

## Tenney Park Vintage Postcard Installation

### Project Description

On September 9, 2018, the Tenney-Lapham Neighborhood Association will host a Century Celebration of historic Tenney Park with support from a City of Madison Neighborhood Grant. The grant also supports the creation of a permanent installation of five sculptures that display enlarged vintage postcard images of Tenney Park from the early 1900s. The five 24" by 16" images represent the Park, the Lagoon, the Yahara River and the Tenney Park Locks. Each image will pique the 21<sup>st</sup> Century viewer's curiosity by displaying a picture of the park from more than one hundred years ago.

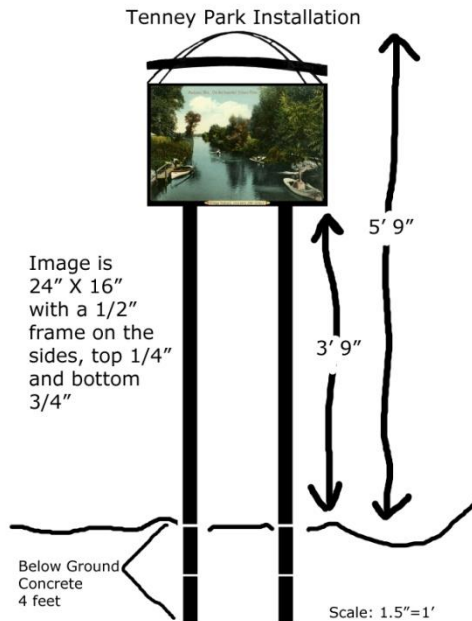
Members of the Four Lakes Postcard Club contributed the postcards from their private collections. The images were scanned and prepared for enlargement to 24" x 16" so that they could be shared with the larger community. With this installation in Tenney Park, the general public will be able to enjoy historic images that are usually reserved for private collectors. The Vintage Postcard Installation differs from informational signs by simply presenting the image with no accompanying text thereby prompting viewers to make their own interpretations.

The Vintage Postcard Installation will be a beautiful destination for Madison residents and visitors. It is consistent with the goal specified in the City of Madison Comprehensive Plan (2016) of providing more opportunities for passive recreation and visual enjoyment within the city parks. It also fits with "the Public Art Framework and Field Guide for Madison, Wisconsin (2004)" which highlighted using public art to "illuminate the history, meaning of and social and cultural connections to Madison's public places." The Postcard Installation will help the viewer to perceive and experience the park in a new way.



## Sculpture Design

The sculptures were designed by artists Caroline Hoffman, a Tenney-Lapham resident, and Mike Burns of MBMetalworks. Mr. Burns will also be the metal artist. The design of the Madison Parks Foundation sign located near the Tenney Park shelter was taken into consideration when designing the vintage postcard sculptures. Like the former, the vintage postcard sculptures will have two legs to provide stability and will be visually attractive. The 24" X 16" size magnifies the original postcards, but maintains the appropriate proportions of a standard postcard from the early 1900s. A metal cut out will be placed on top of each sculpture replicating the design of "the most beautiful bridge" which is the symbol of the Tenney-Park neighborhood and is the most recognizable bridge in the park.



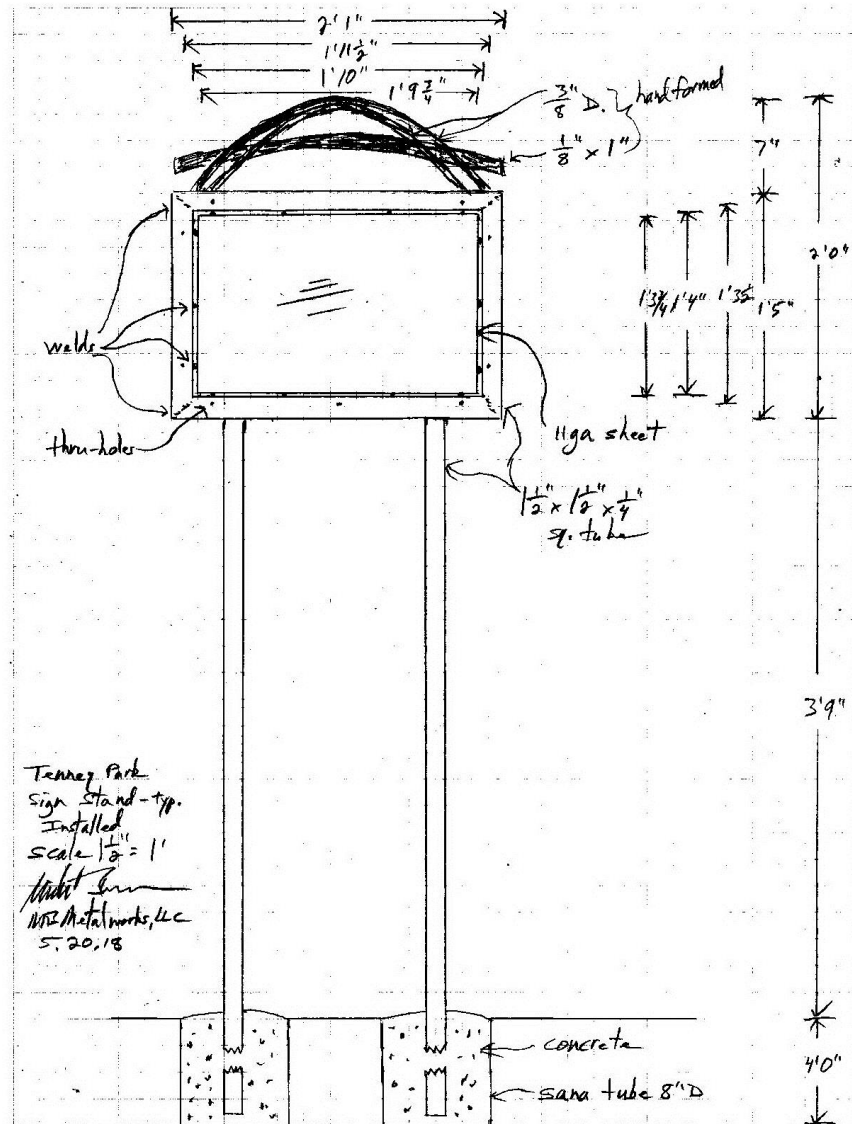
## Materials Used for Postcard Installation:

- The five color images will be UV printed directly on 1/8" thick alupanel aluminum. They are fade resistant and will not peel as is seen in vinyl mounted images.
- The metal frames will be made with:

1-1/2 X 1-1/2 180 WALL Hot rolled Square Tubing ASTM A500, Length 2'1"
1-1/2 X 1-1/2 180 WALL Hot rolled Square Tubing ASTM A500, Length 1'5"
2-1/2 x 2-1/2 X 250 WALL Hot Rolled Square Tubing ASTM A500, Length 8'
11 GA Hot Rolled Sheet ASTM A1011, Width 13 7/8" Length 21 7/8"

- Each sculpture (prior to installation of postcard images) will be sand blasted and then coated with a Zinc Rich Epoxy Primer and Medium Glass Cat Black or other "standard" exterior black top coat. This will prevent corrosion.
- Stainless steel security fasteners will be used to fasten the postcard images to the metal sculptures.

- On the bottom the metal frame there will be an engraved name plate stating, "Vintage Postcard, circa early 20<sup>th</sup> Century.
- The sculpture legs will be placed in four feet of concrete to ensure stability.



### Site Selection for the Sculptures in Tenney Park

On May 22, 2018, representatives from Tenney-Lapham Neighborhood and the City of Madison did a walkthrough of the proposed site location. The neighborhood representatives and city staff then identified and agreed upon the optimal locations for the sculptures. City staff included from the Planning Division (Linda Horvath, Urban Planner) and from the Parks Department (Sarah Lerner, Landscape Architect, Lisa Laschinger, Operations Manager and Kristin Matthews, Interim East Parks Supervisor)



The selected site for the sculptures is on the Tenney Park Island at the conjunction of three walking paths: the Sherman Avenue Bridge, Thornton Avenue Bridge, and a sidewalk adjacent to a nearby playground. Placement of the sculptures on the island will encourage park users to walk on the island rather than remain on the perimeter. The area has a bench that was installed many years ago when a seesaw was located there, but in recent years it has become an unused area within the park. Two sculptures would be near the sidewalk leading to the Sherman Ave Bridge, one next to the bench and two across the open area from the bench. All sculptures will be placed outside of the wetlands. The engaging colorful Vintage Postcard Installation will be an unexpected and serendipitous surprise for passers-by in all seasons.



★ Site selected for Vintage Postcard Installation



Wetlands Data



### An Interesting Related Historical Note:

In a way, the Vintage Postcard Installation is a tribute to John M Olin, considered the father of Madison's Parks System. The following quote is from "Madison: A History of the Formative Years" by David Mollenhoff.

*"Between 1902 and 1909 an average of 765 Madisonians, about one household in ten, voluntarily contribute money for the acquisition, development, and maintenance of parks. About sixty percent of all pledges were just five dollars, the minimum amount needed for association {Madison Parks and Pleasure Drive Association} membership. Moreover, these small grants were solicited through what was called "the postcard system"—a fund-raising procedure that astounded civic leaders around the country for its simplicity and effectiveness. Each year beginning in 1901 Olin sent a printed form-letter to all MPPDA members reminding them of the continuing need to underwrite park development. Enclosed with that letter was a penny postcard on which members approved a particular pledge amount (nearly always suggested by the association directors) and then mailed to the association. The postcard system quickly became the financial backbone of the association, providing enough money to maintain the pleasure drives and do a limited amount of park improvement besides."*

## Additional Selected Vintage Postcard Images

