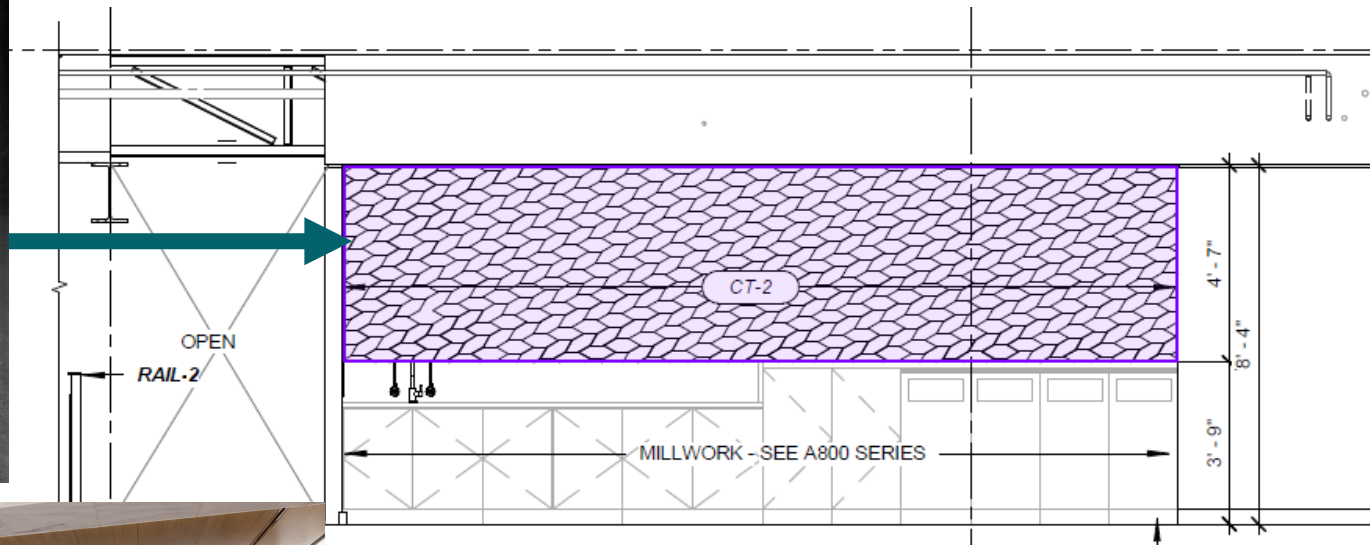
Madison Public Market Foundation Comments

- Feel these design are very appropriate for this site and will be highly engaging for visitors.
- Iconic, beautiful, good backdrop for events in South Hall.

Food Culture Historic Photo Wall

History, Place & Inclusivity

PA-9



Example of a photo printed in glass by GGI

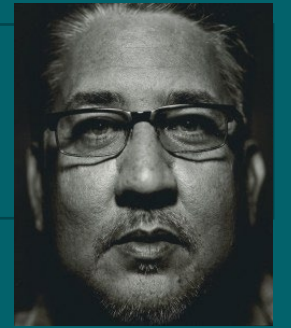
Selection of historical photos from Betty Banks archive and others to be artfully collaged to create a cohesive artwork that is rendered in glass or photo mosaic tile

Madison Public Market Foundation Comments

- Like the use of Betty Banks historic photos here.
- Encourage us to also find other photos of people involved in food production in Madison, including indigenous and immigrant communities (i.e. Italian-American, Hmong).
- Supportive of the idea to work with UW-Madison art students on the research and design of this project.
- This location will have good traffic and visibility, and allow people to spent time with the work.
- Incorporate QR code or signage for interpretive text and information on the photos.

Elizah Leonard photo mural by Tom Jones

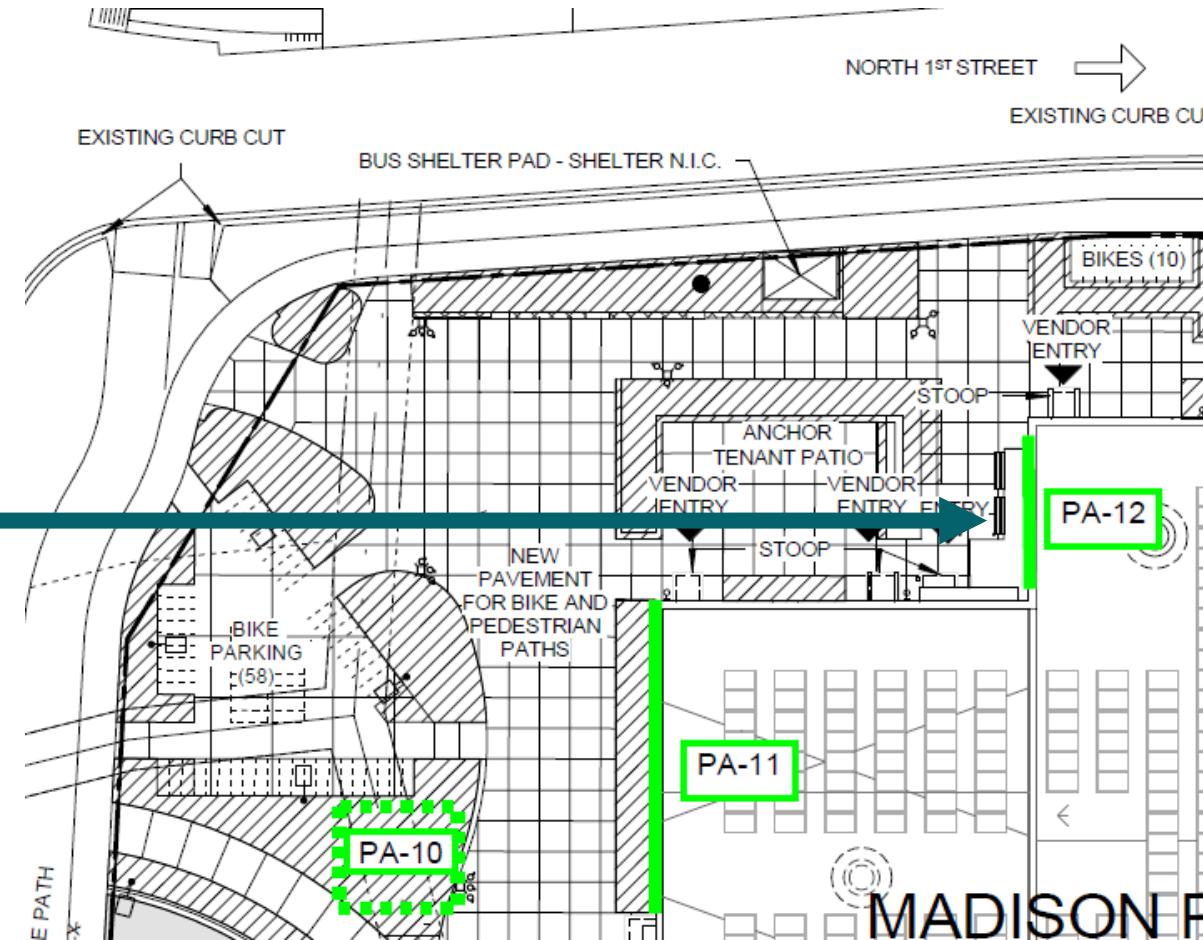
History & Inclusivity



PA-12



High resolution photo of original artwork printed on alumapanel
18' foot square



Mural by Monique Karlen + students

Place & Inclusivity

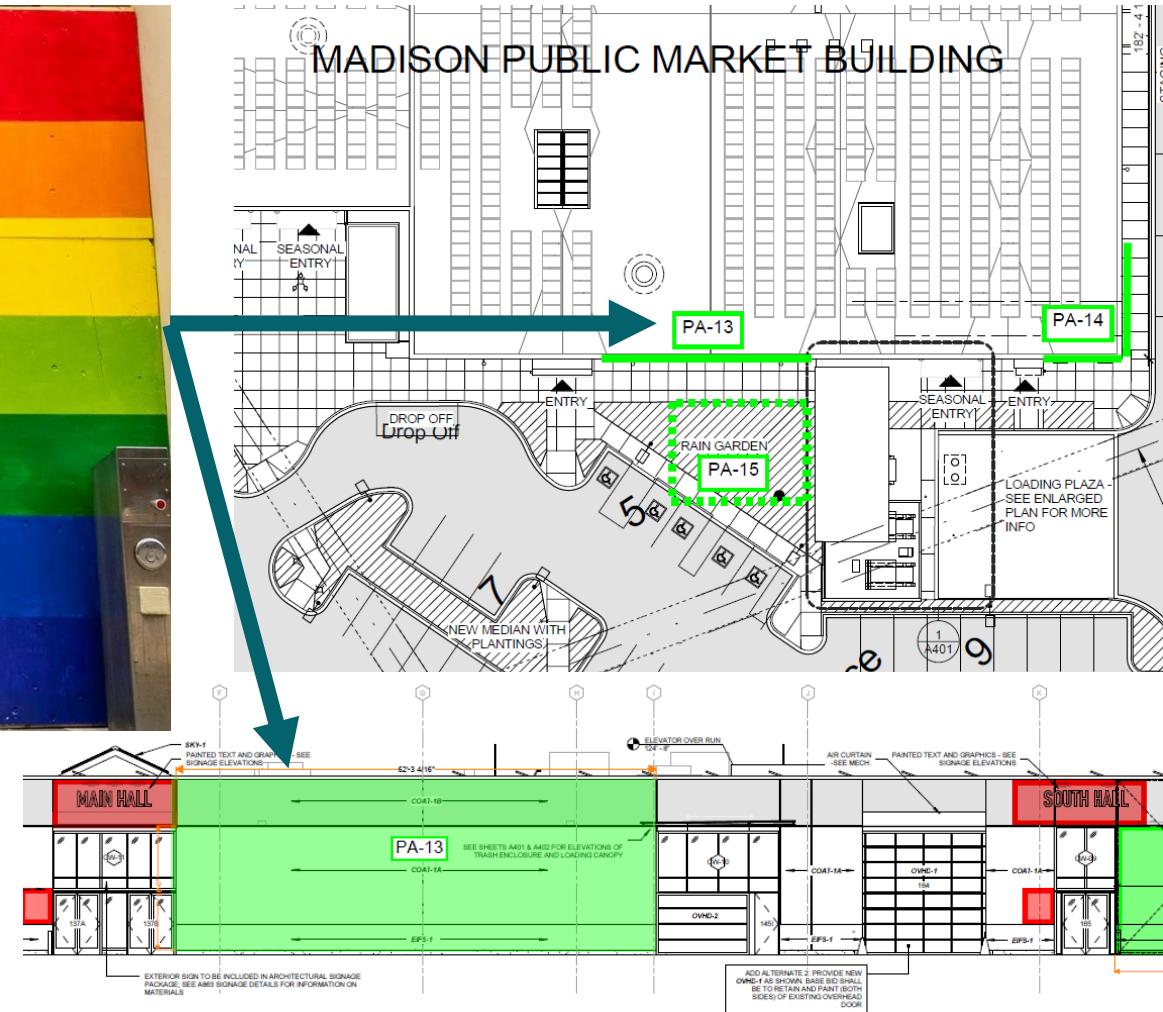


PA-13



Mural by Monique Karlen, LaFollette & Middleton High School Students

Recreate mural from the 2020 State Street Mural Project on Alumapanel



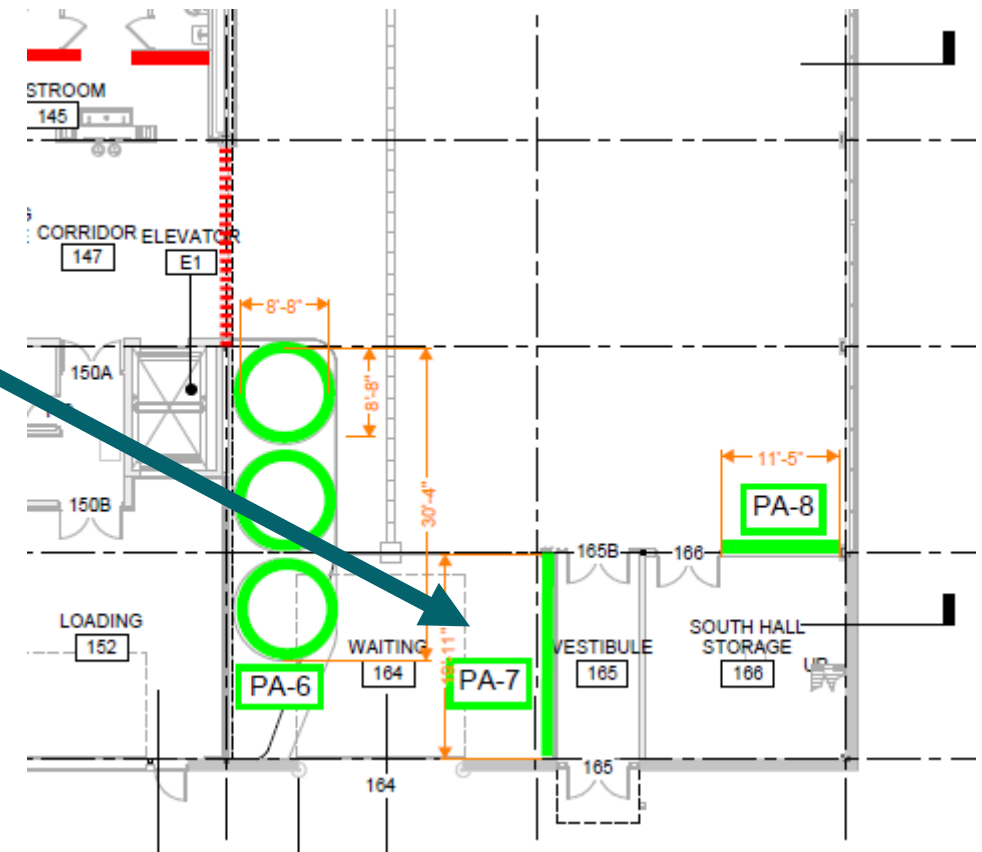
Madison Public Market Foundation Comments

- Excited about the beauty of this work, and that it was created by students
- Interested in this reproduced (perhaps on aluminum panel like the Tom Jones mural) as a very largescale work outside to welcome the public
- Site also visible from a distance to draw people in

Call for Art # 1: Community Window Decals

PA-7 + other sites as permitted

- City staff to explore feasibility of creating decals to be applied to glass surfaces including PA-7 and windows (pending Zoning regulations)
- Call would be for an artist to run a series of community workshops and develop a set of designs using a cohesive visual style.
- Invite Porchlight residents as the previous users of this site.



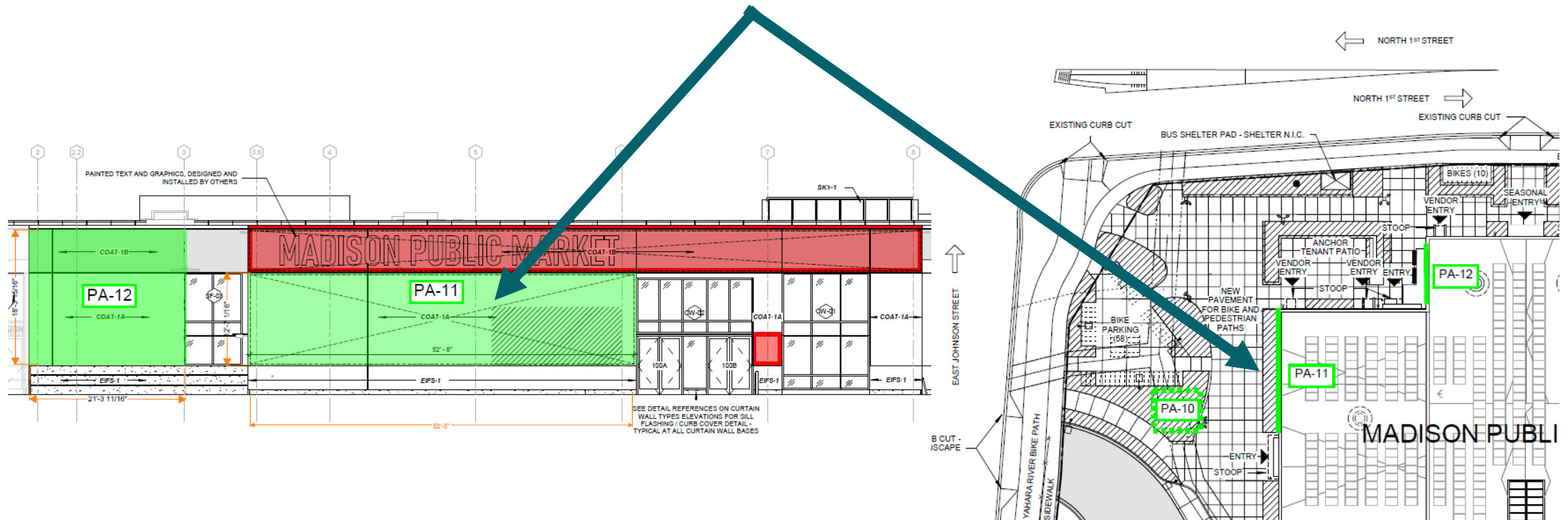
Madison Public Market Foundation Comments

- Happy to support this call as it could engage many residents and make use of the glass throughout the space.

Call for Art # 2: Abstract Mural

PA-11

- Call for muralist to create an abstract design for below the market sign at the main entrance on E Johnson at 1st Street.



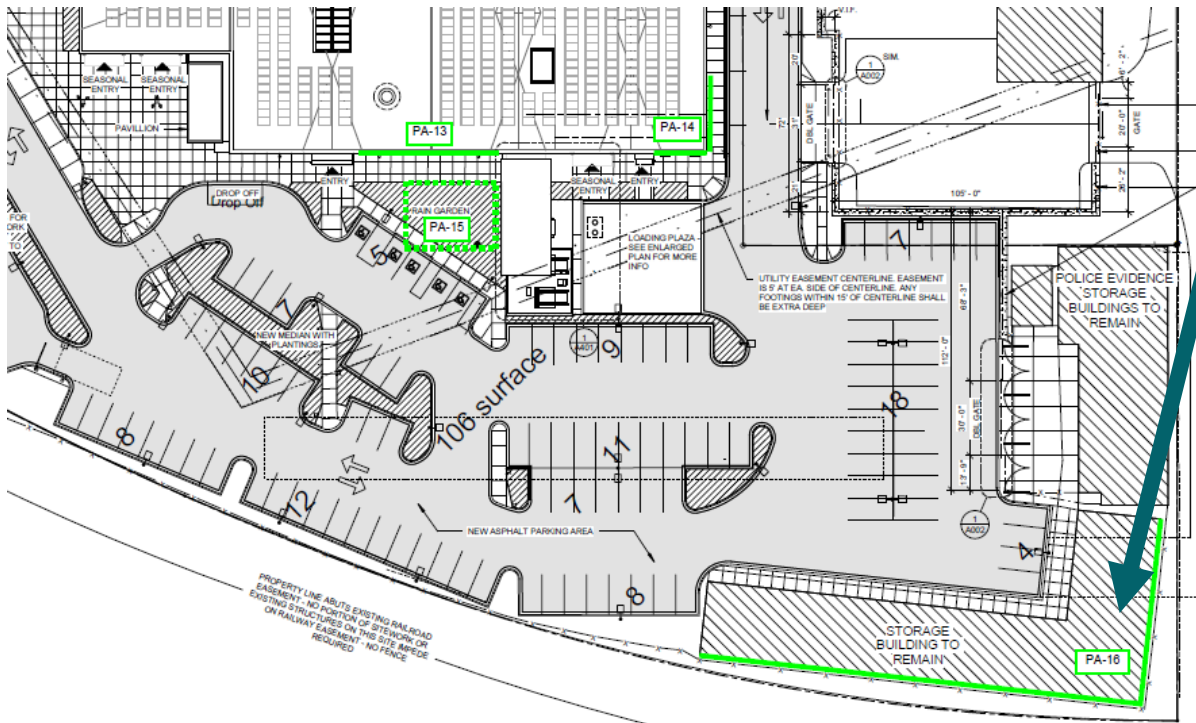
Madison Public Market Foundation Comments

- This is an important site as it will be the primary entrance and the design needs to work with the brand.
- Supportive of engaging street artists for this site.
- Ask that the resulting work is apolitical
- The call for artist/s should consider the placement of the piece under the signage and should not overpower the branding.
- Should the call be for non-figurative abstract work?

Call for Art # 3: Street Art Muralists

PA-16

- Call for street artists to complete murals on the walls along the backside of the existing storage buildings.
- May be multiple artists or an artist team.



Madison Public Market Foundation Comments

- Excited about the visibility of this site, as it can be seen from E Washington, Burr Jones Park, and noted proximity to the train tracks.
- Supportive of engaging street/spray paint artists for this site.
- Ask that the resulting work is politically neutral
- Family friendly content that meets sign code requirements

Madison Public Market Foundation

Additional Site Comments

- Want a community gallery space for temporary exhibitions. This would be a programmatic consideration for MPMF that doesn't fall into the public art plan. City staff provided a recommendation for PD-4 if not used by a potential private donor.
- Desire for functional furniture. MPMF should identify opportunities for permanent functional pieces (benches, etc) to go through MAC. Movable pieces that aren't permanently affixed would be on MPMF to commission. Can explore using proposed fixtures budget and partnering with local wood artists.
- Avoid using PA-8 as they may need this site for storage.
- Hold PA-10 for an indigenous foods garden.

Public Market Art Plan Proposal #1 Review Process

- MAC Public Art Subcommittee: 1/8/2024
- Madison Public Market Board: 1/9/2024
- MPMP Art & Cultural Expression Committee: 1/11/2024
- Madison Arts Commission: 1/16/2024
- Submit resolution: 1/17/2024
- Introduction to Council: 1/23/2024
- Council vote: 2/13/2024
- Proceed with contracting & commission for approved projects
- Continue planning for the remaining 4-6 sites & return for approval in the coming months