



MEMORANDUM

“...meeting community needs...enhancing quality of life.”

TO: Appleton Public Arts Committee (APAC)

FROM: Jessica Titel, Principal Planner

DATE: October 6, 2021

RE: Houdini Welcome Tower – Diversity Theme

At the August 23, 2021 Public Arts Committee meeting, the decision was made to move forward with a photo contest seeking diversity themed images for the next Houdini Welcome Tower installation. Since our last meeting, staff has been made aware of a second opportunity for diversity themed images for the tower.

Rhythms of the World was held in Houdini Plaza on September 18, 2021. The Rhythms of the World committee hired a professional photographer to capture images from the event. If you will recall, filling the tower with images from Rhythms of the World was previously planned, but the COVID-19 pandemic forced us to put those plans on hold. Now that photos are available, the Rhythms of the World committee, partnering with Creative Downtown Appleton, Inc., have offered to provide images to the Arts Committee for the Houdini Tower installation. Creative Downtown Appleton, Inc./Rhythms of the World would be able to provide a selection of images to the Arts Committee, and the Committee would choose the images to be displayed in the tower.

The Rhythms of the World option allows the theme of diversity to remain while showcasing a wonderful community event that takes place right in Houdini Plaza. This option may also allow staff to swap out the images before the weather gets too cold. Once the temperature falls, it can be difficult (or not feasible) to change out the tower images.

The photo contest is also a great way to engage City residents and build excitement around the diversity in our community. If the Committee would like to move forward with the photo contest, I have attached a draft version of the contest rules for review. I welcome comments and suggestions at the meeting.

APPLETON PUBLIC ARTS COMMITTEE ACTION:

Committee to decide whether to hold a photo contest or choose images from the Rhythms of the World event.