

Paula Vandehey

From: Jennifer Stephany <jennifer@appletondowntown.org>
Sent: Monday, July 25, 2016 1:44 PM
To: Paula Vandehey
Cc: Paul Debraal
Subject: Offer/request for an Art Installation on the Red Ramp
Attachments: mandala-project_04.jpg; mandala-project_29.jpg; mandala-project_30.jpg; DSC_0002.JPG; DOC_20160725141715.pdf

Importance: High

Paula,

I need to pitch something to you with a short deadline so I'm hoping you can work some magic for us!

I'm reaching out to you today to see if the City would be interested in hosting a long term art installation on the east facing wall of the Red ramp along Appleton St. (photo attached). The exhibit is a series of 5 – four foot round Mandalas created by Lawrence University Professor Tony Conrad. A few photos of the Mandalas and Tony are attached.

Here are a few details:

- The Mandalas are acrylic paintings on Dibond panel (composite material made for outdoor signage) and varnished for Wisconsin outdoor conditions. Color saturation is expected to last a really long time due to the high levels of UVLS protectors in the varnish (8-30 years or longer).
- Tony has a plan for how to execute the installation but we would need City staff assistance. Tony can present the installation process plan to you and take care of pre purchasing all needed hardware. If City staff is unavailable we could ask for assistance from a local sign company at our expense.
 - The Creative committee would cover any expense related to installation of the Mandalas and maintenance.
 - The goal is to have them installed before Mile of Music so we are on a short time line. Sorry!!! The Mandalas will be ready for installation on Monday August 1st.
 - We will administer the paperwork for the sign permit if needed. Please advise.
 - We can craft a contract for the duration you are comfortable with and evaluate their condition as often as you like.

I see three quick wins with this project:

- Another City supported art installation!
- Beautification of City infrastructure
- An attractive leader to Lawrence Street.

I know you have a ton on your plate, so I very much appreciate you considering this request! I can set up a time for you to see the Mandalas at Tony's studio on Morrison St. if you like and we can talk more.

Let me know your thoughts.

Jennifer

Executive Director
Appleton Downtown Inc.
116 N. Appleton St.
Appleton, WI 54911
(920)954-9112
www.appletondowntown.org





